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THE INFLUENCE OF HUMAN RESOURCE TRAINING READINESS ON STAR-RATED HOTELS COMPETITIVENESS IN THE COVID 19 PANDEMIC ENVIRONMENT IN KENYA

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ABSTRACT

In Kenya where the hotel industry injects KShs. 200B into the economy and most depends on tourists and travellers, the impact of Covid-19 pandemic is huge and is already being felt in the industry as well as other industries associated with it. Strategic readiness to continue operating while managing the pandemic is, therefore, important. However, the strategic readiness of the hotel industry key actors has not been established as yet. Therefore, the purpose of this paper was to find out the human resource training readiness as a component of strategic readiness of the star-rated hotels for competitiveness in the Covid 19 pandemic environment in Kenya. The study was guided by the Human Capital Theory. The study used a descriptive cross sectional survey research design and used systematic random sampling formula to select 138 hotels across Kenya which were from the target population of 211 star-rated hotels. Data was collected using questionnaires and interview schedules for the top management in the star-rated hotels through purposive sampling. Quantitative data was analyzed using both descriptive and inferential statistical analysis that involved the regression model.

Keywords: Strategic Readiness, Hotel Industry Key Actors, Human Resource Training Readiness, Competitiveness

Key Words

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