

## **ABSTRACT**

The hotel industry in Kenya is one of the fastest growing sector and this a significant contributor to the country's economy. As evidenced, Kenya being the hub of business in East Africa, has had a tremendous target by international brands leading to stiff competition with the already existing brands in the countrywide. This vast development has therefore created a high level of keenness by the hotel's management to maintain a suitable clientele which at the moment lacks in hotels of Samburu national park due to lack of competitive advantage.

The general objective of this study was to find out the effects of the changing customer expectations on customer experience management and to establish the impact of information technology on customer experience management, to ascertain if previous experiences really influence customer experience management and to determine if word of mouth affects customer experience management. The researcher employed descriptive research design and purposeful sampling to obtain respondents. The population was top and middle level managers of hotels in Samurui National park. A total of 50 questionnaires were used to obtain data and 46 were collected

back. Descriptive statistics was used to analyze data and it was found that previous experiences affect customer experience management to a moderate extent, information technology affects to a

great extent and word of mouth to a greater extent.

The study concludes that word of mouth affects customer experience management to a very greater extent.