

ABSTRACT

The study is aimed at structurally analyzing the impact of hospitality products consumption on tourism performance ,hospitality products contributes positively to the success of tourism industry .the main objectives are :To find out the extent to which recreational facilities in tourist destination affect the performance of tourism ,to examine the extent to which accommodation affects the performance of the tourism industry and to determine the extent to which food and beverage sector affect the performance of Tourism in Narok county .

The population of the study included 116 persons of the two selected hotels that is Sarova Mara Game camp and Keekorok Lodge a sample size of 35 respondents was used for the study .Closed ended questionnaire was used to collect primary data ,stratified random sampling was used to sample the employees and customers .The research adopted descriptive research design approach which was used to describe the phenomena as they exist descriptive analysis was used to analyze data into frequency, pie chart and percentages .analyzed data was summarized and conclusion and recommendations given based on the findings