

ABSTRACT

This research is one done with an aim to give a cross section analysis on the Kenyan green hotel industry and its effects on the consumer behavior. The research was carried out in Nairobi the capital city of Kenya that is a major tourist hub with many tourist attraction sites. The capital city also carries a huge percentage of the Kenyan local consumer.

The research sought to study and observe the effects of the green model adoption here in Nairobi's hotels and its effects on the local consumer behavior. By studying the state of the hotel industry in the city the researcher was able to assess the level of green model adoption as a function of corporate social responsibility, and the effects this has on the behavior of the consumer.

The research on this topic that is greatly under researched also serves to encourage more uptake of extensive research in the green campaign here in Kenya as it is around the globe. The researcher choose a qualitative research model for the cross sectional study and it proved very rewarding in the results obtained

The research has revealed a lot of work in need to be done here in Kenya, the research has observed the existence of a local green consumer market niche a good reflection possessing hope for the globe and the Kenyan hotel industry.

With substantial though limited uptake of the green model design in the hotel industry the green awareness has had far reaching effects across the board and now a higher levels of awareness now exists, this will be the driving force a complete paradigm transition to a sustainable green world.

The information in this research serves to provide information for the industry as it finds new ways to capture and capitalize on the green consumer market that is the market place of tomorrow