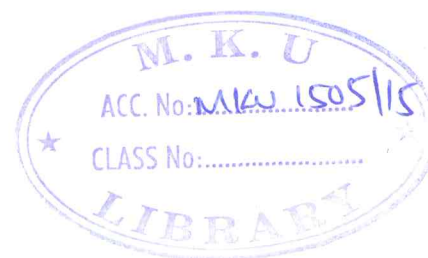


**INNOVATION IN MULTINATIONAL ENTERPRISES IN KENYA:**

**(A CASE OF TOURISM INDUSTRY)**



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## Abstract

Innovation in tourism is an important framework which supports both SMEs and MNEs with opportunities in order to operate in a competitive environment. Companies cannot grow through cost reduction and re-engineering alone. Innovation is the key element in providing aggressive top-line growth, and for increasing bottom-line results. (Davila et al, 2006)

These studies were carried out at selected tour operators firms, Kenya Tourist Board offices and Kenya Wildlife offices within Nairobi County and immediate environs. The selection was based on similarities of the activities and their location in a common area, thereby providing a basis for comparing vis-à-vis the aspect of innovation. The target population was 180 people which included Tour operators, Kenya Tourist Board Experts and Kenya Wildlife Experts. A stratified random sampling design of 50% was used to achieve the desired sample size. Survey method was employed as a basis to obtain data from the respondents. Qualitative and Quantitative methods were used to analyze the data. Percentages, mean frequencies and sums were used in the analysis to determine whether to accept or reject hypothesis. The main objective of this study was to determine the effectiveness of innovation in multinational enterprise to tourism attraction in Kenya such as artwork, plastic bags and plastic bottles.

The study findings indicated that the 52% of respondents felt that artwork had effect as an innovation to attract more tourists which included painting, sculpture, graphics, and photography. 75% the respondents shared the view that, plastic bottles had effect in tourist attraction this can be done through collecting the bottles and utilising them in order curb the environmental issues which affect tourism growth. 65% of the respondents felt that plastic bags affected tourism and therefore proper measures should be enhanced through innovation.

The researcher recommends that future studies on innovation in multinational enterprises focusing tourism industry to be carried out on a national scale to ensure a broader and more encompassing conclusion.