

AN INVESTIGATION OF MARKET RESEARCH IN IDENTIFYING CUSTOMER NEEDS
IN RWANDAN HOTELS: A CASE STUDY OF KIGALI HOSTELS

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ABSTRACT

A study was carried out in Kigali hotels to find out the role of market research in identifying customer needs. It was administered by the questionnaire which was distributed to about 70 respondents. Both primary and secondary data sources were used to collect data from the field. From the findings of the study it was found out that majority of respondents who were hotel owners were between 30-40 years (33%). Many others were the ages of 40-50 years (30%). These were found to be the people who had the capacity to start up hotels. Compared to what hotel owners prepared and what customers wanted as their favorite snacks, there was an indication that they liked snacks yet restaurant do not prepare them. Majority of all the restaurants prepare chapatti which fortunately was found out to be liked by the clients. Of all the snacks, chapatti and chips are mostly liked by the clients. This led to the conclusion that market research plays a big role in identifying customer product's needs.

The recommendations were; Hotels should offer both traditional and western dishes, Hotels owners should offer refresh courses to staff to offer modern services, Hotels should co-operate with public and customers and sometimes tune to their positive advice.

Finally the researcher is optimistic that if the above is done customers will increase number then hotels owners make profits and develop.