**CHAPTER ONE**

* 1. **INTRODUCTION**

Tourists are essential services to the success of the growth of tourism and supporting wildlife. However, many visitors are faced with challenges navigating the park and accessing information about its diverse wildlife. Nairobi National Park tourist guide system was designed to provide crucial details about the park entry fees, wildlife species, and a detailed map. Additionally, it will help tourists share their experiences and improve wildlife conservation through education.

* 1. **Background of the Study**

Nairobi National Park is located in Nairobi County, Kenya. It is home to a wide range of species including lions, giraffes, zebras, and crocodiles among others. Tourists often face difficulties navigating the park, accessing relevant information, and booking tours. This system aimed to address the challenges of inefficient visitor management and lack of accessible information.

* 1. **Problem Statement**

Although Nairobi National Park had basic visitor information available through printed materials and information guides, it lacked a comprehensive efficient and modern system to enhance the tourist's experience. The absence of a digital platform made it difficult for tourists to easily access up-to-date information about the park's wildlife sightings, attractions, or events. Additionally, there was no centralized system for visitors to book tours, and navigate the park effectively.

* 1. **Objectives**

Different objectives would govern the proposed system and they are categorized into:

* 1. **General Objectives**

The general objectives of this research project included the following:

1)To develop a comprehensive tourist guide system for Nairobi National Park.

2)To improve overall satisfaction for the tourists in the Nairobi National park

3)To provide details on entry fees, attractions, and wildlife.

4)To enable easy online reservations for tours and activities.

5)To implement an interactive map for easy navigation of the park.

* 1. **Specific Objectives**

The specific objectives of this research project included the following:

1)To facilitate reviews and feedback to guide future visitors.

2)To design a user-friendly interface for tourists to access park details and services.

3)To streamline the process for tourists to plan and organize visits to Nairobi National Park.

4)To enable data-driven decision-making for improving park management and services.

**1.5 Research Questions**

1)Does the implementation of a digital tourist guide system at Nairobi National Park improve visitor satisfaction and engagement compared to traditional methods of park navigation and information dissemination?

2)How does the language barrier support in the Nairobi National Park tourist guide system affect the satisfaction of international tourists?

3)Will the introduction of an automated booking and ticketing system reduce wait times?

4)What impact will the interactive tourist guide system have on the efficiency of park management and visitor service?

5)What potential challenges in implementing a digital tourist guide system for Nairobi National Park?

* 1. **Significance of the study**

The study was carried out to make meaningful contribution to knowledge in the field of tourists and park management. The research would provide insights into how a digital tourist guide system could enhance the visitor experience at Nairobi National Park. Also, the study was expected to contribute to operations like reducing visitor wait times, and booking.

* 1. **Scope of the Study**

The focus of this study centered on the Nairobi National Park tourist guide system was designed to evaluate the effectiveness of a digital platform in improving the overall visitor's experience. The study specifically concentrated on the system features such as interactive maps, event schedules, and tour booking. The study would cover the technical aspects of system development including design, coding, and testing.

* 1. **Limitations of the Study**

Below limitations were encountered during the research:

1)Visitors who did not use the guide system were not included in the study which limited the data to only those who interacted with the system.

2)The study depended on system data that may have been affected by technical issues such as system downtime or glitches.

3)The study assumed that all tourists had access to smartphones or mobile devices capable of using the guide system.

4)Limited financial res may restrict the scope of the system features.

* 1. **Basic assumptions**

The several assumptions that may unpin the study included:

1)It was assumed that tourists visiting Nairobi National Park would be willing to adopt and use a digital tourist guide system.

2)It was assumed that the majority of the tourists would have access to smartphones or devices compatible with the system.

3)It was assumed that the tourist guide system would function properly without technical issues.

4)It was assumed that the feedback collected from visitors would be honest and reflect their true experiences with the system.

**1.10 Operational Definition of terms**

Nairobi National Park tourist guide system was developed to encourage tourists to enjoy their time at the park. By addressing the inefficiencies of the current system the project sought to enhance booking services, an interactive map ensuring more tourists enjoy their time.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter explores the explores the exsting literature from past similar researches that were carried on tourist guide system. A review of relevant concepts ,theories and empirical studies help to builod a strong foundation for the Nairobi National Park tourist guide system.

2.2 Conceptual Review

The conceptual review focused on clarifying key terms and concepts that are central to understanding the development of the Nairobi Ntional Park tourist guide system.

2.21 Tourist Guide System