

Abstract

This study was to access factors that contributed to lack of integration of entrepreneurship education into the hospitality and tourism courses at Kenya Utalii College which is a premier Hotel and Tourism School in East and Central Africa.

The study adopted a triangulation of descriptive and exploratory research designs. The descriptive, quantitative and exploratory research design. 376 students and 90 lecturers from various academic departments participated in the study. Stratified random sampling was used.

The results indicated that policy and organizational practice was a major impediment in the integration of entrepreneurship education at 43.2%, curriculum development at 17.9%, and student's attitudes towards entrepreneurial intention 6.1%. (52%) of lecturers interviewed had positive entrepreneurial orientation and tendencies.

Keywords: Asia Pacific, Conference, Hospitality, Research, Sustainability, Tourism