

**DETERMINANTS OF GUESTS REVISIT INTENTIONS AT SIANA SPRINGS  
TENTED CAMP, NAROK COUNTY, KENYA**

**EZEKIEL KADIKA LETURA  
HPM-42183-17**

**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF  
HOSPITALITY MANAGEMENT IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF THE DEGREE IN HOSPITALITY  
MANAGEMENT OF GREYSA UNIVERSITY**

**DECEMBER 2020**

## DECLARATION

### Declaration by the Student

This research project is my original work and has not been presented for the award of a degree or any similar purpose in any other institution.

Signature:  Date: 26<sup>th</sup> Dec 2020


**Ezekiel Kadika Letura - HPM-42183-17**

School of Hospitality Management

Gretsa University

### Declaration by the Supervisor

This research project has been submitted with my approval as a University supervisor:

Signature:  Date: 14/12/2020

**Peter Irungu**

School of Hospitality Management

Gretsa University

## **DEDICATION**

This work is dedicated to my family for always supporting me morally, socially, and financially.

## TABLE OF CONTENTS

<b>DECLARATION</b> .....	Error! Bookmark not defined.
<b>DEDICATION</b> .....	iii
<b>TABLE OF CONTENTS</b> .....	iv
<b>LIST OF TABLES</b> .....	vi
<b>LIST OF FIGURES</b> .....	vii
<b>ABBREVIATIONS AND ACRONYMS</b> .....	viii
<b>OPERATIONAL DEFINITION OF TERMS</b> .....	ix
<b>ABSTRACT</b> .....	x
<b>CHAPTER ONE INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Study.....	1
1.2 Statement of Research Problem.....	2
1.3 Purpose of the Study .....	2
1.4 Objective of the Study.....	3
1.4.1 General Objective.....	3
1.4.2 Specific Objectives.....	3
1.5 Study Hypotheses .....	3
1.6 Significance of the Study .....	3
1.7 Scope of the Study .....	4
1.8 Limitations of the Study.....	4
1.9 Study Conceptual Framework .....	4
<b>CHAPTER TWO LITERATURE REVIEW</b> .....	<b>6</b>
2.0 Introduction .....	6
2.1 Perceived Attractiveness .....	6
2.2 Perceived Value .....	6
2.3 Perceived Attractiveness, Perceived Value and Visitors' Revisit Intention .....	7
<b>CHAPTER THREE RESEARCH METHODOLOGY</b> .....	<b>10</b>
3.0 Introduction .....	10
3.1 Research Design .....	10
3.2 Study Area.....	10
3.3 Target Population.....	10
3.4 Sampling Techniques.....	11

3.5 Sample Size .....	11
3.6 Measurement of Variables .....	11
3.7 Research Instrument.....	12
3.8 Validity and Reliability of the Instrument .....	12
3.9 Data Collection Techniques .....	12
3.10 Data Analysis Techniques .....	13
3.12 Logistical and Ethical Considerations.....	13
<b>CHAPTER FOUR FINDINGS AND DISCUSSIONS.....</b>	<b>14</b>
4.0 Introduction .....	14
4.1 Demographics.....	14
4.2 Descriptive Results of the Study Constructs .....	15
4.2.1 Perceived Attractiveness.....	15
4.4.2 Descriptive Results of Perceived Value .....	15
4.4.3 Descriptive Results of Visitors' Revisit Behavioral Intentions .....	16
4.3 Results of Hypotheses.....	17
<b>CHAPTER FIVE SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b> .....	<b>18</b>
5.1 Introduction .....	18
5.2 Summary of Findings.....	18
5.3 Conclusions .....	18
5.4 Recommendations for Practice.....	18
5.5 Suggestions for Future Research .....	19
<b>References .....</b>	<b>20</b>
<b>APPENDICES .....</b>	<b>23</b>
Appendix 1: Consent Letter .....	23
Appendix 2: Questionnaire for Visitors.....	24

## **LIST OF TABLES**

Table 4.1: Respondents' Demographic Profile .....	14
Table 4. 2. Descriptive Results of Perceived Attractiveness Construct .....	15
Table 4. 3: Descriptive Results of Quality of Support Services (QSS) Construct .....	16
Table 4. 4: Descriptive Results of Visitors' Revisit Behavioral Intentions Construct	17
Table 4. 5: Hypotheses Tests .....	17

## **LIST OF FIGURES**

Figure 1.1: Conceptual Model for determining the Factors Influencing Visitors’ Revisit Intentions at Siana Springs in Narok County, Kenya .....	5
--	---

## **ABBREVIATIONS AND ACRONYMS**

**PA:** Perceived Attractiveness

**PV:** Perceived Value

**SPSS:** Statistical Package for Social Sciences



## **OPERATIONAL DEFINITION OF TERMS**

**Perceived attractiveness:** defined as perceptions of visitors towards the destination attractions, accommodation, infrastructure, and locals.

**Perceived value:** defined as a consumer's tradeoff between the quality of the benefits in which they perceive the product relative to the sacrifice they perceive by paying the price.

**Visitor revisits intentions:** willingness to visit the destination in the future and recommend to friends and close people.

## **ABSTRACT**

Tourism is vital for the growth of any nation globally. Repeat visitors to a tourism destination is imperative for increasing the revenue of the tourism industry. Hence, the critical analysis and in-depth study on the factors influencing repeat visitors may provide the ground to improve the Kenyan tourism market for repeat visitors. Thus, the purpose of this study is to establish the determinants of visitors' revisit intentions at Siana Springs tented camp. In particular, the study seeks to determine the effects of perceived value on visitors' revisit behavioral intentions and to investigate the effects of perceived attractiveness on visitors' revisit intentions. The study targeted all visitors of Siana Springs tented camp. A descriptive cross-sectional survey research study of 50 visitors through self-administered questionnaires was conducted. Moreover, a convenience sampling technique was used to select the study participants. All variables in the study were measured using adapted and modified constructs from previous researches. Content validity technique was used to assess the validity of the questionnaire. Research data were analyzed using descriptive statistics (means, percentages, and standard deviations) and inferential statistics (Pearson correlation). The study results revealed that perceived attractiveness and perceived value are important components of visitors' revisit intentions. Both perceived value and perceived attractiveness were found to have significant correlations with visitor revisit intentions. The study recommends Siana-Springs tented camp managers to attain a deep understanding of perceived attractiveness, perceived value, and revisit intentions. Besides, destination managers need to develop strategies that would help engender positive visitors' revisit behavioral intentions.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Tourism is vital for the growth of any nation globally. In Kenya, tourism is rated second after agriculture in the form of a contribution to the overall Gross Domestic Product (GDP). Hence, its overall importance towards sustaining the Kenyan economy cannot be overlooked. According to Economic Survey Recovery (2017) of Kenya, for the first time since 2012, tourism sector earnings rose by 17.8% from KSh 84.6 billion in 2015 to KSh 99.7 billion in 2016. Equally, the number of international arrivals rose by 13.5% to 1339.7 thousand in 2016 and this could be attributed to improvement in security and successful high-profile conferences (Economic Survey Recovery, 2017). Similarly, the number of visitors to national parks and game reserves rose by 17.0% to 2,284.7 thousand in 2016. With these figures indicating the importance of tourism to the country's economy, and to maintain and enhance the figures more, visitors' revisit behavioral intentions is important and remains a vital component for business sustainability of available wildlife national parks and game reserves.

Tourism scholars have concentrated on repeat visitation as an antecedent of destination loyalty. Some empirical studies have acknowledged that many tourist destinations rely seriously on repeat visitors (e.g., Darnell & Johnson, 2001; Jayaraman *et al.*, 2010). In this sense, previous researches have examined factors influencing tourist behavior towards a repeat visitation. In tourism, major antecedents of revisit intention such as satisfaction (Jang & Feng, 2007), novelty seeking (Jang & Feng, 2007), perceived value (Bigne *et al.*, 2009), past vacation experience (Petrik *et al.*, 2001), safety (Chen & Gursoy, 2001), cultural differences (Chen & Gursoy,

2001), image (Chi & Qu, 2008), motivation and satisfaction (Yoon & Uysal, 2005), and destination attributes (Zabkar *et al.*, 2010) have been identified by various researchers.

Chen and Tsai (2007) have asserted that by understanding the relationships between future behavior and its determinants, destination tourism managers would know better how to build up an attractive image and improve their marketing efforts to maximize their use of resources. Study on repeat visitation is important for tourism businesses from an economic perspective. Attracting previous customers is more cost-effective than gaining new ones (Shoemaker & Lewis, 1999). In tourism, the promotional costs of attracting repeat visitors are less than first-time visitors (Weaver & Lawton, 2002; Lau & Mckercher, 2004). Moreover, preserving loyal customers is a crucial contributor to the profitability of the business (Hsu *et al.*, 2008). According to Mat Som *et al.* (2011), earlier researches show that a 2% increase in customer retention has the same effects on profits in terms of cost-cutting by 10%.

## **1.2 Statement of Research Problem**

From Jang and Feng's (2007) perspective, repeat visitors are significant in increasing revenue in tourism destinations and in saving marketing funds. Similarly, repeat visitors to a tourism destination are imperative for increasing the revenue of the tourism industry. However, Siana Spring tented camp has been registering a decreasing number of repeat visits. Thus, the study sought to establish the determinants of repeat guests at Siana Springs tented camp.

## **1.3 Purpose of the Study**

The purpose of the study is to establish the determinants of guests' revisit intentions at Siana Springs Tented Camp.

## **1.4 Objective of the Study**

### **1.4.1 General Objective**

The study sought to establish the influence of perceived value and quality on guests' revisit intentions at Siana Springs tented camp.

### **1.4.2 Specific Objectives**

- (i) To establish the effects of perceived tented camp attractiveness on visitors' revisit intentions at Siana Springs tented camp in Narok County, Kenya.
- (ii) To determine the effects of perceived value on visitors' revisit intentions at Siana Springs tented camp in Narok County, Kenya.

## **1.5 Study Hypotheses**

- i. H<sub>01</sub>: There is no significant relationship between perceived attractiveness and visitor revisit intentions at Siana Springs tented camp.
- ii. H<sub>02</sub>: There is no significant relationship between perceived value and visitor revisit intentions at Siana Springs tented camp.

## **1.6 Significance of the Study**

The findings of the study may be useful to different stakeholders. First, the results of the study may help the camp managers to attain a more deep understanding of the effects of perceived attractiveness and perceived value on visitors' revisit behavioral intentions. Also, the importance of perceived attractiveness on visitors' revisit intentions may help the camp managers towards developing ways that would ensure that visitors' needs and wants are fully addressed. Finally, the findings of this study add to the body of knowledge on the effects of perceived value and perceived attractiveness on visitors' revisit intentions which could form a basis for further related research.

### 1.7 Scope of the Study

This study was confined to the effects of perceived value and perceived attractiveness on visitors' revisit intentions at Siana Springs tented camp. Also, the study participants were visitors who had visited the camp at the time of research.

### 1.8 Limitations of the Study

The study is limited to Siana Springs tented camp in Narok County, Kenya. Thus, results cannot be generalized to other camps in Narok County and beyond. Also, perceived attractiveness and perceived value were studied as factors of visitors' revisit intentions. Therefore, results on changes in visitors' revisit intentions should be interpreted from the perspective of these variables.

### 1.9 Study Conceptual Framework

#### Independent Variables

##### Perceived Value

- I enjoyed my visit
- The visit was of good value
- The trip enhanced the way my friends perceived me
- I felt good about my decision to visit the reserve
- I had a relaxing time in the reserve

##### Perceived Attractiveness In terms of

- Accommodation
- Accessibility
- Climate
- General infrastructure
- Cleanliness of the reserve

#### Dependent Variable

##### Visitors' Revisit Behavioral Intentions

- Future visits
- Positive word of mouth
- Recommendations to friends and close people

Source: Researcher (2020)

**Figure 1.1: Conceptual Model for determining the Factors Influencing Visitors' Revisit Intentions at Siana Springs in Narok County, Kenya**

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The chapter discusses a review of related literature: First, the chapter discusses the concept of perceived destination attractiveness. Second, the chapter discusses the concept of perceived value and its effects on visitors' revisit behavioral intentions. Last but not the least, the chapter describes the extant literature on perceived attractiveness, perceived value and visitors' revisit intentions.

#### **2.1 Perceived Attractiveness**

The perceived attractiveness of destination attributes measures how well the ten destination attributes including accommodation, shopping, transportation, restaurant and food, tourist attraction, culture and history, safety, entertainment, the attitude of local towards visitors, and accessibility are in attracting and influencing visitors to revisit the destination at the post-visitation stage. It is examined as the external motivator that pulls the attention of tourists towards the destination and highly influences the decision of tourists on destination selection. Destination's attributes increasingly become prominent when they are perceived by the tourist and help ones decide to travel or avoid. Hence, the future destination selection and future behavior of the tourist can be influenced by their perceived attributes of the destinations.

#### **2.2 Perceived Value**

Perceived value is a customer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988), that is, a tradeoff between perceived benefits and perceived costs (Lovelock, 2000). Past researches have demonstrated that the measurement of consumer satisfaction can



be used in conjunction with the measurement of perceived value (Oh, 2000; Woodruff, 1997). Recently, it has been found that consumer behaviors are more understandable when assessed through perceived value (Heskett *et al.*, 1997). In other words, both for marketing practitioners and researchers, the construct of perceived value has been discussed as one of the important measures (Cronin *et al.*, 2000). Holbrook (1999) suggests a value typology based on three dimensions: self-oriented vs. other-oriented, active vs. reactive, and extrinsic vs. intrinsic.

Literature review shows that perceived value can be an important predictor of satisfaction (McDoughall & Levesque, 2000; Cronin *et al.*, 2000). Lee *et al.* (2011) in their study have found tourist's perception of value influences their satisfaction. Many researchers agreed that perceived value exerts a significant influence on tourists' behavioral intentions (Jin *et al.*, 2013). Perceived value has an impact on revisit intention (Quintal & Polczynski, 2010). Different researchers have also demonstrated that high levels of perceived value lead to both future purchase intentions and behaviors (Baker *et al.*, 2002; Grewal *et al.*, 1998). Buzzell and Gale (1987) believe that the perceived value of products and services is what affects consumer behavior and can be the best predictor of competitive success.

### **2.3 Perceived Attractiveness, Perceived Value, and Visitors' Revisit Intention**

From the consumption process's perspective, tourists' behavior is divided into three stages including pre-visitation, during-visitation, and post-visitation (Rayan, 2002; William & Buswell, 2003). Chen and Tsai (2007) stated that tourists' behaviors include the choice of destination to visit, subsequent evaluations, and future behavioral intentions. The subsequent evaluations are the travel experience or perceived value and overall visitors' satisfaction, whereas the future behavioral

intentions refer to the visitor's judgment about the likeliness to revisit the same destination and willingness to recommend it to others.

Several studies identified satisfaction with travel experience as the major antecedent of revisit intention (Chi & Qu, 2008), and positive satisfaction has a positive influence on tourists' repurchase intention (Gotlieb *et al.*, 1994). In contrast, Um *et al.* (2006) found that satisfaction was insignificant in affecting revisit intention to Hong Kong for European and North American tourists. Beigne *et al.* (2009) argued that in a competitive market even satisfied customers may switch to rivals because of the opportunities to achieve better results. In another view, Cronin *et al.* (2000) stated that perceived value may be a better predictor of repurchase intention than either satisfaction or quality.

Zabkar *et al.* (2010) explored the complex relationship between main constructs and behavioral intentions. Based on their model, destination attributes affect perceived quality which then affects satisfaction, the latter leads to revisiting intention. From Jang and Feng's perspective (2007), novelty seeking is highlighted as an antecedent of revisit intention. They examined the effects of tourists' novelty-seeking and destination satisfaction on revisit intentions in the short-term, mid-term, and long-term. They found that satisfaction influence tourists' intention to revisit in short-term, while novelty-seeking influence tourists' intention to revisit in mid-term, and long term.

Petrik (2002) suggested that "novelty seeking" plays an important role in the tourists' decision-making process. Pearson (1970) described novelty seeking as the level of contrast between current perception and experience. In tourism, novelty-seeking is also investigated as an enhancer for tourist's satisfaction (Crotts, 1993).

Mostafavi Shirazi and Mat Som (2010) examined the effect of destination attributes on revisit intention in Penang. They found repeat visitation as an indicator of loyalty in a tourist destination that is strongly affected by destination attributes. In their study, diversification of attractions has been found as one of the necessary conditions for explaining repeat visitations (ibid). Many studies have pointed out the relationship between image and destination loyalty (Wang *et al.*, 2011). In this sense, Chi and Qu (2008) underlined 'destination image' as an antecedent of destination loyalty. It is generally accepted that destination image has influenced tourist behaviors (Lee *et al.*, 2005; Bigne *et al.*, 2001). In many studies, the destination image is distinguished as a destination attribute and is considered as an effective tool to attract tourists (Kneesel *et al.*, 2010). Bigne *et al.* (2001) and Lee *et al.* (2005) have emphasized that destination image plays two crucial roles in behaviors: first, influence the destination choice decision-making process, and second, influence conditions after decision-making behaviors (intention to revisit and willingness to recommend).

According to Lee *et al.* (2005), individuals with a more favorable destination image perceived higher on-site experience, which led to higher satisfaction and more positive behavioral intentions. Chen and Tsai (2007) tested the relationship between destination image, evaluative factors (e.g., trip quality, perceived value, satisfaction), and behavioral intentions. They found that destination image and satisfaction were two important variables that influenced visitors' behavioral intention. Their study revealed that the destination image influenced behavioral intentions directly and indirectly.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter discusses the research design, study area, target population, sampling techniques, sample size, instruments, validity and reliability, pre-testing, data collection procedures, analysis techniques, and data presentation. Moreover, logistical and ethical considerations are discussed at the end of the chapter.

#### **3.1 Research Design**

A research design is defined as a blueprint or plan specifically created to answer the research question and to control variance. Thus, the study used a descriptive survey design to describe systematically and accurately the facts and characteristics of a given population or area of interest or to provide an accurate portrayal or account of characteristics of a particular individual, situation, or group to describe what exists concerning the influence of perceived attractiveness and perceived value of visitors' revisit behavioral intentions. Descriptive studies are aimed at finding out what is, so observational and survey methods are frequently used to collect descriptive data (Borg & Gall, 1989).

#### **3.2 Study Area**

The study was conducted at Siana Springs tented camp in Maasai Mara game reserve in Narok County, Kenya.

#### **3.3 Target Population**

The study targeted all visitors who had visited Maasai Mara for wildlife tourism and related activities such as game drives and sightseeing and were guests at Siana Springs tented camp at the time of research.

### **3.4 Sampling Techniques**

The convenience sampling technique was used to select the number of visitors who had visited the park and were guests of Siana Springs tented camp. This sampling technique is a non-probability sampling technique where respondents are selected because of their convenient accessibility and proximity to the researcher. The advantages of this type of sampling are the availability and the quickness with which data can be gathered.

### **3.5 Sample Size**

The sample size for a study depends on the nature and type of research design (Mugenda & Mugenda, 2003). For a research-based on descriptive survey design, 30 cases or participants are enough for data collection, analysis, and reporting (Mugenda & Mugenda, 2003). Thus, the researcher selected 50 visitors who had visited the game reserve for inclusion in the study sample.

### **3.6 Measurement of Variables**

The study used constructs from previous researchers to measure the variables. Perceived value was measured using seven items selected from Chen and Chen's (2010) construct. Perceived attractiveness on the other hand was examined using seven items selected from Gallarzaa and Saura (2006) and Quintal and Polczynski (2010) questionnaires. Visitors' revisit intentions were measured using two items selected from and modified to fit the context of the present study were selected from Zabkar *et al.* (2010) and Huang and Hsu (2009). Items in all constructs were measured on a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### **3.7 Research Instrument**

A questionnaire survey was used to collect empirical data. The questionnaire was designed with closed-ended questions. Such questionnaires with closed-ended questions are easier to analyze, easy to administer, and are economical to use in terms of time and money (Kothari, 2012). The questionnaire comprised four parts – A, B, C, and D. Part A was used to collect data on participants' bio-data such as gender and age. Part B consisted of measures of perceived attractiveness, C comprised of measures of perceived value, and D were used to measure visitors' revisit intentions.

### **3.8 Validity and Reliability of the Instrument**

In general, validity is an indication of how sound your research is. More specifically, validity applies to both the design and the methods of your research. Validity in data collection means that the study findings truly represent the phenomenon they are claiming to measure. The study used the content validity technique to evaluate the validity of the questionnaires which was ensured and evaluated through the use of the supervisor's judgment. Concerning the reliability of the questionnaire, a test of questionnaire stability was done. Any test of instrument reliability must test how stable the test is over time, ensuring that the same test performed upon the same individual gives the same results. Therefore, the test-retest method was done to ensure that the instrument was stable for collecting data.

### **3.9 Data Collection Techniques**

The initial stages of data collection comprised of obtaining permission from the respective Kenya Wildlife Services (KWS) office in Narok County. Permission was also sought from managers of lodges where visitors were accommodated to allow for easier data collection. Questionnaires were self-administered and visitors were approached in the camp restaurants and were requested to participate and complete

the questionnaires. The researcher requested the help of service employees in Siana Springs tented camp to assist in distributing the questionnaires to conveniently visitors. The respondents were requested to complete the questionnaires and leave them on the dining tables when leaving time. With the help of service employees, a total of 50 questionnaires were distributed to participants, of which, 5 were incomplete, leaving 45(90%) useable questionnaires.

### **3.10 Data Analysis Techniques**

The process of data analysis comprised coding of questionnaires and variables used in various constructs and entering cases in a Statistical Package for Social Sciences (SPSS). In SPSS, the dataset was cleaned for errors using frequencies to ensure that all cases were captured correctly. Descriptive statistics including percentages, mean, and standard deviations were used to clarify and describe the characteristics of the variables of interest in a situation (Sekaran, 2010).

### **3.12 Logistical and Ethical Considerations**

Logistics refers to all those processes, activities, or actions that a researcher must address or carry out to ensure the successful completion of a research project (Mugenda & Mugenda, 2003). Thus, the researcher obtained permission approvals from the respective KWS officers. Study logistics included budget planning, administering questionnaires, data collection, and gathering the filled questionnaires from the field, editing, coding, and entering cases into SPSS. On ethical considerations, the researcher informed the participants of their voluntariness in participation and also assured them of confidentiality.

## CHAPTER FOUR

### FINDINGS AND DISCUSSIONS

#### 4.0 Introduction

This chapter discusses the results of the study in line with the specific objectives and their research questions. The objectives of the study were:

- i. To establish the effects of perceived tented camp attractiveness on visitors' revisit intentions at Siana Springs tented camp in Narok County, Kenya.
- ii. To determine the effects of perceived value on visitors' revisit intentions at Siana Springs tented camp in Narok County, Kenya.

#### 4.1 Demographics

Table 4.1 reports the descriptive statistics of the respondents in this study. Concerning participants' gender, 49.5% of the total respondents were male and 50.5% female.

	<i>N</i>	<b>Percentage</b>
<b>Gender</b>		
Male	22	49.5%
Female	23	50.5%
<b>Age</b>		
Below 25 years old	2	4.4%
26-35 years old	15	33.3%
36-45 years old	21	46.7%
>45 years old	7	15.6%
<b>Number of times</b>		
Once	31	68.9%
Twice	12	26.7%
Thrice	1	2.2%
Above three times	1	2.2%
<b>Purpose of visit</b>		
Leisure	18	40.0%
Adventure	22	48.9%
Visiting Friends	5	11.1%



About age profile, the majority (46.7%) were between 36 to 45 years and followed by those between 26 and 35 years (33.3%). Concerning the number of times participants had visited Maasai Mara, the majority (68.9%) was their first time, followed by those who were in their second visit (26.7%). Concerning the purpose of visit, the majority (48.9%) had visited Maasai Mara for adventure followed by those who had visited for leisure (40.0%).

## 4.2 Descriptive Results of the Study Constructs

This section discusses the descriptive analysis of the study scales used.

### 4.2.1 Perceived Attractiveness

Means and standard deviations of the perceived attractiveness construct are presented in Table 4.2. Overall, Table 4.2 shows that participants in this study agreed with items measuring perceived destination attractiveness. Specifically, participants indicated that climate was good ( $M = 4.32$ ,  $SD = 0.89$ ) followed by food and beverages ( $M = 4.25$ ,  $SD = 0.68$ ). Additionally, participants indicated that accommodation offered by lodges was good ( $M = 4.12$ ,  $SD = 1.02$ ). However, participants had no opinion concerning availability of transport ( $M = 3.87$ ,  $SD = 0.36$ ).

	<i>N</i>	<i>M</i>	<i>SD</i>	<b>MR</b>
Accommodation	45	4.12	1.02	3
Food and beverage	45	4.25	0.68	2
Climate	45	4.32	0.89	1
Availability of transport	45	3.87	0.36	6
General infrastructure	45	4.11	0.96	4
Parking facilities and space	45	4.02	1.04	5
<i>Notes: M = Mean. MR = Mean Ranking. SD = Standard Deviation</i>				

### 4.4.2 Descriptive Results of Perceived Value

Descriptive results of the perceived value construct are presented in Table 4.3.

<b>Table 4. 3: Descriptive Results of Quality of Support Services (QSS) Construct</b>				
	<i>N</i>	<i>M</i>	<i>SD</i>	<i>MR</i>
I enjoyed my visit here at Siana Springs	45	4.32	1.02	2
I had a relaxing time here at Siana Springs	45	4.45	0.68	1
My decision to come here to Siana springs gave me great pleasure	45	4.18	1.89	5
The trip was good value	45	4.25	0.99	3
The trip improved the way I was perceived amongst my friends	45	4.15	0.79	6
I felt good about my decision to come here	45	4.20	0.99	4
<i>Notes: M = Mean. MR = Mean Ranking. SD = Standard Deviation</i>				

Results in Table 4.3 show that participants in this study recorded the highest level of agreement with items of perceived value construct. Also, respondents indicated that they had a relaxing time at the destination ( $M = 4.45$ ,  $SD = 0.68$ ) and enjoyed their visit ( $M = 4.32$ ,  $SD = 1.02$ ). Additionally, participants revealed that the trip was good value for money ( $M = 4.25$ ,  $SD = 0.99$ ). Overall, Table 4.3 shows that participants perceived the value of their decision to visit the Siana Springs tented camp.

#### **4.4.3 Descriptive Results of Visitors' Revisit Behavioral Intentions**

Descriptive results of the analysis of the respondents' data about revisit intentions are exhibited in Table 4.4. Results revealed that participants in this study would visit the tented camp in the future ( $M = 4.85$ ,  $SD = 0.89$ ) and will not hesitate to recommend the camp to friends and other people ( $M = 4.25$ ,  $SD = 0.68$ ).

<b>Construct</b>	<b>N</b>	<b>M</b>	<b>SD</b>	<b>MR</b>
I will revisit the tented camp in the future	45	4.85	0.89	2
I will recommend the destination to other people and friends	45	4.25	0.68	1

*Notes: M = Mean. MR = Mean Ranking. SD = Standard Deviation*

### 4.3 Results of Hypotheses

Table 4.5 exhibits the results of hypotheses testing. The Pearson correlation test was used to examine the relationships between the study independent variables (perceived value and perceived attractiveness) and visitors' revisit intentions.

<b>Variables</b>	<b>Correlation coefficient [r]</b>	<b>p-value</b>	<b>Decision on hypothesis</b>
Perceived attractiveness	0.679	P< 0.05	Reject H <sub>01</sub>
Perceived value	0.785	P<0.05	Reject H <sub>02</sub>

*Notes: Dependent variable – visitors revisit intention, 5% level of significance*

As shown in Table 4.5, there were significant strong correlations between perceived attractiveness ( $r = 0.679$ ,  $p < 0.05$ ) and perceived value ( $r = 0.785$ ,  $p < 0.05$ ) and visitors' revisit intentions.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter deals with the summary of major findings, conclusions, and recommendations for policy and practice, and further research.

#### **5.2 Summary of Findings**

The study findings revealed several major findings. First, the respondents agreed with all items of perceived destination attractiveness indicating that they approved it. And, second, participants agreed with all items of perceived value showing that they approved the items measuring the construct. And, lastly perceived value had a stronger correlation with visitors' revisit intention than perceived attractiveness.

#### **5.3 Conclusions**

Based on the aforementioned research findings, the following conclusions are made:

1. Perceived attractiveness is a key component towards visitors' revisits intentions about Siana Springs tented camp.
2. Visitors' perception of value about a tented camp would contribute significantly to the way visitors would behave in the future.
3. Perceived value is more significant in ensuring visitors revisit intentions.

#### **5.4 Recommendations for Practice**

The following recommendations can be made:

1. The results may help tented camp managers to attain a more deep understanding of perceived camp attractiveness, perceived value, and revisit intentions.
2. Results will also help tented camp managers to develop strategies that would help engender positive revisit intentions and create more business in the future.

### **5.5 Suggestions for Future Research**

Several recommendations for further research are made:

1. A similar study needs to be conducted incorporating different hospitality establishments and with larger sample sizes.
2. A similar study needs to be conducted to investigate other factors influencing visitor to revisit intentions other than perceived attractiveness and perceived value.
3. The current study collected data using questionnaires. Thus, future research may consider using different research instruments such as interview schedules.

## References

- Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort: The contribution of place attachment and service quality. *International Journal of Contemporary Hospitality Management*, 18(5), 414-425.
- Akama, J. S. & Kieti, D. M. (2003). Measuring tourist satisfaction with Kenya's wildlife safari: a case study of Tsavo West National Park. *Journal of Tourism Management*, 24, 73-81.
- Baker, D. A. & Crompton, J. L. (2000). Quality, satisfaction, and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Baker, J., Parasuraman, A., Grewal, D. & Voss, G.B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120-141.
- Bigne, J. E., Sanchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103-115.
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables, and after purchase behavior: inter-relationship. *Tourism Management*, 22, 607-616.
- Buzzell, R.D. & Gale, B.T. (1987). *The Pims Principles: Linking Strategy to Performance*. New York, NY: Free Press.
- Chen, C.F. & Chen, F.S. (2010). Experience quality, perceived value, satisfaction, and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chen, C. & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, 28(4), 1115-1122.
- Chen, J. S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79-85.
- Chi, C. G. Q. & Qu, H. (2007). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty: An integrated approach. *Tourism Management*, 29, 624-636.
- Cronin, J.J., Brady, M.K. & Hult, G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218.
- Crotts, J. C. (1993). Personality correlates with the novelty-seeking drive. *Journal of Hospitality and Leisure Marketing*, 1, 7-29.
- Darnell, A. C., & Johnson, P. S. (2001). Repeat visits to attractions: a preliminary economic analysis. *Tourism Management*, 22(2), 119-126.
- Gallarza, M.G. & Saura, I.G. (2006). Value dimensions, perceived value, satisfaction, and loyalty: an investigation of university students' travel behavior. *Tourism Management*, 27(3), 437-452.
- Gotlieb, J. B., Grewal, D., & Brown, S. W. (1994). Consumer satisfaction and perceived quality: complementary or divergent constructs? *Journal of Applied Psychology*, 79(6), 875-885.

- Grewal, D., Monroe, K.B. & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59.
- Holbrook, M.B. (1999). Introduction to customer value, in Holbrook, M.B. (Ed.), *Consumer Value: A Framework for Analysis and Research*, Routledge, New York, NY, 1-29.
- Hsu, C., Killion, L., Brown, G., Gross, M., & Huang, S. (2008). *Tourism marketing: An Asian-Pacific perspective*. Milton, Australia: John Wiley & Sons.
- Huang, S. S. & Hsu, C. (2009). Effects of travel motivation, experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48, 29-44.
- Jang, C. S. & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28, 580-590.
- Jayarman, K., Lin, S. K., Guat, C. L., & Ong, W. L. (2010). Does Malaysian Tourism Attract Singaporeans to Revisit Malaysia? *Journal of Business and Policy Research*, 5(2), 159-179.
- Kneesel, E., Baloglu, S., & Millar, M. (2010). Gaming destination images: Implications for branding. *Journal of Travel Research*, 49(1), 68-78.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807.
- Lee, S., Jeon, S. & Kim, D. (2011). The impact of tour quality and tourist satisfaction on tourist loyalty: the case of Chinese tourists in Korea. *Tourism Management*, 32(5), 1115-1124.
- Lee, C., Lee, Y. & Lee, B. (2005). Korea's destination image was formed by the 2002 world cup. *Annals of Tourism Research*, 32(4), 839-858.
- Lovelock, C.H. (2000). *Service Marketing*, (4th Ed.). Upper Saddle River, NJ: Prentice-Hall International.
- Mat Som, A. P., Mostafavi Shiazhi, S. F., Marzuki, A., & Jusoh, J. (2011). A critical analysis of tourist satisfaction and destination loyalty. *Journal of Global Management*, 2(1), 178-183.
- McDoughall, G.H. & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392-410.
- Milman, A., & Pizam, A. (1995). The role of awareness and familiarity with a destination: The central Florida case. *Journal of Travel Research*, 33(3), 21-27.
- Mostafavi Shirazi, S. F., & Mat Som, A. P. (2010). Relationship Marketing and Community Involvement: Two Significant Factors for Tourism Strategies. In C.A. Brebbia & F.D. Pineda (Eds.), *Sustainable Tourism IV* (pp. 47-53). Southampton, UK: WIT Press.
- Oh, H. (2000). Diners' perceptions of quality, value, and satisfaction. *Cornell Hotel and Restaurant Administration Quarterly*, 41(3), 58-66.
- Oppermann, M. 2000. Tourism destination loyalty. *Journal of Travel Research*, 39, 78-84.
- Petrick, J.F., Morais, D.D. & Norman, W.C. (2001). An examination of the determinants of entertainment vacationers' intentions to revisit. *Journal of Travel Research*, 40(1), 41-48.
- Pearson, P. H. (1970). Relationships between global and specified measures of novelty seeking. *Journal of Consulting and Clinical Psychology*, 34(2), 199-204.

- Quintal, A. V. & Polczynski, A. (2010). Factors influencing tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 554-578.
- Reisinger, Y. & Turner, L.W. (1998). *Cross-Cultural Behavior in Tourism: Concepts and Analysis*, Butterworth-Heinemann, Oxford.
- Ross, G. F. (1993). Ideal and actual images of backpacker visitors to Northern Australia. *Journal of Travel Research*, 32(2), 54-57.
- Shoemaker, S. & Lewis, R. C. (1999). Customer loyalty: The future of hospitality marketing. *International Journal of Hospitality Management*, 18(4), 345-370.
- Um, S., Chon, K., & Ro, H. Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158.
- Wang, Y. C., Lin, W. R., Yeh, P. H., & Lui, C. R. (2011). The role of destination image in the formation of destination loyalty at leisure farm: Difference between first-time and repeat visitors. Paper presented at the 7th CPTHL Symposium Chiang Mai, Thailand.
- Williams, C., & Buswell, J. (2003). *Service quality in leisure and tourism*. CABI.
- Weaver, D., & Lawton, L. (2002). *Tourism Management (2nd Ed.)*. Milton, Qld: Jhon Wiley & Sons Australia, Ltd.
- Yoon, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56.
- Zabkar V., Brenc M., Dmitrovic T. (2010). Modeling perceived quality, visitor satisfaction, and behavioral intentions at the destination level. *Tourism Management*, 31, 537-546.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 5, 2-22.



## APPENDICES

### Appendix 1: Consent Letter

#### GRETSA UNIVERSITY

School of Hospitality and Tourism

Dear Sir/Madam,

My name is **Ezekiel Kadika Letura** – a student in the **School of Hospitality and Tourism of Gretsa University** and completing my degree in Hospitality Management. My study is titled: **Determinants of Visitors' Revisit Intentions at Siana Springs Tented Camp in Narok County, Kenya**. I would like your assistance in filling the questionnaire and please note that your participation is highly appreciated and completely voluntary. Also, note that the information provided by you will be treated with confidentiality. Additionally, your responses shall only be used for this study.

Thank You.

Yours sincerely,

**Ezekiel Kadika Letura.**

## Appendix 2: Questionnaire for Visitors

**GRETSA UNIVERSITY**  
School of Hospitality and Tourism

### **PART A: DEMOGRAPHIC CHARACTERISTICS**

---

1. Gender

*Male* \_\_\_ *Female* \_\_\_\_\_

2. Your age in years [tick appropriately]

*Below 25* \_\_\_\_\_ *26-35* \_\_\_\_\_ *36-45* \_\_\_\_\_ *Above 45* \_\_\_\_\_

3. Number of times you have visited Maasai Mara game reserve

*One* \_\_\_\_\_ *Twice* \_\_\_\_\_ *Three times* \_\_\_\_\_ *above three times* \_\_\_\_\_

4. The purpose of visiting the Maasai Mara game reserve

*Leisure* \_\_\_\_\_ *Adventure* \_\_\_\_\_ *visiting friends* \_\_\_\_\_

### **PART B: PERCEIVED LODGE ATTRACTIVENESS**

---

On a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*), indicate your opinion on the following statements. (Please circle the number that best describes your opinion about the quality of several items in the tented camp).

<b>Statements</b>						
Accommodation						
Food and beverage						
Climate						
Availability of transport						
General infrastructure						
Parking facilities and space						

### **PART C: PERCEIVED VALUE AT THE LODGE**

---

On a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements regarding the lodge perceived value.

<b>Statements</b>					
I enjoyed my visit here					
I had a relaxing time here					
My decision to come here gave me great pleasure					
The trip was of good value					
The visit improved the way I was perceived amongst my friends					
I felt good about my decision to come here					

### **PART D: GUESTS' REVISIT BEHAVIORAL INTENTIONS**

---

On a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree*) indicate your opinion on the following statements during your visit to Siana Springs tented camp. (*Please circle the number that best describes your opinion*).

<b>Statements</b>					
I will revisit the tented camp in the future	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I will recommend the destination to other people and friends	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>