ROLE OF SELECTED DESTINATION ATTRIBUTES ON TOURISTS' REVISIT INTENTIONS AT OL-DONYO SABUK NATIONAL PARK, MACHAKOS, COUNTY KENYA

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A RESEARCH PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DIPLOMA OF TRAVEL AND TOURISM MANAGEMENT IN THE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT OF GRETSA UNIVERSITY

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DECLARATION

Declaration by the Candidates

We do hereby declare that this tourism project is our own original work and to the best of our knowledge, it has never been presented to any other university for any purpose or any other degree   award.

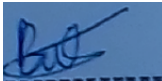Signature: Date: 15/12/2020

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Declaration by the Supervisor

This project has been submitted for review with my approval as a university supervisor.

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DEDICATION

This work is dedicated to our parents for their support in this work.

ACKNOWLEDGEMENT

ABBREVIATIONS AND ACRONYMS

SLAs   Service level agreement

KPLs   Key performance indicator

TPB   Theory of Planned Behavior

WPM   Willing to Pay More

OPERATIONAL DEFINITION OF TERMS

Norms: Used to mean something that is usual.

Spectrum: Used to classify something in terms of position on a scale between two.

Behaviors: Used to the way in which one acts or conducts himself or herself.

Ambiguous: Used to mean for multiple interpretations.

Attribute: Used to stand for a quality or feature regarded as a characteristic of someone.

Intention: Used to stand for an idea that one plans to carry out.

Revisit: Stands for guests intention to coming back again

Specification: Stands for detailed description of design and material used to make something.

Instant: Happening or coming immediately.

Prompt: Used to mean cause or bring about.

Ambient: Stand for relation with immediate surroundings of something.

Fatigue: Stand for lack of energy.

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ABSTRACT

The objective of this study is to examine the influence of destination attributes memorable tourism experience and revisit intention in Oldonyo Sabuk national park equivalent sampling technique was used to select the sample. A total of 40 questionnaires was distributed to tourists at Oldonyo Sabuk national park ,the result of the finding suggest that tourists who have higher perceptions of the destination attributes of Oldonyo Sabuk national park are mostly likely to have positive memorable tourist experience therefore national park need to pay attention to provide tourists with unique experience in order to have positive memorable tourist experience and ensure that they maintain their relationship with tourism.The ultimate goals of the project is to find out tourism attributes and revisit intention at Oldonyo Sabuk National Park to improve and to maximize the positive experiences of tourists. The research will specifically address the influence of perceived value; perceived risk and perceived quality on customer re-visit intentions in the area under the study. Any other factor affecting the dependent variable is beyond the scope of the study. Questioners were used to collect data. Data analysis have reviewed major several findings .First there is a relationship between tourist satisfaction and tourist revisit intention at Oldonyo Sabuk National Park. From the study, the satisfaction of the tourist is an important element in tourism industry growth.

Key Terms: Tourism Revisit Intentions, Destination Attributes

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

Tourism research has been widely conducted to understand the impacts of tourism from various residence perspective. Lindberg and Johnston 1997 came up with a conclusion the driving forces behind this phenomenal can be attributed to the fact that tourism businesses has fueled the economic growth of both communities and national revenues. While Davis and Allen has additionally played a role in environmental, social and culture impacts on people, countries and destinations. A long time strategic planning has, consequences also are because tourism development must be conduct with a clear understanding of how community perceive and react to the tourism phenomenal. The fact is that tourism has also brought both negative and positive into community life. Tourism positive side is that it has increased income and employment opportunities also rising resident quality of life around the tourism destination. The negative side is that it has raised additional taxes and embellishment of tourism resources and public physical facilities. Also noise, crime, pollution, crowding and environmental destruction due to mass tourism. This has been generally accepted in the literature that destination image has influence on tourist behaviors (Binge Sanchez and Sanchez2001, Fakeye and Crompton 1991 Lee and Lee 2005).

According to Danna 1981, destination attributes such as destinations price, climate and culture determine a tourists decision of where to travel destination attributes are thought of as extrinsic motivators and different destinations shave different attributes.

Many tourism researches have shown that there is a positive relationship between satisfaction and tourist revisit intentions (Chi and Qi 2008 Kim, Rummel, 2007).

Understanding this important of tourists intention to revisit will provide destinations with better understanding of what they need to do to satisfy and encourage repeat visits to oldonyo Sabuk the study examine the roles that oldonyo sabuk attributes and revisit intention. Ol-donyo sabuk in kikamba means, kiima kya mboo is a mountain and adjacent town in thika Kenya. the town is located in kyanzavi division , Machakos county .the peak high is 2145 meters , was named by a maasai pastoralists that means big mountain , the kamba name kiima kya mboo means a big mountain in which a buffalo is called nyati or mboo ni Swahili . Lord William Northrup mc Millic was the frist white man to settle there, there is a plantation on both sides, accentuated by little pockets of blooming eucalyptus. next to the peak is the grave of lord Macmillan , his wife and their dog and also louise ,who started woring for lord Macmillian and she was aged 13 until her death . The name of this park was established in 19767. The park consist of different wild animals that can be spatted including; Buffalo, colobus monkey, baboons, bushback, impala, duiker and abundant bird life. The kikuyu traditionist all called the mountain KEA –NJAHE know as the mountain of the big rain one of Ngai lesser homes, Oldonyo Sabuk attracts tourist from different countries, students and residents.

1.2 Statement of Research Problem

Revisit intention is a cognitive state that reflects a tourist's plan to return to a destination during a projected period of time (Weaver & Lawton, 2011). Being satisfied with the destination visited and wishing to see the destination again has generated the concept of the intention to revisit. To ensure repeat visitors for the destination is an important criterion in the competitiveness of these destinations (Alegra and Cladera, 2006:289). Stating the significance of repeat visitors for the

first time, Gitelson and Crompton (1984) have expressed that destinations needed repeat visitors. Intention to revisit a tourism destination has been defined as an individual's readiness or willingness to make a repeat visit to the same destination, providing the most accurate prediction of a decision to revisit, In tourism industry, tourist satisfaction is a concept which is effective in choosing a destination, consuming a product or service and deciding whether to revisit a destination and it is often the subject of researches (Kozak and Rimmington, 2000). Within the studies, there are some reasons regarding why the intention to revisit is so important for the tourism parks. These reasons are explained as follows (Opperman, 1997, p. 178-179; Güngör, conveying from Oppermann 2000, 2010:35): • Repeated visit is an indication that the tourist satisfaction is realized. • Repeat tourists are the ones with high possibility to show the same behavior in the future. • Repeat tourists can recommend the destination for their friends or relatives to visit. • Marketing spending to impress the tourists visiting the same destination again is less than the spending made for first-time tourists. • Tourists visiting the same destination again stay shorter than first-time visitors stay and participate in fewer activities, therefore more efforts should be made to gain first-time visitors so that they revisit. Meeting the needs of tourists and tourist-oriented behaviors become important for the promotion of the region and its chance of being revisited. So the possibility of the tourists who are satisfied with the tourism activity to visit the same touristic region again is regarded high. Chen and Tsai (2007) noted that to have provided satisfaction because of tourists' evaluations after the holiday involving their travel experiences or their perceived quality and perceived value during the holiday would make them come back in the future and recommend the place to others. It is seen that the level of satisfaction in touristic regions and the number of the repeat visits have been increased and that the visitors recommended the tourism destinations to their acquaintances. Accurately defined

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motivation factors also create visitor satisfaction and positively influence the intention to revisit the destination. Tourists' satisfaction with the destination positively affects their intention to revisit. Satisfaction would not always be sufficient to create loyalty for the destination. In other words, some tourists may want to have new experiences and see different places apart from the places they have previously visited, so it is difficult to provide a revisit for a destination (Kozak, 2000, s. 70). Even if a tourist is satisfied with the destination, he/she may not want to visit the place again. For this reason, positive rumors about the destination from mouth to mouth may be a more beneficial factor for the destination rather than a revisit (Baker and Crompton, 2000, p. 799). Tourists' perceptions regarding the destination will allow potential tourists to be affected when they return to their countries. This will make the tourists express their travel experiences to their acquaintances positively and be effective for the region to gain a positive touristic image. The aim of this study is to reveal the relation between the perception of the tourists who visit the destination and their intention to revisit the park again. The results of this research will help oldonyo sabuk managers had better understand the tourist characteristics that are effective in revisiting intention.

1.3 Purpose of the Study

The ultimate goals of the project is to find out tourism attributes and revisit intention at Oldonyo Sabuk National Park to improve and to maximize the positive experiences of tourists.

1.4 Conceptual Framework

Perceived quality can be measured by tangibility, liability, responsiveness, assurance and empathy.

Perceived value can be measured by customer satisfaction. Financial risk, physical risk, security risk, privacy risk and time risk measure perceived risk.

Independent Variable

Destination Attributes

┌───┐
│ ┌──────────────────────────────────────┐   │
│ │ **Perceived quality**   │   │
│ │ • Service outcomes   │───┼──→
│ │ • Service delivery process   │   │
│ └──────────────────────────────────────┘   │
│   │
│ ┌──────────────────────────────────────┐   │
│ │ **Perceived value**   │   │
│ │ • Perceived benefits   │───┼──→
│ │ • Perceived costs   │   │
│ └──────────────────────────────────────┘   │
│   │
│ ┌──────────────────────────────────────┐   │
│ │ **Perceived risk**   │   │
│ │ • Perceived physical risk   │   │
│ │ • Perceived financial risk   │   │
│ │ • Perceived time risk   │───┼──→
│ │ • Perceived socio-   │   │
│ │   psychological risk   │   │
│ │ • Perceived performance risk   │   │
│ └──────────────────────────────────────┘   │
│   │
└───┘

Dependent Variable

┌──────────────────────────────┐
│ **Tourist revisit Intentions** │
│ • Attitude   │
│ • Subjective norms   │
│ • Perceived Behavioral   │
│   control   │
└──────────────────────────────┘

Fig 1.1: A conceptual model of the relationships between study variables.

Adapted from: Vanessa A. Quintal and Aleksandra Polczynski

1.5 Research objectives

1.5.1 Main objective

The role of selected destination attributes on tourists' revisit intentions at Ol-Donyo Sabuk

National Park, Machakos, County Kenya

1.5.2 Specific objectives

a) To assess the influence of perceived quality on tourists' revisit intentions in Oldonyo

   Sabuk National Park.

b) To investigate the role of perceived attractiveness on tourists' revisit intentions in Oldonyo Sabuk National Park.

c) To evaluate the effect of perceived risk on tourists' revisit intentions in Oldonyo Sabuk National Park.

d) To find out the influence of perceived value on tourists' revisit intentions in Oldonyo Sabuk National Park.

1.6 Research Questions

a) What is the influence of perceived quality on tourists' revisit intentions in Oldonyo Sabuk National Park?

b) What is the role of perceived attractiveness on tourists' revisit intentions in Oldonyo Sabuk National Park?

c) What is the effect of perceived risk on tourists' revisit intentions in Oldonyo Sabuk National Park?

d) What is the influence of perceived value tourists' revisit intentions in Oldonyo Sabuk National Park?

1.7 Significance of the Study

The following stakeholders will benefit from this study:

1.7.1: Tourists

This study will help tourists to benefit positively since tourist satisfaction will be higher and improved thus tourist revisit intention will be high.

1.7.2: Oldonyo Sabuk Park Employees

The employee of Oldonyo Sabuk National Park will benefit positively due to the incensement of tourist revisit intention and the management can decide to increase their salaries due to more of tourists revisit.

1.7.3: Oldonyo Sabuk Park Management

The management will be affected positively due to more of tourist's revisit thus making the organization well known and getting more of profits.

1.7.4: Future Researchers

The above project will help the future researchers to be able to relate the topic to other National Park wide.

1.8: Scope of the study

1.8.1: Subject Scope

The research will specifically address the influence of perceived value; perceived risk and perceived quality on customer re-visit intentions in the area under the study. Any other factor affecting the dependent variable is beyond the scope of the study

1.8.2: Geographical Scope

The study will be carried out at Oldonyo Sabuk National Park Machakos County Kenya. The research will be conducted especially to tourists revisiting the Park at the time the data collection is carried out.

1.8.3: Methodological Scope

The study will use descriptive statistics and questionnaire for data collection. Descriptive statistic will be presented through data presentation.

1.9 Limitations of the Study

The study is limited   to only Oldonyo Sabuk National Park thus caution should be exercised when generalizing results to other national parks in Machakos and beyond. In additional the study addresses destination attributes and tourist revisit intentions thus prudence needs to consider when generalizing the results.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter will also discuss the broad spectrum of service quality and the factors of service quality including tangibility, reliability, responsiveness, assurance and empathy. The chapter will be able to identify the relationship between the dependent and independent variables.

2. 2 **Revisit Intention**

Revisit intention can be measure by attitude , subjective norm , behavioral control .Attitude is a behavior's by an employee that make a customer happy , behaviors' attitude include making tourist feel happy and special , politeness ,looking good ,giving good services having the knowledge to respond to questions making extra efforts , creating a solution to the problems and offering services above tourist expectation , such attitude have a big roles to tourist expectation , also attitudes includes sincerity , creating quality performance in service offering the guest feel comfortable and feel there is no problem , personal characteristics and empathy . Hartline Ferrell (1996) once confirmed that the manager who are committed to their services quality where more likely to employ the employees attitude .while Holliday (2014) once emphasized on the roles of trust in the services encountered , Hurley (1998) also in the context specified conditions under which service provider personality is more important. Subjective norms   is a social pressure to perform in question (Ajzen 1991 p. 188). Where subjective norm is defined as a an option about what is important to others according to Wedayati Np and Giatari 1,2016 gave their views that subjective norms are views to consider important by individuals who give advice to perform or not to perform certain behavioral and motivation that are considered important. In addition, in this case subjective norm is a norm that departed from the inner element in human conscience. Parkinson et al also studied that subjective norm

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significantly rotate within customer loyalty. Perceived behavioral control is extent that an individual trust and behaviors example affordability ,access (Janzen 1991,Ajzen 2005) gave their ideas that perceived behavioral control is an attitude that set the theory of planned behavior (Tab) (Janzen 2015) stated that behavioral control can be divided into two parts :Self efficiency is an individual self-confidence on their ability to work or perform certain duty .Facilitating condition that is defined as the availability of resources needed(Tan and Toe 2000).Alma and Asyut 2011 in their findings they found that there is a relationship between attitude ,subjective norm and perceived behavioral control.

2.3 Perceived Quality

The quality of a product or services can be its ability to ensure complete customer satisfaction and will depend on the use of a product or service. According to Biter et al 1990 once stated that quality perception occurs at two different levels of service product perception and core product performance .When the tourist and the employee interact brings up service product performance. According to Lee and Yoo 2000 indicates that several studies on service quality have been done and coming up to a solution that service quality have influence on tourist revisit intention. According to Schneider and Bowen (1999), simply most customers' range from being moderately dissatisfied to moderately satisfied. Satisfaction can be considered at two levels: the transaction or encounter level and overall complete satisfaction (Bitner and Hubert, 1994).

Thus, Quality appears to be only one of the service factors contributing to the customer's satisfaction judgments (Cronin and Taylor, 1992). Spreng and Mackey (1996), who tested a modified version of a model proposed by Oliver (1993) that sought to integrate the satisfaction and service quality literature, also provide support for service quality as being a precedent to satisfaction.

Reliability is the ability to perform the promised service dependently and accurately. It means that the service company offers accurate and flawless service to customers' directly from the first time on and does that in the promised time. Customers in every set-up want to count on their providers. They value the reliability. Customers consider it three times more important to be reliable than have shiny new equipment or flashy uniforms. Providers and best efforts should be better spent making their services reliable. Service Quality (SERVQUAL) research showed that it is important to communicate that expertise to customers. If a service provider is highly skilled but customers do not see that, their confidence in the service provider will be lower and their assessment of that provider's service quality will be lower. Service providers should communicate their expertise and competencies- before they do the work. This can be done in many ways that is repeatedly seen by customers such as displaying industry, certifications on patches, badges or buttons worn by employees, certification logos on emails, letters and reports and put certification into posters, newsletters and handouts. Communicating competencies can help providers to manage customers' expectations, and influence their service quality assessment in advance.

Empathy means the ability of a service provider to give caring and individualized attention to its customers. It means the employees' ability to understand customers' problems, acting towards their benefit and treating them as individuals. Empathy includes also that the opening times of the company are suitable. Services can be performed completely to specifications. Yet customers may not feel the employees do not care about them during delivery. This hurts customers' assessment of provider's service quality. In the case of a day porter efficiently cleaning up a spill in a lobby, the porter does not smile, make eye contact, or ask the customer if there is anything else they could do for them. In this example, the service provider performed the task fully but the

customer did not feel the employee cared. It is not necessarily the employees fault in this case. The employee may not know how they are being judged. The employee may be overwhelmed, either inadequately trained or disinterested. Employees should be trained on how to interact with customers and their end users. Even a brief session during initial orientation helps. Responsiveness refers to the willingness to help customers and provide prompt service. It means the willingness of the employees in the service companies to help customers, answer their requests, tell customers when the service is provided, and provide prompt service. Responsiveness requires quick, prompt, rapid, immediate and instant response. Service providers benefit by establishing internal SLAs for things like returning phone calls, emails and responding on-site. Whether its 30 minutes, 4 hours or 24 hours, it is important for customers to feel providers are responsive to their requests, and not just in times of emergencies. Everyday responses are therefore very important. Call centers track caller-wait time. Service providers can track response time and their attainment of SLAs or other Key Performance Indicators (KPIs) of responsiveness. Tangible are the substantial evidence of service and include facilities, tools, equipment's and personnel appearance that exist inside and outside the restaurant. Tangibles can be used by restaurant can build its competitive advantage. To improve on the tangibles the restaurants management should invest considerably on decorations, interior designs; floor cleanness, and other accessories, because such expenditures always attract customers (Karan, 2014). Additionally, ambient surrounding includes the background features that have critical impacts on consumer's perceptions and relative reactions towards the environment of a service provider. Such intangible features include lighting, temperature, noise, scent, music and quality of air.

When acquiring products, the customer uses numerous substantial aspects to judge style, quality; hardness, mark, feeling, shading and bundle. However, when acquiring services there are few tangible aspect exist. Without tangible proof on which to assess quality, consumers must rely on upon different viewpoints. Karan, (2014) stated that service quality dimensions are the attributes that customers use to assess benefit quality. Well-kept tangibles in a restaurant ought to then give particular clients encounters and makes them willing to return to the restaurant every now and then. Hume, (2008) highlighted that the components of physical condition incorporate aesthetics, the environment, usefulness, and accommodation.

The significance of developing an attractive physical condition has received high emphasis from a few researchers and restaurant management considering it as a critical element for increasing and reinforcing the fulfillment of customers in their friendliness business. Past reviews show that the physical nature of a restaurant environment affects the satisfaction of customers. As indicated by Hu, Kandampully, and Juwaheer, (2009) physical environment is a key marketing component for differentiating a restaurant by setting up a remarkable customer experience with a pleasant and comfortable atmosphere. Hence, physical environment has more prominent impact on keeping up existing clients and attracting new ones. In addition, a well-designed environment is believed to be critical for influencing consumers, pre-purchase choices and in as well as their post-buy conduct while assessing their fulfillment towards the nature of items and services of a service provider. Behavior is the way in which one acts or conducts oneself especially towards others. Employees' behavior is defined as various sequences of actions carried out by employees within the organization (Hanna et al., 2004).Some of these behaviors may be positive and refer to the constructive actions of employees on behalf of the organization, employees and customers

(Bowen and Shoemaker, 1998), while other behaviors may be negative and may destroy a productive work environment.

2.4 Perceived Value

This is based on a customer assessment of products and services. According to (Rasoolimanesh et al 2016) stated that perceived value is general consumers perception of a product and service based on received and perceived perception. Perceived value is also to be measured through perceived benefits and perceived costs. Perceived value can also be defined as utility of tangible and intangible products and services which consist of benefits and advantages gotten and what cost they pay(Mc Dougal and Lelesque, 2000).Tourist evaluate the characteristics or dimension of a good(Lancaster 1960).According to (Newman and Gross 1991) defined perceived value as the utility acquired from alternatives and physical performance Perceived value is classified as quality, variety ,comfort ,prices ,reliability ,safety ,accessibility and durability. Value and price pays a major role in the tourist revisit destination(Song et al 2010) also said value pays a role in service example food ,accommodation ,recreation and relaxation.

2.5 Perceived Risk

This is a set of uncertainties that a consumer have in their minds while a product or services. Fesenmaier (1992) once said that the perceived risk by tourists during their holiday in different destination. The authors also gave out seven types of risk. These are equipment risk, financial risk, physical risk, social risk, satisfaction risk and time risk. Karl and Schmude (2017) once generated a framework on their literature review introducing risk and tourism and destination attributes safety. There are seven types of perceived risk functional risk, physical risk, financial risk, social risk, psychological risk and time risk. Functional risk is when the product will not

perform adequately it function , physical risk is a risk that the product will be harmful ,financial risk that a product will not be worth it cost , social risk that a product will cost embarrassment ,psychological risk that once ego will be hurt ,time risk that the time spend   in a purchase will be wasted   if a product does not perform as expected. Most of the studies on perceived risk on tourist revisit intention has been carried out for example (lovelock and Wirtz 2007 , Rachael and Fuchs 2016 ,Pizam and Mansfeld 1996 Hu 2011).

2. 6 Theoretical Review of Literature

 Social exchange theory is a social psychological and sociological perspective that explains social change and stability as a process of negotiated exchanges between parties. Social exchange theory posits that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. Costs in this study are the elements of benefites that had perceived value to Oldonyo Sabuk. Outcome is defined to be the difference between the benefits and the costs:

On the other hand benefits are the elements of a relationship that have positive value like a sense of acceptance, support, and companionship, material or financial gains, social status, and emotional comforts. The Social Exchange perspective argues that people calculate the overall worth of a particular relationship by subtracting its costs from the benefits it provides if worth is a positive number, it is a positive relationship. On the contrary, negative number indicates a negative relationship. The worth of a relationship influences its outcome, or whether people will continue with a relationship or terminate it. Positive relationships are expected to endure, whereas negative relationships will probably terminate as shown in of the conceptual framework

Tourism for the social exchange theory has taken bigger leaps. Regions and countries have taken tourism to increase revisit so as to create‟ income, and employment. Similarly, the social exchange theory could be applicable in the case of this study to oldonyo sabuk. This gives an

indication that there are benefits enjoyed despite of the costs experienced thus sustaining oldonyo sabuk.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

The chapter discusses more about research designs area of study population on target sample size, instruments, pre testing, data collection, analysis techniques, data presentation, logistical and ethical are also discussed at the end of the chapter.

3.1 Research design

This is defined as the set of the methods and procedures used in collecting and analyzing measure of variables specific in the research problem.

Research is also a design framework that has been created to find an answer to the research question thus the survey design is used in order to establish the destination attributes and tourist revisit intention. The survey method was used in order to find the interrelationship between independent and dependent variable.

3.2 Study area

The study is conducted in Oldonyo Sabuk National Park in Machakos County Kenya. Oldonyo Sabuk National Park is one of the most widely held tourist destination in Machakos County. The Park is allocated in a town in Kyanzavi County. , kiima kya mboo is a mountain and adjacent town in thika Kenya .the town is located in kyanzavi division ,Machakos county .the peak high is 2145meters ,was named by a maasai pastoralists that means big mountain , the kamba name

kiima kya mboo means a big mountain in which a buffalo is called nyati or mboo ni Swahili .lord William Northrup Mc Millic was the frist white man to settle there,There is a plantation on both sides ,accentuated by little pockets of blooming eucalyptus .next to the peak is the grave of lord macmillian ,his wife and their dog and also louise ,who started woring for lord Macmillian and she was aged 13 until her death . The name of this park was estabilished in 19767. The park consist of different wild animals that can be spatted including; Buffalo, colobus monkey, baboons, bushback, impala, duiker and abundant bird life. The kikuyu traditionist all called the mountain KEA –NJAHE know as the mountain of the big rain one of Ngai lesser homes, Oldonyo Sabuk attracts tourist from different countries, students and residents.

3.3 Target population

Population in research means a well-defined collection of individuals or objects known to have certain characteristics and defined specifically and unambiguously (Burns, 2000). Punch (2005) noted that the target population is the total target group who would in the ideal world, be the subject of research, and about whom one was trying to say something. The study target all tourist in Oldonyo Sabuk National Park who visited the destination during the time of research.

3.4 Sampling technique

The sampling and sampling techniques were carefully selected in order to keep the sample size manageable enough (Newman, 2003).Dealing with a manageable size of the sample, enabled the study to derive its detailed data at an affordable cost in terms of time, finance and human resource (Mugenda & Mugenda, 1999). On the other hand, Patton (2002) argues that the sample size selected depended on the purpose of the inquiry, its usefulness, credibility and what was done with the available time and other resources.   The sampling is used to select the number of

tourists who visited Oldonyo Sabuk during the time of data collection.The sampling technique has a big merit which are availability and quickness in data collection.

3.5 Sampling size

The sample size of this study was obtained from Oldonyo Sabuk Lodges. Due to the research being based on survey research design method forty of the tourists were selected. Mugenda and Mugenda once suggested that the descriptive study based on survey design thirty cases are sufficient and enough for data collection thus based on this research forty tourists were selected higher than thirty suggested in order to have an efficient study result sample.

3.6 research instrument

The questioner survey method was used to collect data from the participant. The questioner was used to design with close-ended questions. a closed ended question refers to any question for which a researcher provides research participation with option from which to choose a respond, the questioner had four parts one was used to collect data on tourist age and gender, secondly was used to measure the tourist revisit intention, thirdly was used to measure destination attributes while lastly was used to measure travel satisfaction.

3.7 Validity and reliability

The validity of the study instruments; questionnaire and interview guide was emphasized by ensuring that the objectives of the study were clear in order to yield the anticipated information. The instruments were selected taking into account the quality of respondents. For example, the questionnaire was used to collect data from operators while an interview guide was used for opinion leaders. The study instruments were administered individually by the researcher with the help of trained assistants who had also been engaged during the pilot study. In general, validity is

the quality of being logistically or factually soundness. Mugenda and Mugenda 2003 stated that validity refers to accuracy and meaningful of inference. The study used content validity technique, the validity questionnaire was evaluated through the use of supervisors judgement. The reliability instrument test must test how suitable the test is over time. The test re test method was used to ensure the instrument was suitable for all the construction design for data collection.

3.8 Data collection technique

Questionnaires were widely used to collect data as they required minimal resources in terms of time, human resource and cost and covered a large sample. A preformatted written set of questions was prepared to which respondents recorded answers within closely defined alternatives. Open-ended questions allowed respondents to answer the question the way they chose while closed questions required them to make choices among a set of alternatives. Demographic, background data, behavioral and attitudinal data was gathered using this method effectively and efficiently. A pilot of the draft questionnaire was done to check if all the questions made sense and the respondents were able to understand them and answer in a meaningful way as it was intended. Some questionnaires were administered personally to the respondents and others were given blank questionnaires to fill and collected personally after a few days or mailed back in a self- addressed envelope provided to them for the purpose.

3.9 Data analysis technique

Data process was conducted before data analysis. Data preparation contain cleaning and transforming raw data to processing and analyzing therefore the cleaning of data was used to clean errors so as the cases were captured correctly. . Data was edited, coded and categorized before analysis and interpretation of the result was done in relation to the objectives and research

questions formulated. Frequency distributions were obtained for all personal data and classified variables under the study .The frequencies for the number of respondents in each department, number of males and females. For interval scaled independent and dependent variables the means, standard deviation, variance, minimum and maximum was computed of the responses on relevant variables. Person correlation coefficient for the variables was calculated to determine if there was a negative or positive correlation and the strength of the relationships among the variables under study, that is customer services, customer satisfaction and visit intention.

3.10 Logistical and ethical consideration

Logistical refers to activities of organizing the movement, which the researcher must use to carry out a successful research project. The logistical study includes questionnaire and administering questionnaire, data collection, budget planning, editing and entering case. The researcher informs the participants   that their participation was voluntary based on the information provided and could be treated with confidential

CHAPTER FOUR: FINDINGS AND DISCUSSION

4.1 Introduction

This chapter discusses the result of the study in line with the research question. The respond obtain from the study participants were analyzed using statistical package for social science, data analysis software.

4.2 Response rate

Forty questionnaire were distributed while thirty were returned presenting the full completion of the responds. Five had incomplete data analysis and they were excluded. . According to Mugenda and Mugenda (2008), a 50% response rate is adequate, 60% good and above 70% rated very well hence based on this assertion, the response rate for this study was very good at 94% of the sample who filled the questionnaire

4.3 Demographical change

 Table 4.1 reports that descriptive statistic of responds were male 48.6 and female 51.4

Table 4.1 Resonance Demographic Profile

Sex	Frequency	Percentage
Male	17	48.6
Female	18	51.4
Total	**35**	**100**
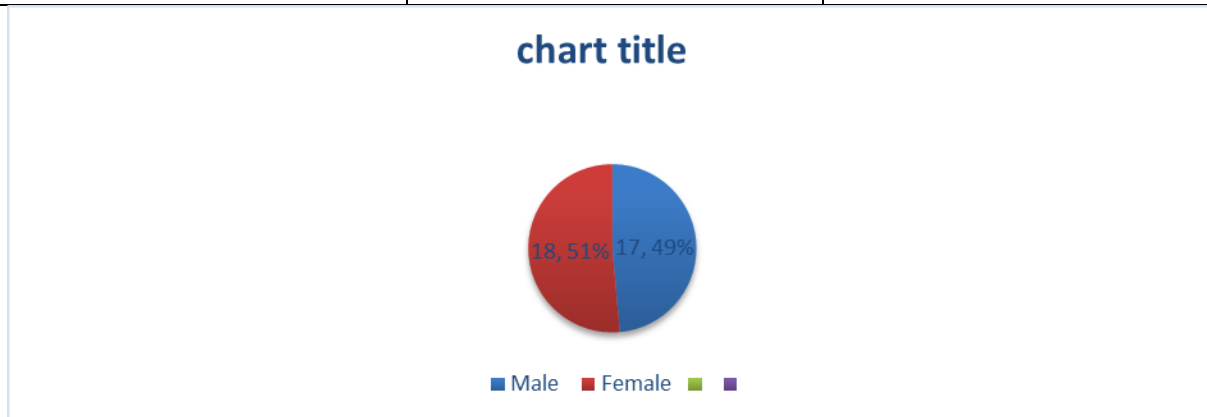
AGE	FREQUENCY	PERCENTAGE
Below 20 years	5	14.3
20-29 years	12	34.5
30-39 years	8	22.9
Above 40 years	10	28.6

Level of Education	Frequency	Percentage
Certificate	8	22.8
Diploma	5	14.2
Degree	12	34.2
Post Graduate	10	28.5

How many times visited	Frequency	Percentage
Morning hours	15	42.8
Lunch hours	12	34.2
Dinner hours	8	22.8

How often do one visit the park	Frequency	Percentage
Very often	18	51.4
Occasionally	15	42.8
Every day	2	5.7

4.4 Research question one

What is the influence of perceived quality on tourism revisit intention in Oldonyo Sabuk National Park?

Data collected whether or not travel satisfaction at Oldonyo Sabuk National Park retrieves tourist revisit intention .Out of forty responds only thirty said yes that was satisfied with the travel experience was excellent for their revisit thus only five percent of the respond said no that the service offered did not meet their target preferences. From the findings, it was noted that there was a relationship between tourist satisfaction and tourist revisit intention and it was noted that there was relationship between service delivery and tourist revisit intention. The study agrees

with the general concept of satisfaction entails that lack of satisfaction limits the growth of a Park and thus tourist revisit intention decreasing.`

4.5 What is the effect of perceived risk on tourist revisit intention in Oldonyo Sabuk National Park?

The study sought to know whether the service delivery at Oldonyo Sabuk National Park was excellent. From the study the four key elements of service delivery were service which deals with leadership principals, missions, visions and values. Secondly employee engagement which includes employee attitude activities, thirdly service quality which includes strategies, processes, performance management system. Lastly tourist experience, which include elements of tourist, account management and continuous improvement. Therefore this study shows that the successful service delivery works on the basis that a tourist is a part of creation and delivery of service and then designed process on that philosophy is a co creation.

CHAPTER FIVE: SUMMARY CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter deals with summary of major findings, conclusion and suggestion for further research.

5.2 Summary of findings

Data analysis have reviewed major several findings .First there is a relationship between tourist satisfaction and tourist revisit intention at Oldonyo Sabuk National Park. From the study, the satisfaction of the tourist is an important element in tourism industry growth.

5.3 Conclusion

There is need for the Government and particularly stakeholders must address tourist satisfaction in National Park to increase the number of tourist revisit intention. The service delivery has to be considered most in the tourism sector because it triggers the tourism revisit intention.

5.4 Recommendation for further research

It is recommended that a similar study could be carried on other National Park. A similar study need to be conducted using data triangulation method, which means collecting data on the same topic using various methods, which involves questionnaires and interview schedules

QUESTIONNAIRE FOR CUSTOMERS

INTRODUCTION LETTER

Dear Sir/Madam,

Our name is DIANA and BRIAN, we are students pursuing diploma in travel and tourism Management student at Gretsa University in the School of Hospitality and Tourism Management. We are carrying out a research project on *an assement of chosen destination attribute and tourist revisit intention. We* have randomly picked you to form a part of our sample and we requested you to take some time to answer of questions. Please note that your participation will be highly appreciated and is entirely voluntarily. Information gathered will be purely for academic purposes and will be treated with ultimate confidentiality. A summary will be made of all the responses and no individual response will be published. For questions or clarification with regard to the study.

Section A: BIO DATA

Instruction: Please tick (√) or write your answer in the box/space provided

1. Gender

   Male ☐   Female ☐

2. Age of respondent

   Below 20 yrs. ☐   20-29 yrs. ☐   30-39 yrs. ☐   above 40yrs ☐

3. Highest Level of Education

   Certificate ☐   Diploma ☐   Degree ☐   Post Graduate ☐

4. What time do you mostly visit oldonyo Sabuk national park

   Morning hours ☐   Lunch hour ☐   Dinner time ☐

5. How often do you visit the park?

Very often ☐   occasionally ☐   everyday ☐

SECTION B

PART ONE: MEASURES OF TRAVEL SATISFACTION

Indicate your opinion regarding the following tangibility parameters pertaining the park:

Parameters	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Does the park meet your objectives					
Are the services offered of quality					
If given a change would you revisit the park					

PART TWO: MEASURES OF PERCEIVED VALUE

Indicate the level of agreement with the following statements:

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Price of entrance fairing based on your experience					
Prices of food and beverages are fair for all customers in the park					
Quality of the park ensures customers satisfaction					

SECTION C

To what extent do you agree with the following parameters of your satisfaction with the service in the park

Customer satisfaction	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am fully satisfied with all aspects of service in this park					
The park products met my expectations					

I am satisfied with the professionalism of staff in responding to my request					
I would recommend the park to the people I care about					
I will consider revisiting this park in future					

Thank you for your participation.

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