

**CONTRIBUTION OF TOUR GUIDES' COMPETENCE IN INTERPRETATION
OF INFORMATION ON TOURISTS' SATISFACTION
AT RIMONATIONAL RESERVE, KENYA**

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DECLARATION**Declaration by the Candidate**

This thesis is my original work and as to the best of my knowledge it has never been presented for examination in any other university or academic institution. No part of this thesis may be reproduced without prior written permission of the author and or/Moi University.


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Declaration by the Supervisors

This thesis has been submitted with our approval as University supervisors.

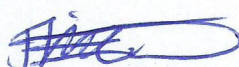
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DEDICATION

This thesis is dedicated to my parents and my precious children Sharleen, Ian and Michelle for their moral support and encouragement throughout.

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ABSTRACT

Tourist destinations in Kenya have been underutilized for a long period of time. This has been characterized by limited number of visitors to some tourist destinations. The few who arrive, leave the destinations earlier than planned while others cancel their trips unexpectedly. For instance, UNWTO recorded a negative growth of the tourism sector of 5% in 2016 and a major decline of 7% in 2017. Tour guides play important roles such as; enhancing the social environment, interpreting, handling problems, insulating travelers from difficulties and making the environment safe for tourists. In addition, tour guides as frontline staff provide the 'moment of truth' for a tourists, and are critical for tourists satisfaction. Tour guides competence in interpretation of information is key in enhancing visitor satisfaction. Previous studies have identified a crucial need for research on the role played by tour guides communicative competencies on tourist satisfaction. With Rimoi National Reserve, Kenya as a study area, this research assessed the contribution of tour guides competence in interpretation of information on tourist satisfaction. Specifically, the study assessed the contribution of knowledge level, communicative skills and tour guides attributes on tourist satisfaction. The study was guided by the communicative model of competence. The research used both descriptive and explanatory research designs. The target population comprised of 1,280 tourists from which a sample of 128 tourists were selected through stratified and systematic random sampling techniques. Closed-ended questionnaires were used for tourists to collect primary data. Both Descriptive and inferential statistics were undertaken. Quantitative statistics included mean and percentages while inferential statistics included multiple regression analysis. From the regression model $R^2 = 0.717$ indicates that competency of the tour guide explains 71.7% variance in tourist satisfaction was accounted for by its relationship to competency of the tour guides. Results indicate that knowledge level ($r=0.798$ $p=0.001$), language skills ($r=0.83$, $P=0.001$) and tour guides attributes ($r=0.85$, $p=0.001$) contribute significantly to tourist satisfaction. In conclusion the study revealed that the rating of tour guides knowledge level was lower than the language skills and tour guides' attributes. Therefore the study recommends that the stakeholders especially tour companies and the Rimoi National Reserve management to enhance tour guides' knowledge level through on-job trainings. The study also recommends that tour guides should be encouraged to collaborate with their tourism players consequently when they encounter a new issue for better decisions to solve problems.

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LIST OF ABBREVIATIONS AND ACRONYMS

KWS	Kenya Wildlife Service
RNR	Rimoi National Reserve
SPSS	Statistical Package for Social Science
TGs	Tour Guides
WFTGA	World Federation of Tourist Guides Association
EFTGA	European Federation of Tourist Guide Associations
IATM	The International Association of Tour Managers
UNWTO	United Nations World Tourism Organization
KTB	Kenya Tourist Board

OPERATIONAL DEFINITION OF TERMS

- Competence** Competencies are knowledge, skills and attitudes which are required for an individual to deliver high work performance (Blanchard & Thacker, 1999). In this study competencies are in a form of knowledge, language skills and personal attributes used in the workplace to execute a task efficiently which will lead to end services delivered to customers.
- Interpretation** It is an educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experience and by illustrative media rather than simply to communicate factual information (Xu, Cui, Ballantyne & Packer, 2012).
- Tourist satisfaction** The results of the comparison between “a tourist's experience at the destination visited and the expectations about the destination” (Goeldner & Ritchie, 2012). In this study Tourist satisfaction tends to be viewed as the attitude resulting after a particular experience with the competent tour guides when interpreting tourism products that fulfills their desires.
- Tour guide** The World Federation of Tourist Guide Associations (WFTGA) defines a tour guide as a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, and who normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority (WFTGA, 2014). In this study a tour guide is a person who guides groups or individual visitors around the sites and landscapes of a region interpreting information using the language of visitor's choice and are responsible for the impression and satisfaction with the tour service.
- Tourism** The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within

the place visited (UNWTO,2010;Goeldner& Ritchie,2012).In general tourism involves ,attractions, transportation, accommodation and amenities.

- Knowledge** Knowledge simply means knowing what behavior is best suited for a given situation (Overend, 2012). In this study looks at the knowledge level that is required of an informed tourguides for a given situation.
- Skills** Skill is having the ability to apply that behavior in the given context (Pedersen, 2002).This study looks at communicative skills that can be applied at any given time to enhance communication (verbal or non-verbal communication).
- Attributes** Characteristic pattern of people in terms of behavior, thoughts and emotions (Chang &Kivela, 2011). In this study it can mean the personality traits of the tourguides that are strongly relatedto their values.

CHAPTER ONE

INTRODUCTION

1.0 Overview

The chapter concentrates on the background to the study, statement of the problem, research objectives and hypothesis. It also includes justification, significance, limitations and scope of the study.

1.1 Background to the study

Tourism is one of the largest business sectors in the global economy, accounting for \$ 3.6 trillion in economic activity and 8% of jobs worldwide (Goeldner& Ritchie, 2012). The World Travel and Tourism Council (2013) confirms that the ecotourism allocation is needed to create millions of jobs 255 and 9% in the global GDI or more than USD \$ 6 trillion in 2011 (Convention on Migratory Species, 2013). This is achieved effectively with increased tourist satisfaction through the use of tourist guide technology; Satisfied visitors have a tendency to repeat visits which is why the cost has increased (Overend, 2012).

The tourism industry bodies see the role of the tourist guide as providing not only guidance but also cultural and environmental descriptions of the site (Lackey, 2016). Moscardo and Walker (2014) suggest that interpreting is an important part of directing. Interpreting skills in tourist guides can enhance the experience of visitors and their understanding of the attractions and its culture (Lackey, 2016). Overend (2012) argued that tourism directors should make sure they know the various ways to guide the visitor's experience. He continues to support the Spitzerg Model of Competence and introduces the role of guided tours as a new way to build a guest experience. The guidelines are included in the community as friends and team players. They are presented as an "impresario that facilitates the creation of unconventional cultural texts, helping participants transform their experiences into valuable, traditionally shaped memories of personal growth, challenges, victories, collaboration and patience (Arnould& Price, 2013).

Globally, customer satisfaction plays an important role and tourism is based on strength. In order to meet customer satisfaction goals, tourism staff must demonstrate a high level of direct customer service skills. Tourism plays a significant role in the global economy, represented by the number of international tourists (night visitors), who grew by 4.4% (48 million more) from 2013 to 2014, to reach a new record total of 1,135 million (i - UNWTO Annual Report 2014). In Thailand, for example, tourism is one of the largest service providers in the country with foreign exchange earners. In 2014, 22.4 million international tourists visited Thailand and spent 1,173 billion Baht (£ 3,455 million).

In sub-Saharan Africa, the direct contribution of tourism and tourism to GDP was USD \$ 33.5 billion (2.6% of total GDP) in 2011, and is expected to increase by 5.4% in 2012, and increase by 5.0 % pa, from 2012 -2022, to USD \$ 57.7billion in 2022 (WTTC, 2013). In South Africa, tourism directors are some of the leading trainers, informers and translators in the tourism industry. They hold a special position in the tourism industry. The role played by tourism directors can produce a quality visitor service, and this is critical to the success of the destination, its reputation and image. With their knowledge and interpretation of attractions and cultures, as well as their social skills, they are able to turn tourist tourism from travel to fun (Ababneh, 2017).

In East Africa, tourism in Kenya, Tanzania and Uganda contributed 5.7%, 5% and 4%, to their total GDP respectively (WTTC, 2013). The tourism industry sees the role of the tourist guide as providing not only guidance but also cultural and environmental significance of the site (Lackey, 2016). Without the help of tourism directors organized tourism is very difficult for both tourism operators and tourist managers. The opportunity for direct contact with tourists enables the guides to present an accurate view of the destination, to provide accurate information about the destination, to ensure the safety and security of visitors and their pleasant and comfortable accommodation in the resorts. Therefore, the success of tourist attractions or destinations depends largely on the effectiveness of tourist guides (Connel, Page & Meyer, 2015).

In Kenya, Kabii (2017) notes that it is important for a comprehensive tourist destination to ensure that tourists find the company of a tourist director who directs and translates attractions into the tourist attractions. However, the unexplained level of education, the lack of a standard training curriculum, and the lack of a barrier to this directing work have affected the performance of Kenya's tourism directors. In their study of guidelines, Maket *et al.*, (2011) identified problems and problems associated with untrained guidelines. The lack of formal training not only affects the recognition of the directors but also the quality of services that guests receive. Similarly, a lack of training can lead to unethical guidance practices, poor guideline performance, and poor information about administrative work, damage to the destination image (Maket *et al.*, 2011) and quality of visitor experience and level of satisfaction. Studies by Kong, Cheung, and Baum (2014) and Pond (2013) also found that the guidelines indicated that a lack of training could affect their self-esteem, job recognition as other professionals, a lack of rewards and incentives from employers. In Kenya, with a strong reliance on wildlife that supports wildlife, tourist guides play an important role in tourism (Prakash, Chowdhary & Sunayana, 2010).

The Rimoi National Reserve, located within the Kerio Valley floor is centered around the diversity of flora and fauna, rich culture and beautiful scenery which is slowly occupying the most important place in the North Rift tourist circuit adding up to the sports tourism product in the region. Rimoi National Reserve covers an area of 66km² hectares. However, tourist arrivals to the reserve are decreasing and in order to ensure repeat business through loyalty, referrals and positive word of mouth, there is need for professional service providers. In 2016, the County Government of Elgeyo Marakwet in collaboration with the Kenya wildlife service re-stocked the reserve with some of the animals which were almost extinct. The animals include giraffes, waterbucks, impalas, zebras and warthogs which appeared as a 'new thing' to the local communities who for a long time had not interacted with these animals, and further, the animals were being introduced to a new environment altogether. Owing to the expansive travel and experience with different areas across Kenya, tour guides have been earmarked as integral stakeholders in these reserves and hence their competence in interpretation of information for the realization of tourist satisfaction is the subject of this study.

1.2 Statement of the Problem

Tourist satisfaction has become the key of modern enterprise in the current severe competition of tourist market (Cho *et al.*, 2011). However, tourist destinations in Kenya have been underutilized for a long period of time. According to the KTB (2017), the sector reported a tremendous decline and instability of tourism arrivals since 2015. This has been characterized by limited number of visitors to tourist destination. The few who arrive, leave the destinations earlier than planned while others cancel their trips unexpectedly. For instance, UNWTO recorded a negative growth of the tourism sector of 5% in 2016 and a major decline of 7% in 2017 (GoK, 2017).

Ideally, the wishes, needs and expectations of tourists are constantly changing as places compete to increase their share of tourism. In this case, the guides act as the main representatives of the areas playing a major role in the satisfaction of visitors and the purpose of re-tourism. According to Tosun and Temizkan (2014), tourism indicators carry major roles and responsibilities in the tourism industry. Not only does the work of the tour guide involve the transfer of information, but it also involves presenting it in a fun and honest way (Ap & Wong, 2011). In addition, the tour guides play a very important role in identifying the remaining tourists who are happy with the tourism organization and travel experience (Zengin&Yıldırğan, 2014). The happiest visitors are those whose expectations are exceeded by service providers. A study by Koo, Chang, Cheng and Lin (2015) has confirmed that the interpretation of tourism directors influences tourist satisfaction, and that tourist satisfaction also influences the credibility of the destination.

The tourism industries should be able to be the biggest foreign exchange earner to the country, considering the best attractive sites in the country ranging from wildlife products to the beautiful sceneries. This however has not been fully achieved in Kenya with the current level of competence of tour guides. Empirical results have indicated that tour guides' professional competencies significantly impact on tourist satisfaction (Lin, Lin & Chen, 2017). While this may be true, tour guides still represent a largely underrated, undervalued and underutilized human resource despite the widely acknowledged benefits and significant roles they assume in the tourism system (Dioko&Unakul, 2005). As a result, the industry has not been able to meet the main objectives of being the biggest

foreign exchange earner of the country and also to attract more tourists who are the source of foreign income (Cater, 2010).

The lack of awareness of other possible problems which leads to tourist dissatisfaction is as a result of lack of enough literature that has left the industry to remain static for a long period of time. The strategies adopted to restore back the tourism industry have not managed to reach its potential. It is therefore against this problem that the study seeks to fill the knowledge gap on the contribution of tour guide competence in interpretation of information on tourist satisfaction.

1.3 Research objectives

1.3.1 General objective

The general objective of the study was to assess the contribution of tour guides' competence in interpretation of information on tourists' satisfaction at Rimoi National Reserve, Kenya.

1.3.2 Specific objectives

- i) To determine the tour guides' knowledge level in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya.
- ii) To establish the tour guides' communicative skills in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya.
- iii) To examine the tour guides' attributes in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya.

1.4 Research Hypotheses

The following research hypotheses guided the study:

Ho₁: There is no significant contribution of tour guides' knowledge level in interpretation of information on tourist satisfaction at Rimoi National Reserve.

Ho₂: There is no significant contribution of tour guides' communicative skills in interpretation of information on tourist satisfaction at Rimoi National Reserve.

Ho₃: There is no significant contribution of tour guides attributes in interpretation of information on tourist satisfaction at Rimoi National Reserve.

1.5 Justification and significance of the study

Rimoi National Reserve is a Centre of attraction for tourists as an emerging destination in the North Rift Region. The destination offers guides who place emphasis on customer satisfaction. There was therefore need to conduct the study and fill any gap which lags the development of the site. Tour guiding profession in many countries including Kenya is neither well established nor formalized (Salazar & Bryon, 2009). Ipara (2000) found that local tour guides and government staff drawn from Kenya Wildlife Services (KWS) possess little knowledge about cultural resources and other tourist interpret to tourists and other visitors. Therefore, Issues of having little knowledge and undeveloped interpretative skills can impact negatively on a tour guide's competence which will eventually undermine the tourist's experience. Few studies such as, Kipruto (2012), Kabii (2017), Kemboi (2018) have been conducted in Kenya on tour guiding. These studies neither focused on the contribution of knowledge level, communicative skills and attributes of tour guides in interpretation of information on tourist satisfaction. This study therefore assessed how tour guides' competence in interpretation of information contributes to tourist satisfaction at Rimoi National Reserve.

The findings of this research will help scholars undertaking studies in the area of tour guiding and how they affect tourist satisfaction. The research findings will be instrumental to the opinion leaders and policy makers of the tourism sector in drafting policies that would benefit Tour Operators when making informed decisions regarding tour guides competence.

1.6 Scope and Delimitation of the Study

The research sought to assess how tour guides competence in interpretation of information contributes to tourist's satisfaction at RNR. Tour guides' competences (knowledge levels, communicative skills and attributes of a tour guide) were the independent variables, while tourist satisfaction (experiences and behavioral intention) was the dependent variable. The study targeted tourists who visited RNR (an area of 66km²). The study was conducted from Mid- December 2019 to February 2020 and used questionnaires to collect data (see appendix I.) The information from the tourists were collected from the reserve gate. Additional information from tourists were collected

inside the RNR since there are camping sites and more information was collected from visitors in accommodation facilities outside the reserve.

The following were the limitations of the study. First, the study only dealt with RNR as a particular area and this can produce results that might not be the same if the research was to be done in other parts of the country. Therefore, future researchers should generalize the findings with caution. The second limitation is in terms of the variables investigated. This study investigated only three aspects in relation to competence leaving out the others. Future studies should therefore investigate the other indicators of competence such as motivation and attitudes.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter comprises of literatures on, tour guiding, competence and tourist satisfaction.

2.1 Tour Guides' Competence

2.1.1 Tour guiding

There are many explanations of the tour guides, provided by various organizations. The World Federation of Tourist Guide Associations (WFTGA) defines a tour guide as a guide for tourists in the language of their choice and to interpret local culture and environment, and often has local-specific qualifications that are usually issued and / or approved by the relevant authority (WFTGA, 2014). Another explanation given by the Federation of Turkish Tourist Guides Associations (TUREB) is that the tour guide is the one that will best introduce the country to local and foreign tourists, who will assist them during their travels, give them the right information and who holds the document approved by the Department of Culture and the Department of Tourism (TUREB, 2014).

Although there are various explanations of the tour guide, the internationally accepted explanation provided by the International Association of Tour Managers (IATM) and the European Federation of Tourist Guide Associations (EFTGA) that the tour guide is a guide for individual groups or tourists from abroad or the surrounding country. city or regional sites and museums; interpreting in a positive and enjoyable way, in the language of the visitor, heritage and culture (EFTGA, 2014).

Tourism guides serve as tourists, travel planning, interpreting, problem solving, traveler protection and making the environment safer for tourists because they act as 'mediators' between tourists and the 'unknown' environment (Zhang & Chow, 2004). of tourism that I may have. Tourist guides are experts who present and explain the features of a place that is defined geographically and culturally (the place where visitors go) in groups and for other visitors Rabotic, (2008). A tour guide is a person who guides groups,

or tourists around the beautiful sites and places of a city or region and translates using the language of the visitor's choice (Black & Ham, 2005). Tour guides are a visual link between the destination and its visitors. They are responsible for the emergence and satisfaction of the proposed tourism service (Ap & Wong, 2001).

2.1.2 Role of Tour Guides

The art of working with the human ability to integrate, communicate, and incorporate the practical knowledge, skills, attitudes, and values required for the efficient and effective operation of the tasks required by the type of work and technology development (Saraiva & Anjos, 2019). In particular, Picazo (1996) considers that the expertise of a travel guide is built around three pillars: cultural and practical knowledge; languages; attitude of service. In Zagarra, Sandoval and Molina (2010), TGs should have good ideas for doing better. Swarbrooke (1999) presents a framework in which skills are categorized into basic knowledge (knowledge), general (attitudes), and (specific skills).

Carvalho (2005) notes that there are many factors involved in tourism management, among which the leadership skills of the passenger and service providers are important. In addition to leadership skills, mediation, and translation are also important. Tsaur and Teng (2017) explain that tourist guides are expected to take the lead in Tourism, by providing essential products and services, including guidance, and keeping visitors happy. The authors emphasize that TGs should meet the needs of visitors, take care of their physical and mental needs, and solve tourism problems.

Wong and Lee (2012) found three dimensions of leadership style: caring for jobs, caring for customers, and caring for the team climate. The leadership style adopted by TGs affects the visitor experience, with positive results that increase customer satisfaction and credibility, while negative results lead to complaints about travel agencies. The role of a tourism leader not only affects the image of the tourism agency, but also its reputation and honesty where it goes, playing a very important role in group travel because they serve as sources of information and tourist advisors (Tsaur & Teng, 2017).

In Barito's (2011, p. 58) leadership review guide means "guidance without command, requiring empathy and cunning, decision-making, and complete control of verbal and physical communication". The author goes on to say that the power of leadership is seen by many as a key skill in the direction of travel. Weiler and Black (2015) argue that presenters should also be skilled translators, storytellers, and cultural mediators. Brito (2008) explains that in order to be effective and full of cultural mediation, guidelines must develop from the beginning of professional training, to their cultural communication skills. According to Brito (2011, p. 152) "the quality of cultural mediation depends largely on the acquisition of cultural skills".

Communication skills seem to be very important in the direction of travel. Chimenti and Tavares (2007) wrote that TGs used written, spoken and non-verbal communication. Picazo (1996) argues that communication is important in guiding tourist groups. Directors should be good communicators, which means they should know their body language when speaking. According to Pires (2005, p. 485) there should be a "visitor's familiarity with regard to behavior and use", therefore, as a mediator between natural and cultural features, as well as tourists, TGs should try to minimize the negative effects of tourism.

Good interpretation of information is one of the main roles of TGs which is considered by tourists as one of the highlights of the guided tour. For Weiler and Black (2015), being a good interpreter is more complex and more difficult to master than other roles performed by TGs. Therefore, interpretive guiding practice often falls short of the expectations of visitors and, on the other hand, often exceeds expectations.

Interpretive guiding principles include the application of interpretation aimed at achieving predetermined results, benefiting visitors, other stakeholders, destinations, and environments. For Brito (2011, p. 52) "to inform and interpret are not only an obligation but also a strength of guides". The author argues that the success or failure of the trip depends on guides' ability to select and interpret information.

According to Brito (2008), the best interpretation is the one that combines tangible and intangible elements, that is gives meaning to an object. The use of drama, storytelling,

and narratives is widespread in group tour guiding, but TGs, individually, vary greatly in the way they use such techniques as tools to improve their communication.

Effective intercultural communication requires foreign language skills. According to Weiler and Black (2015) is the ability to explain and interpret culture; to elicit appreciation for cultural difference and select the most appropriate content to share; the interest and willingness to engage in two-way communication; social-interpersonal skills; respect and pride to act as an ambassador for their culture. For Brito (2011, p. 107) it is fundamental that TGs be knowledgeable of communication techniques, “it is not enough to know what to explain. It is crucial to know how to explain it”.

The competencies studied by Sonninen (2013) with TGs in Iceland are, to a greater or lesser extent, in line with the competencies studied in works by Zagarra, Sandoval and Molina (2010), Carvalho (2005), Picazo (1996) and by the various authors who discuss the roles of TGs in the present study. Sonninen (2013) found that certain skills such as leadership and command, customer trustworthiness, and commitment to work were evaluated positively. On the other hand, the author identified skills that still need to be improved, such as behavioral ones that are among the biggest gaps related to safe tour operation and making a good first impression to the tourist. Also, some weaknesses were identified in communication and language skills, and the ability to deal with difficult customers, as well as competencies for a sustainable approach. This situation reflects the need for training that addresses the issues raised and prepare TGs to act in different contexts and with different customers.

Zagarra, Sandoval and Molina (2010) explain that TG competencies are acquired not only through formal school learning, but also from on-job learning. They consider that the set of verifiable knowledge, skills, and attitudes are applied in the performance of a productive function. For example, general competency is necessary for TGs to form an attitude of empathy with tourists and local population, offering a qualified service. The authors add that tourists prefer TGs who have contact with locals and in a situation where they can observe both the characteristics and attitudes of these professionals, and this affect their culture and perception of the destination.

Weiler and Ju (2007) suggest that, in order to be a cultural mediator, a travel guide needs to play a number of roles related to the three dimensions that include access, understanding, and integration mediation. The first and third, which differentiate physical access and facilitate opportunities to meet and / or connect with local people, were both reported by visitors as key participants in an unforgettable experience (Weiler & Yu, 2007).

Rabotic (2008) also emphasizes that the various roles of the tourism guide as defined by investigators are the actor, traveler, facilitator, ambassador, speaker, caregiver, promoter, cultural retailer, information provider, source, mediator, translator / interpreter, leader, mediator, mediator, mediator, mediator, mediator, mediator, mediator, mediator, counselor, mediator, facilitator, salesperson, manager, psychologist, strategist, flight attendant, entertainer, cartoonist, journalist, speaker and others. Therefore, guides have had to be highly active and highly trained, not only in the geography and history of the region in which they lead, but also in social and psychological spheres such as group dynamics, motivation, and cultural / ethnic background (Rabotic, 2008).

According to Holloway (1981), tourism directors are information and source information providers, teacher or educator, facilitator and initiator in the experience of tourist experiences, missionary or ambassador of their country, entertainment or group motivation, self-confidence, shepherding, angel management, team leader and disciplinary. Cohen (1985) also identifies four major roles played by tourism directors - steel, social, collaborative, and communicative. In addition, he identifies four types of tourism directors who focus on each of the first careers, prostitutes, tourism leaders and professionals (Cohen, 1985). Ooi (2002) argues that mediation plays an important role in building the visitor experience.

2.1.3 Tour guiding competency

Picket (1998) asserts that competencies are formed through individual experiences and consist of skills, attitudes, knowledge and values. He further points out that Competencies are used in the workplace to execute behaviours and tasks, which again will lead to end products and services delivered to customers (Picket, 1998).

Additionally, Blanchard and Thacker (1999) define competencies as knowledge, skills and attitudes which are required for an individual to deliver high work performance. Moreover, Elíasdóttir (2012) defines competency in the broadest form as knowledge, skills, attitudes, behaviour and personal traits. Competencies can be divided into two categories based on their relationship to the job performance they predict. Threshold competencies are the basic language skills that the tour guides need to be able to perform their work which are the ability to read, write listen and speak. Second category is differentiating competencies, which separate the superior performers from effective performers. According to Spencer & Spencer, (1993).superior performer will set higher goals in achievement orientation than an average performer. Therefore, a tour guide who is an effective performer can produce the desired impact on the tourists expectation and on the other hand Superior performers are the experts with various recognized certifications in the field and can produce excellent results on service delivery hence satisfaction.

2.1.4 Tour guiding interpretation of information

Dam (1993) states that the practice of translation was originally used in the United States of America (USA), and that the purpose of translation is to convey the beauty of the place, to encourage visitors and ultimately to convince them of the need for conservation. The word 'translation' has many meanings, and there has been much debate about this term among those who use it and read it (Makopoet *al.*, 2018). The importance of translation is related to cultural mediation, defined as the "translation" of foreign and unfamiliar objects of the manager's culture into a cultural "saying" closer to the visitor (Cohen, 1985). El-Menshawy (2016) defines interpretation as a machine-based communication process that enables to create emotional and psychological connections between the interests of viewers and the meanings in that source". These definitions highlight three key words and are 'communication', 'education' and 'behavioral change' (Van Loggerenberg, Saayman& Kruger, 2015).

There are two translation jobs involved in the work of tour guides; namely mediation (Tsauro & Teng, 2017) and cultural trade (Weiler & Walker, 2014). Tour guides mediate between tourists, locals and the environment. A passing escape that tells visitors how to think and feel about their experience; it is about guiding them to their conclusions and letting them learn (Makopoet *al.*, 2018). Cultural exchange is the act of closing, mediating or mediating between groups or individuals of different cultural backgrounds with the aim of reducing conflicts or bringing about change (Látkováet *al.*, 2017).

Moscardo and Walker (2014) point out that tourist guides' interpretations usually makes an important contribution to positive visitor perceptions of their general experience. In a study by Weiler and Yu (2007), visitors cited that tourist guides' lack of interpretation skills negatively affected their experiences. Like Weiler and Davis (2007), some authors point to the translational role of guides in the management of natural resources. For example, Moscardo (2014) stated that the translation role of tourism directors contributes to the ongoing wildlife tourism. The interpretive role plays a role in managing the interaction between wildlife and visitors, behaves in a way that minimizes the impact on visitors to the environment, defines management strategies and supporting safety messages. Haig and McIntyre (2002) suggest that the guide may also provide an opportunity to promote positive attitudes and behaviors in the environment. Because face-to-face interpretation that is considered knowledgeable and honest can be more effective than other sources in providing information, behavioral models and change of attitude.

Reisinger and Steiner (2006) have shown that the translational role of guides can enhance tourist knowledge and wildlife awareness and promote ways to protect the conservation of natural resources. Kuo, Chang, Cheng and Lin (2015) confirm that tour guide interpretation has an influence on tourist satisfaction, and that tourist satisfaction in turn influences destination loyalty. Destination loyalty is also indirectly influenced by tour guide interpretation through tourist satisfaction. Key findings include correlations between tour guide interpretation and tourist satisfaction as well as tourist satisfaction and destination loyalty, which are stronger for tourists who perceive a high degree of

playfulness and flow in their tourism experience. This and Hallo (2011: 145), and regulated the behavior of visitors and their attitude towards natural resources.

The evolving tourism guide helps visitors to have a fresh perspective on natural resources and be prepared to deal with their natural resources. Those visitors who seek the help of a tour guide to translate the site do so in part because they want to transfer the burden to the guide so that their conduct and actions in the area can be guided and monitored by an expert. Therefore, tourism directors should be responsible for teaching visitors how to behave properly through their excellent translation. Given insufficient information in this natural environment, visitors may turn to tour guides for more information (Randall and Rollins, 2009).

Therefore, guides are important in educating visitors about the importance of natural habitats and natural resources (Lo & Hallo, 2011: 141). The tourism guide is in a position to make a significant contribution to the resilience and resilience of tourists to ensure that it is environmentally friendly and contributes to environmental considerations. This is most likely to happen when promoting ethical behavior and the roles of the environmental translator. Therefore, the role of tourism director in these areas is very important (Randall & Rollins, 2009: 359).

2.2 Tourist satisfaction

2.2.1 The concept of tourist satisfaction

The level of satisfaction, especially the experience gained by visiting tourist attractions, is the final product of tourist attraction (Middleton, 1996; Smith, 1994). Satisfaction is the main reason why people visit the attraction and the commitment to the quality of the tour, as well as the quality of the attraction, that is, the performance of the tourist providers by providing tourists to their visitors. That is why, according to Hall and McArthur (1993), visitor satisfaction should be the foundation of heritage management.

“Customer satisfaction is a measure of how well your organization’s product is operating in relation to the customer needs set” (Hill & Alexander, 2003, p. 11). Satisfaction is the result of comparing customer expectations with a realistic view of product characteristics. Satisfaction occurs when expectations are met or exceeded (Crompton & Love, 1995). This approach to understanding the concept of satisfaction has been widely used in conducting customer studies (Oliver, 1981; Parasuraman *et al.*, 1985; Carman, 1990; Cronin & Taylor, 1992; Zeithaml *et al.*, 1990).

Satisfaction is the judgment on a product or service or feature of a service, or on a product or service as a whole (Okello & Grasty, 2009). At this point, high levels of customer satisfaction have the following effects: increasing the number of repeated visits, influencing verbal recommendations and reducing customer complaints that may tarnish the image of organizations (Okello & Grasty, 2009). It is also said that satisfaction is the ultimate favorite food; it is a wonderful thing (Oliver, 1997). In addition, satisfaction is defined as a psychological concept that involves a sense of well-being or happiness, arising from the customer experiencing what a person expects or expects of a particular product or service (Pizam & Ellis, 1999). In the context of the tourism industry, visitor satisfaction is defined as the result of a comparison between the expectations and experiences of visitors (Truong & Foster, 2006). Satisfaction is referred to primarily as a function of pre-departure expectations and post-travel experience. In a situation where the experience compared to the expectations evokes feelings of satisfaction, visitors will be satisfied and leave the place with a good memory (Cam, 2011).

In the literature of visitors, however, satisfaction is often regarded as an after-experience situation (Pearce, 2005) and as an emotional state arising from the discovery of a tourism product (Crompton & Love, 1995). At least three types of satisfaction have been suggested (Mazurek-Łopacińska, 2003; Wojnarowska, 2005): (1) an emotional model, which sees customer satisfaction as a positive psychological response to a product use test, and the costs required to obtain it (satisfaction or dissatisfaction is determined by the cost-benefit benefits), and (3) the paradigm of uncertainty, where satisfaction is the

function of automatic occurrence and customer experience related to a specific indicator (needs, desires).

The level of satisfaction with attracting visitors is quite different from that resulting from the use of other products. Visitors approve products of attraction primarily by their symbolic and emotional value, which is related to the lower meanings that result from the attraction. In this context, visitors are not the recipients of external objects, but the creators of their experience, who actively construct and interpret definitions (Colton, 1987; Wang, 1999; Vittersoet *al.*, 2000). Visitors experience a more complete attraction than the number of their brands. For this reason, some authors argue that the satisfaction assessment from visited ads should be based on an indicator that takes into account the overall visitor experience rather than the single attraction indicators (Williams *et al.*, 1992; Vittresoet *al.*, 2000). Therefore, research on visitor satisfaction can affect the quality of the experience based on the attractions that are visited.

2.2.2 Measures of tourist satisfaction

Satisfaction is often assessed by assessing the quality of service, which is also defined in terms of expectations as a “guest driven meeting and beyond expectations”; SERVQUAL developed by Parasuraman, Zeithaml, and Berry (1988) provides an approved standard for assessing service quality. This estimate is based on a comparison between customer expectations of how they should be provided with a service and what they eventually receive. Widely accepted in all service areas, SERVQUAL comes in five dimensions, each measuring multiple factors:

Tangibility: the emergence of resources, equipment, personnel, and communication equipment.

Responsiveness: The willingness of the service provider and its staff to assist customers and provide services quickly and efficiently;

Assurance: knowledge and humility of employees and their ability to convey trust and confidence.

Empathy: caring and caring for customers

Reliability: ability to perform expected service independently

According to SERVQUAL, tourism researchers have developed scales to measure service quality or satisfaction with tourist destinations, accommodation providers and restaurants.

Service quality has been recognized as one of the factors affecting visitor satisfaction (Heung *et al.*, 2002; Baloglu, 2003; Chan, 2004; Kuo, 2013). For example, the study of Heung *et al.*, (2002) in Hong Kong restaurants with visitors' views of service features and their impact on guest satisfaction have shown that staff qualifications, honesty, and physical characteristics are important factors that contribute to overall satisfaction. Furthermore, while investigating the impact of tourism services on customer satisfaction in package travel, Chan *et al.*, (2004) proposed a model that included two constructions; that is satisfaction with the tourism service and satisfaction with tourism information.

2.3 Indicators of tourist satisfaction

Major indicators of visitor satisfaction include visitor experiences and tourist ethical objectives in relation to attractions.

2.3.1 Experience

According to Jafari (2000, p. 215), “experience is the inner state of a person brought about by something that he or she has experienced, experienced or passed on”. The tourist experience is different because it happens as a trip, and especially during the viewing trip. Visitors often seek out pleasant and upbuilding experiences. Such experiences occur during the so-called optimal experience or flow (Csikszentmihalyi, 1996). The state of the flow is a good state of inner motivation, which is evident: by focusing on the present function, full involvement of one's knowledge and full use of one's abilities, a sense of distortion of time and loss of self-awareness, but above all an increase in autotelic experience. Many authors point to the usefulness of this concept in attractive guest studies (Thomson *et al.*, 1993; Prentice *et al.*, 1998; Beck & Cable, 1998; Ryan, 1997).

The emergence of common emotional states of good experience depends on the process of incorporating incoming information into existing “comprehension maps” or “schemas”

(Vittersoet *al.*, 2000). This experience is due to the development of new information in the structure of comprehension maps or schemes. Visual truth is embedded in existing systems as long as they remain within tolerable limits. If the world's view is in harmony with existing schemes of understanding, the body-making process continues unabated. However, the development of new information is always accompanied by a degree of resistance, which increases with respect to the increasing differences between the perception of the world and the schemes of the human mind. Therefore the quality of the experience depends on the amount of resistance produced in a particular situation (for example when visiting an attraction).

2.3.2 Behavioural Intentions

Behavioral intentions are the key concepts of the concept of action contemplated by Ajzen and Fishbein (1980) and its extension, the notion of a planned behavior by Ajzen (1988). In terms of these ideas, behavioral factors are objectives (programs), which are perceived as motivating behaviors. Objectives indicate the amount of effort people are inclined to do the intended work.

Theoretically, three independent objectives can be divided into: behavioral attitudes, which are individual beliefs about behavior, its effects and evaluations; submissive practices, which are the belief that other people, whose opinion is important to a person, can judge a given action; Visual behavior control, which is simple or difficult for a person to understand what behavior is, depending on the perception of the ability, knowledge and skills required to perform the behavior. It is thought that the more intentions there are, the more likely it is that a given behavior will occur. However, behaviors are influenced by other factors as well, including time, personality and social factors.

The concept of ethical objectives has been widely used in determining consumer behavior studies and in the analysis of visitor job descriptions. The ability to promote the need to repeat work, to recreate attractive attractions and to encourage other people to do the same is considered an important factor in determining the success of the tourist and leisure services market (Bowen & Chen, 2001; Darnell & Johnson, 2001).

2.4 Spitzerg Model of Competence

The Spitzerg model of competence sees communication ability as the ability to choose appropriate and effective communication behavior in a particular situation. Collaborating with others allows a person to achieve their communication goals without causing the other party to lose their dignity. The most commonly used model to describe skill is a genetic model (Spitzberg&Cupach, 1984) that includes three elements: 1) knowledge, 2) skill, and 3) motivation. Knowledge simply means knowing which behavior is best for a particular situation the ability to apply that behavior in a given context. Encouraging a desire to communicate effectively. This model is applicable to the study because the ability test of guides can be based on the level of knowledge and skills of the subsets of the model.

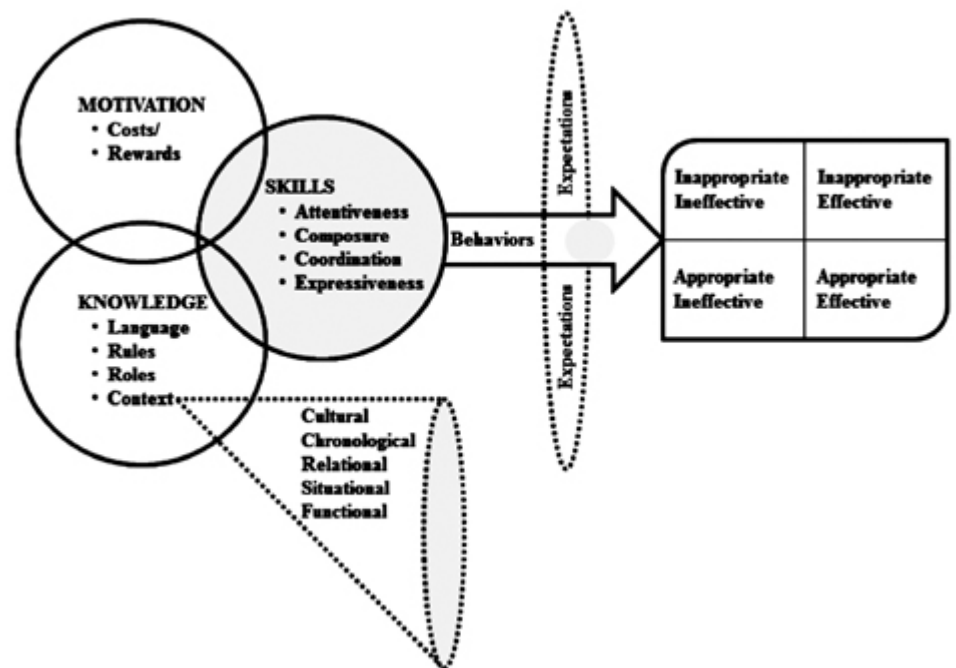


Figure 2.1: Communicative Model of Competence

Source: Spitzberg and Cupach (1984)

2.5 Theoretical framework

The research was based on the concept of competence in communication. It is an idea that seeks to understand one's ability to effectively convey meaning within a given

context. The most widely accepted components of this skill include grammar skills, speaking ability, social skills, and strategic ability. This theory is relevant to the study because the tour guides have to convey meaningful messages to the tourists to enhance satisfaction, hence the theory is applicable.

2.6 Conceptual framework

Independent Variables

Dependent Variables

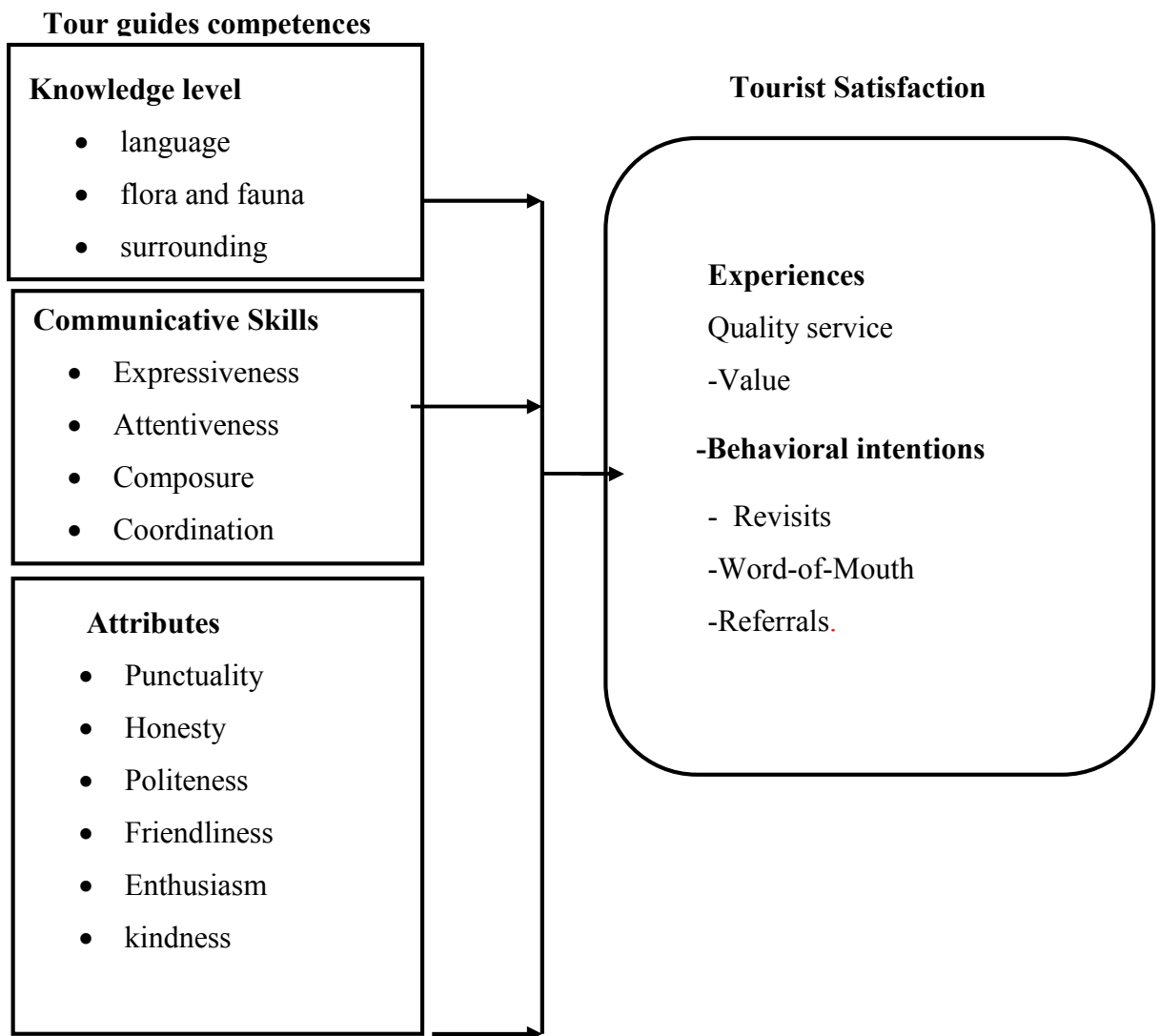


Figure 2.2: Tour guide's competence and Tourist Satisfaction

Source: Adapted and modified by the researcher from Spitzberg and Cupach Communicative model of competence(1984)

From Figure 2.2, competent tour guides who have vast knowledge, possess the significant skills such as expressiveness, attentiveness, composure and are good in Coordination, have significant personal traits in interpretation of information resulting to the following indicators of visitor satisfaction namely experiences (quality services and value) and behavioural intentions of revisits, positive word-of-mouth and referrals.

As a source of information about attraction, guides are responsible for making (attractive) a reality. According to Leipers' definition (1990) attraction is the process by which three objects are connected (visitors, the nucleus or central element and the mark or information element). Marscard (2003) states that the guidelines provide information on available opportunities and alternatives based on in-site activities followed by data that promote a sense of security and comfort, resulting in better interaction with the complexity of occupancy and better understanding of local warnings or signs of prohibition. Visitors often overlook warning signs or misinterpretations. In a formal visit, the guides bring visitors to pay attention to the messages, explain their purpose, help customers understand these warnings and accept them.

As a guide that speaks customer language, they are also seen as rejuvenating the relationship between visitors and locals that allows for communication, understanding and action between multilingual and multicultural people. The guides are seen as vendors who can give visitors the opportunity to establish contact with local people and take them. Communicating and participating in various activities including music, dance, tasting local dishes, listening to local legends or watching shows made by locals bringing visitors not only by direct contact with tourism workers but also by a local community member.

Nettkor (1979) emphasized guidelines in a very important role in cultural encounters. Especially at the beginning of the tourists live in the destination, a very important source of information about local conditions. Cohen (1985) states that this guide begins to spend time together and join a strange group. It is a guide that focuses on the level of integration between team members. This activity is very important in the multi-bus journey where participants spend most of their time having fun together and participating in various activities.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the method used to collect data, analyze and present this study. The chapter provides a detailed discussion of the type of research adopted and the reason for its selection. The chapter contains study area, research method, data collection, data types, data analysis, data presentation strategies, legitimacy and reliability, ethical considerations, study limitations.

3.1 Study area

3.1.1 Location of the study area

The focus of the study was Rimoi National Reserve which is an emerging tourist attraction destination found in North Rift Region. It is a refuge for plants and wildlife on the same parallel as Iten, but 1000m lower, in the middle of the Kerio Valley. It is 66 km² and it is protected by the Kenya Wildlife Service (KWS) (Kenya Tourist Board, 2017).

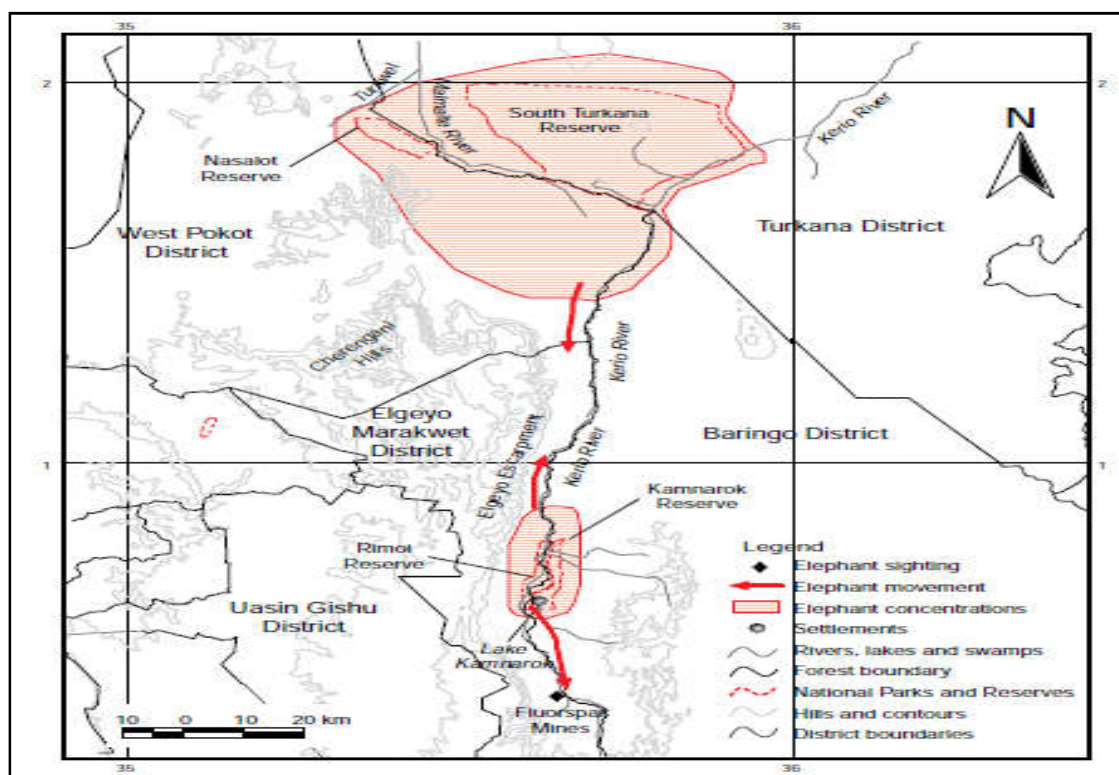


Figure 3.1: The location of Rimoi National Reserve.

Source: Thouless et al, (2008)

3.1.2 Climate and Vegetation

Temperatures range from a minimum of 14 ° C to a maximum of 24 ° C. Rainfall averages from 400 to 1,400 mm annually. The coolest seasons of the year are July and August when the rains are over and temperatures do not exceed. It has tropical vegetation on the slopes, and the bottom of the valley is covered with a dry thorn tree.

3.1.3 Population

The region has a population of 454,480 according to the 2019 Census (KNBS).

3.1.4 Tourism development

Tourist attractions in ElgeyoMarakwet County include, RiverKerio, Sports Tourism, Rimoi National Reserve, Torok Waterfalls and Culture. This forms the bulk of the tourism activities in the study area. Both domestic and international tourists visit Rimoi National Reserve.

3.1.5 Social and economic activities

The economic activities in the region are characterized by small-scale breeding, beekeeping, goat farming and keeping cattle for both cow and dairy production. Yield production is carried out mainly at higher altitudes. The study area is notable for its long tradition of producing top athletes representing Kenya at many sporting events. It is unique in nature and is home to many forests that are part of the national water towers with annual streams that support irrigation development and livestock care. With beautiful scenery (home of the Kerio Valley Escarpment, the Rimoi National Reserve and the Iten High altitude training camp). of forestry and mineral resources, Horticultural crop development, livestock farming, education, trade and commerce and construction and construction.

3.2 Research design

Research design is the process of collecting, analyzing, and reporting in multidisciplinary and advanced research (Creswell, 2012) .The researcher used the descriptive case study design. Case studies are used in design research to analyze an object, generate ideas, and validate the method (Creswell, 2012). The study used a multidisciplinary approach to

address the research objectives. The measurement method is a method that often focuses on certain behaviors that can be easily calculated and their conclusions are based on statistical analysis of data (Cozby& Bates, 2012).

3.3 Target Population and Sample Size

3.3.1 Population target

The estimated number of visitors was 1280 people with a sample size of 128 respondents and this information is from records kept. According to Mugenda and Mugenda (2003), when the population is less than 10,000, a sample size of between 10% and 30% is a good representation of the target population and therefore 10% is sufficient for analysis. The study targeted a total of 1,280 people and the sample size was 128 respondents.

Table 3.1 : Target population and Sample size of the study

Respondent's category	Population	Sample	Instrument
Tourists (Domestic and international)	1280	128	Questionnaires

Source: KWS, EMC Government, 2017

3.3.2 Sampling technique

The study used both stratified and systematic sampling technique. Initially, the respondents were stratified according to the type of visitors. These included adults in categories of citizens, residents and non-residents. Within the categories systematic random sampling technique was used to select 128 respondents (tourists) for the questionnaires. In this design, each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process. The sample was obtained by selecting the unit from the first n unit of persons and for all nth items thereafter.

3.4 Data collection

3.4.1 Questionnaire

The study used framed questions that were carefully designed and presented in the same way in a group of people to gather information on specific topics of interest to the

researcher (McLean, 2006). Closed-ended questionnaires were used for visitors. The analysis unit was an adult (18 years and older). The questionnaires were handled by the researcher.

3.5 Data analysis

Data analysis is the conceptual interpretation of the whole database, using specific analytical techniques to convert raw data into meaningful data (Kothari, 2004). The data was processed and prepared for analysis by editing, coding, categorization, table making and integration. The study used descriptive statistics to address research objectives. This was done with the help of the Statistical Package for Social Science (SPSS) which is a mass analysis software. Details are presented using the use of table graphs and pie charts. Regression Multiple analysis was used for this study. This explains the relationship between multiple independent or predictor variables and one dependent or criterion variable. In this case it explains the relationship between tourist satisfaction and its predictor variables as indicated in the equation.

The regression model is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \varepsilon$$

Where;

Y is the dependent variable (tourist satisfaction)

β_0 is the Y-intercept

$\beta_1, \beta_2, \beta_3$ are the regression coefficients of the four variables which are;

X_1 is Knowledge level

X_2 is communicative skills

X_3 is attributes

ε is the error term.

While ε is an error term at 95% confidence level

This model was used to test hypothesis H_{01} , H_{02} , and H_{03} .

Inferential statistics such as non-parametric test which include analysis of variance (ANOVA) was used to test the significance of the overall model at 95% level of significance. According to Mugenda (2009) analysis of variance was used because it makes use of the F – test in terms of sums of squares residual.

3.5.1 Regression Assumptions

The following are the assumptions that the data must meet in order to conduct a multiple regression analysis.

1. **Normality:** It is assumed that the residuals of variables are normally distributed. That is, the errors in the prediction of value Y (the dependent variable) are distributed in a way that approaches the normal curve. The assumption of normality is especially critical when constructing reference intervals for variables and when this assumption does not hold, it is impossible to draw accurate and reliable conclusions about reality (Bryman, 2017).
2. **Homoscedasticity:** In this study heteroscedasticity was minimized or eliminated where possible by ensuring that the data used in hypothesis testing is approximately normal and is accurately transformed and that the right functional forms of regression model are selected and variables presented by scatter plot diagrams of the dependent variable (DV) was widened or narrowed as the value of the independent variable (IV) increases. The inverse of heteroscedasticity is homoscedasticity, which indicates that a DV's variability is equal across values of an IV. At each level of the predictor variables(s), the variance of the residual terms should be constant. Regression predicted value was used to test homoscedasticity.
3. **Multicollinearity:** Multicollinearity exists when two or more of the predictors in a regression model are moderately or highly correlated. Unfortunately, when it exists, it can wreak havoc on analysis and thereby limit research conclusions in

this study it was detected when the t-tests for each of individual slopes are non-significant ($P > 0.05$), but the overall F-test for testing all of the slopes are simultaneously 0 is significant ($P < 0.05$); hence relying on variance inflation factor (VIF) quantifies how much the variance is inflated; the variances of the estimated coefficients are inflated when multicollinearity exists. So, the variance inflation factor for the estimated coefficient b_k denoted VIF_k is just the factor by which the variance is inflated in a model in which x_k is the only predictor: $y_i = \beta_0 + \beta_1 x_{1k} + \beta_2 x_{2k} + \beta_3 x_{3k} + \beta_4 x_{4k} + \epsilon_i$ it can be shown that the variance of the estimated coefficient b_k is: $Var(b_k)_{min} = \sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2$ if some of the predictors are correlated with the predictor x_k , then the variance of b_k is inflated. It can be shown that the variance of b_k is: $Var(b_k) = \sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2 \times \frac{1}{1 - R^2_k}$ Where R^2_k is the R^2 -value obtained by regressing the k^{th} predictor on the remaining predictors. the greater the linear dependence among the predictor x_k the larger the R^2_k value; the larger the R^2_k value, the larger the variance of b_k by taking the ratio of the two variances.

$Var(b_k)_{min} = \sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2$
 $Var(b_k) = \sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2 \times \frac{1}{1 - R^2_k}$. That is:
 $VIF_k = \frac{1}{1 - R^2_k}$ where R^2_k is the R^2 -value obtained by regressing the k^{th} predictor on the remaining predictors. Hence a variance inflation factor exists for *each of the k predictors* in a multiple regression model by detecting the presence of multicollinearity in this study. Heteroscedasticity is the circumstance in which the variability of a variable is unequal across the range of values of a second variable that predicts it. There should be no perfect linear relationship between two or more of the predictors. So, the predictor variables should not correlate too highly this was tested using variance inflation factor (VIF). The tolerance statistics should be above 0.20 and VIF values below 10 to imply no multicollinearity among the predictor variables. A tolerance of below 0.20 or a VIF greater than 10 is regarded as indicative of serious multicollinearity problems. Tolerance below 0.2 indicates a potential problem.

4. **The assumption of independence** Statistical tests that was used in the research study was the Durbin-Watson test. Durbin-Watson statistic was obtained to

examine the independence of errors. The assumption of independence is given by $D = \frac{\sum_{i=2}^n (e_i - e_{i-1})^2}{\sum_{i=2}^n e_i^2}$ where $e_i = y_i - a - bx_i$ ($i = 1, 2, \dots, n$) are residuals. The value D lies between 1 and 2. When it is correlated residuals, it approaches 2. A value of D below 1 and above 3 is usually considered to be unaccepted (Morse, 2016).

3.6 Validity and reliability of the research tool

3.6.1 Validity of research tool

Validity is a very important process, indicating the extent to which a tool measures what should be measured (Kothari, 2004). Content performance is the level at which the measuring instrument provides adequate integration of the subject under study (Kothari, 2004). Of the data, the researcher looked at the performance of the face and content in the research process. The legitimacy of the face is the judgment of the scientific community that the index equals construction. Content legitimacy addresses issues related to content by definition and how well it is represented in the scale (Neumann, 2014).

3.6.2 Reliability of the research tool

Reliability is widely defined as consistency, reliability, and/or duplication of project information and data collection, interpretation, and/or analysis (Cozby & Bates, 2012). It means that the numerical results generated by the index do not change due to the features of the measurement process or the measurement tool itself. According to De Vaus (2002), the reliability of 0.70 (70%) or more was worth the reliability of the research instruments. The questionnaires (see Appendix I) have been tested to remove any ambiguities and are tested and cleaned using the SPSS Cronbach Alpha process for reliability. The researcher conducted a preliminary survey of a small number of respondents obtained from interested people in the Rimoi National Reserve.

3.7 Ethical considerations

The study looked at gender issues and whether the sample represented them. The researcher did not demean, coerce, or exploit the respondents during the study. The study

attempted to align the interpretation of the results with data. The researcher respected and honored all the assurances of confidentiality and anonymity in conducting this study.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.0 Introduction

This chapter presents the data analysis, presentation, interpretation and discussion of the results. The study investigated the contribution of tour guides competence on the interpretation of information on tourists' satisfaction at Rimoi National Reserve. The chapter is divided into the demographic characteristics of the participants and the specific research objectives which includes; To determine the contribution of knowledge level of tour guides in interpretation of information on tourist satisfaction at Rimoi National Reserve; to establish the contribution of tour guides skills in interpretation of information on tourist satisfaction at Rimoi National Reserve; to examine the contribution of tour guides attributes in interpretation of wildlife conservation information on tourist satisfaction at Rimoi National Reserve. The researcher collected data using questionnaires. The findings are therefore presented as follows;

4.1 Results

4.1.1 Response Rate

A total of one hundred and twentyeight participants were sampled to give information through the questionnaire. The researcher managed to collect one hundred and eighteen questionnaires out of the one hundred and twenty eight, giving a response rate of 92.9%. A response rate of 70% and above is adequate (Mugenda & Mugenda, 2009) and therefore a response rate of 92.2% was acceptable for data analysis.

Table 4.1 shows the response rate for questionnaires.

Table 4.1: Response rate

Category	Frequency	Percentage
Targeted	128	100.0 %
Accessed	118	92.2%

Source: Field data, (2020)

The researcher was unable to get 7.8% of the questionnaires; some never filled the due to unavoidable circumstances, while others were not filled correctly.

4.1.2 Demographic Characteristics of the respondents

Among the demographic information sought were; gender, age, highest level of education and the type of tourist. These variables were considered to have a contribution to tour guide competence on the interpretation of wildlife conservation information on tourists.

4.1.2.1 Gender of the Respondents

The study sought to find out the age distribution of the respondents who participated in the study. The category was assessed to be male or female. The results are presented in Table 4.2.

Table 4.2 : Gender of the Respondents

Gender of the Respondents	Frequency	Percent
Male	83	69.7
Female	35	30.0
Total	118	100.0

Source: Field data, (2020)

As depicted from the table 4.2 the findings indicated that majority of the respondents were male at 69.7% while 30.0% were female. This meant that the research had a wider participation of male who constituted majority of the respondents. The destination is popular with male tourists.

4.1.2.2 Age of the Respondents

The study sought to investigate the age of the respondents. Results with regard to the age of the respondents are presented in figure 4.1

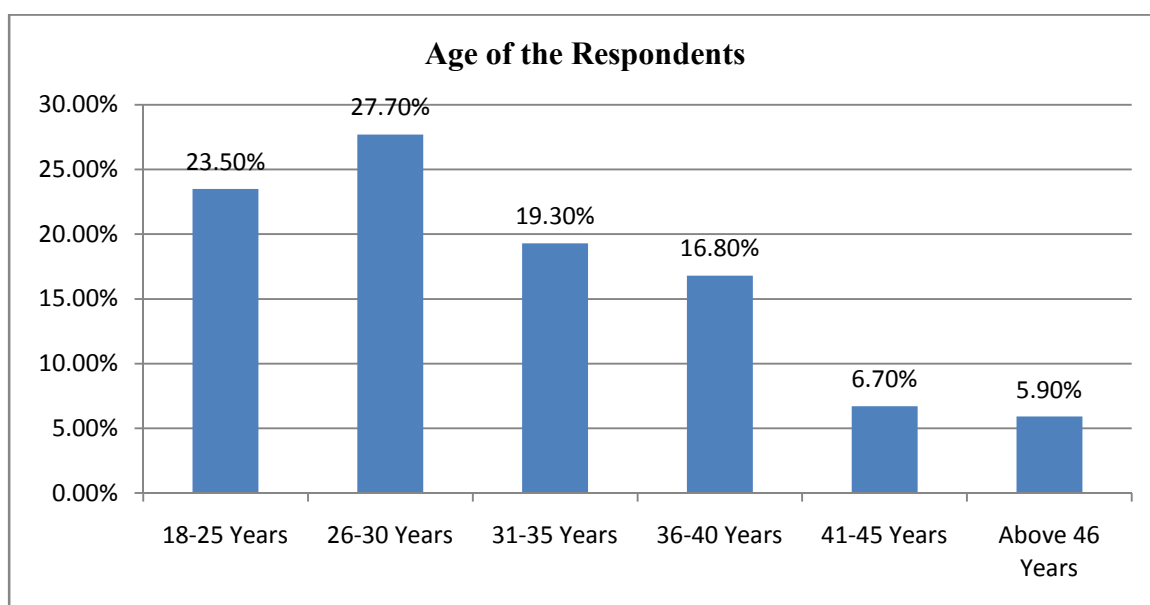


Figure 4.1 : Age of the Respondents

Source: Field data, (2020)

The study revealed that majority (27.7%) of the respondents were between the age of 26-30 years, 23.5% were 18-25 years, 19.3% were between age 31-35 years, 16.8% were between 36-40 years while 6.7% and 5.9% of the respondents were between 41-45 years and above 46 years respectively. This implies that majority of the tourists were young and were keen to judge the tour guides competence on interpretation of information.

4.1.2.3 Level of Education of the Respondents

The study assessed the level of education of the respondents. This was categorized into certificate, diploma, undergraduate and postgraduate degree. Table 4.3 presents the findings

Table 4.3 : Level of education of the Respondents

Level of Education	Frequency	Percent
Certificate	31	26.1
Diploma	34	28.6
Undergraduate degree	44	37.0
Postgraduate degree	9	8.1
Total	118	100.0

Source: Field data, (2020)

Most of the tourists who visited the area had undergraduate degree (37%), 28.6% had a diploma, 26.1% had a certificate while 8.4% were at postgraduate levels. It clearly meant that all the respondents were learned and therefore had the capacity to assess the tour guides competence on interpretation of information. In keeping with the notion that tourist destinations attract mostly educated people, the reserve was seen to be popular with educated people. The high levels of educated people in this research was crucial as it needed critical analysis of tour guides knowledge which needs a high level of education. The higher levels of education are in line with other studies undertaken regarding the educational levels of tourists such as Kruger *et al.* (2017) and Nhetaet *al.* (2017). Tourists are often considered to be highly educated people who come and expand their knowledge (Ban & Ramsaran, 2017).

4.1.2.4 Type of tourist

The study assessed the type of tourists who participated in the study. The results are depicted in figure 4.2.

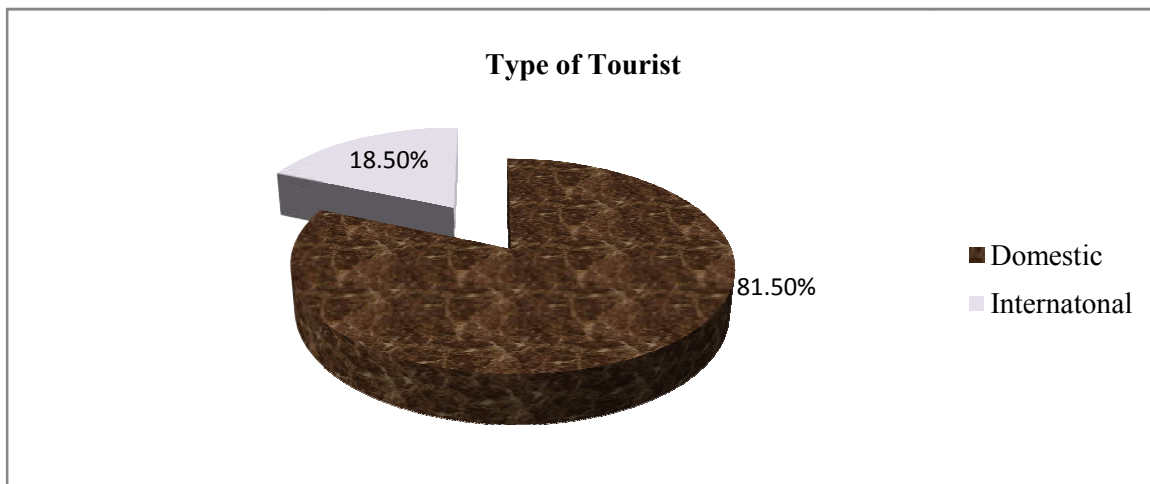


Figure 4.2 : Type of Tourist

Source: Field data, (2020)

The results indicated that majority of the participants were domestic tourists 81.5%, while 18.5% were international tourists.

4.1.3 Knowledge level

The first objective was to determine the contribution of knowledge level of tour guides in interpretation of information on tourist satisfaction at Rimoi National Reserve. This was categorized into knowledge on language level, knowledge on flora and fauna, and knowledge of the surrounding. The results are presented in Table 4.4, table 4.5 and Table 4.6.

NB.1) Strongly disagree, 2 = disagree, 3 = neutral, 4 = agreed and 5 = strongly agree

4.1.3.1 Knowledge on Language

This section sought to determine the tour guides' knowledge on language. The range was between 1-5 on a likert scale. The findings were presented in form of frequencies, percentages and a mean showing the rating between 1-5 (see Table 4.4).

Table 4.4 : Knowledge on Language Level

Knowledge on language		1	2	3	4	5	Mean
The tour guide is able to communicate in the language that is understandable.	F	62	41	8	2	5	4.30
	%	52.1	34.5	6.7	1.7	4.2	
The tour guide is conversant with a foreign language	F	15	34	20	19	30	2.87
	%	12.6	28.6	16.8	16.0	25.2	
Tour guide possess good communication skills	F	61	34	11	5	7	4.16
	%	51.3	28.6	9.2	4.2	5.9	
The tour guide interacts fluently in English	F	60	39	9	6	4	4.23
	%	50.4	32.8	7.6	5.0	3.4	
The tour guide is able to interpret by use of signs and gestures	F	48	41	15	6	8	3.97
	%	40.3	34.5	12.6	5.0	6.7	

Source: Field data, (2020)

Table 4.4 showed that the tour guides were able to communicate in the language that was understandable, this was agreed by majority of the respondents (mean=4.30). On the fact that the tour guides were conversant with foreign languages, majority of them disagreed (mean=2.87). Further findings indicated that the tour guides possessed good communication skills which were supported by majority of the respondents (mean=4.16). The findings also indicated that majority of the respondents agreed that the tour guide interacted fluently in English (mean=4.23) and that the tour guides were able to interpret by use of signs and gestures which were slightly above average (mean=3.97).

This implies that knowledge on language of the tour guides is the determinant of tourist satisfaction at Rimoi National Reserve. Generally, language motivations govern the tourists' choice of behavior and level of satisfaction. These findings are consistent with those of Basala and Klenosky (2011) who noted that visitors' fluency or indifference to the spoken language of the visit may be a significant obstacle to their decision to travel

and / or to facilitate travel, the level of contact with the host, and the overall quality of their information. In their study, however, the authors referred to the effect of language on the decision to travel alone, suggesting that those who want to become accustomed to it may be more tolerant of language differences than those who want the latest travel information. This supports Cohen and Cooper's (2015) assertion that more tourists will visit the places where their language is spoken.

Cronin (2010) argues that among other sectors of the tourism industry, language and thinking power occupy a special place. Chipps (2016) calls for the study of languages and their use of “soft” practices for visitors. It is important to study this practice in order to understand the broader social and cultural aspects of the tourism experience in which visitors make sense, and make an effort to find a place, using local language to communicate with local people.

4.1.3.2 Knowledge on Flora and Fauna

This section sought to assess the tour guides knowledge on interpretation of flora and fauna to the tourists. Using a scale of 1-5 the findings were presented in table 4.5

Table 4.5 : Knowledge on Flora and Fauna

Flora and Fauna		1	2	3	4	5	MEAN
The Tour guides has knowledge on animal species	F	57	40	16	2	3	4.24
	%	47.9	33.6	13.4	1.7	2.5	
The Tour guides has knowledge on plants species	F	45	55	10	6	2	4.14
	%	37.8	46.2	8.4	5.0	1.7	
The tour guides has knowledge on the importance of wildlife conservation	F	56	46	12	2	2	4.29
	%	47.1	38.7	10.1	1.7	1.7	
The tour guide has wide knowledge on conservation issues	F	61	34	10	10	3	4.19
	%	51.3	28.6	8.4	8.4	2.5	

Source: Field data, (2020)

Table 4.5 shows that 57(47.9%) of the respondents strongly agreed that the tour guides has knowledge on animal species, 40(33.6%) agreed, 16(13.4%) were undecided, 2(1.7%) disagreed and 3(2.5%) strongly disagreed on this. The study findings suggested that the respondents agreed (mean=4.24) that the tour guides had knowledge on animal species.

In addition 45(37.8%) of the respondents strongly agreed that tour guides has knowledge on plant species, 55(46.2%) agreed, 10 (8.4%) were undecided, 6(5.0%) disagreed and 2(1.7%) strongly disagreed on this. The findings were spread over a mean of 4.14 which meant that majority of the respondents were in agreement on this.

Further findings indicated that 56 (47.1%) of the respondents strongly agreed that the tour guides had knowledge on the importance of wildlife conservation, 46 (38.7%) agreed, 12 (10.1) were not sure and 2(1.7%) of the respondents disagreed and strongly disagreed respectively. The study findings revealed that the respondents tended to strongly agree (mean=4.29) that tour guides indeed had information on the importance of wildlife conservation.

Finally, the study revealed that 61 (51.3%) of the respondents strongly agreed that tour guides in the reserve had a wide knowledge on conservation issues, 34 (28.6%) agreed on this, 10 (8.4%) were undecided and another 10 (8.4%) disagreed and 3(2.5%) strongly disagreed. The results on this statement was spread over a mean of 4.19 which meant that majority of the respondents supported this statement.

From the findings it was noted that the tour guides had general knowledge on flora and fauna and therefore there was no problem on the interpretation of flora and fauna information to the tourists visiting the area. This study is similar with the findings of a study done by Lee and Moscardo (2015) who had noted a relationship between satisfaction of visitors and tour guides environmental awareness, involvement in environmental management practices and participation in activities that expose them to nature. Shi *et al.*, (2016) pointed out that knowledge of plants, animals and other species

was a critical factor in shaping attitudes, concerns and behaviour towards revisit intentions which is justified by their level of satisfaction.

4.1.3.3 Knowledge on the Surrounding

The study assessed the tour guides' knowledge on the surrounding, the analysis was done with a rating scale of between 1-5 and the findings are presented in table 4.6.

Table 4.6 : Knowledge on surrounding

Knowledge on Surrounding		1	2	3	4	5	MEAN
The tour guides have knowledge of the area visited	F	61	41	9	6	1	4.31
	%	51.3	34.5	7.6	5.0	0.8	
The tour guides have knowledge of the park rules	F	66	36	10	5	1	4.36
	%	55.5	30.3	8.4	4.2	0.8	
The tour guide provided detailed information about the surrounding area	F	63	31	14	7	3	4.22
	%	52.9	26.1	11.8	5.9	2.5	
The tour guide provided satisfactory explanations	F	57	31	16	12	2	4.09
	%	47.9	26.1	13.4	10.1	1.7	

Source: Field data, (2020)

The findings depicted in Table 4.6 indicated that majority of the respondents 61(51.3%) strongly agreed that the tour guides had knowledge of the area visited, another 41 (34.5%) agreed, 9(7.6%) were undecided, 6 (5.0%) disagreed while 1 (0.8%) strongly disagreed on this. The findings on this was spread over a mean of 4.31 which meant that

majority of the respondents strongly supported that tour guides had knowledge on the area visited.

Similarly, the findings also revealed that majority 66(55.5%) of the respondents strongly agreed that the tour guides had knowledge of the park rules, it was further noted that 36 (30.3%) of the respondents agreed, 10 (8.4%) were undecided, 5 (4.2%) disagreed and 1 (0.8%) strongly disagreed on this. The findings were spread over a mean of 4.36 which meant that majority of the respondents were in agreement that the tour guides had knowledge on park rules.

Further findings revealed that 63 (52.9%) of the respondents strongly agreed that the tour guide provided detailed information about the surrounding area, 32 (26.1%) agreed, 14 (11.8%) were undecided while 7 (5.9%) and 3 (2.5%) disagreed and strongly disagreed respectively. It emerged from the study that the respondents tended to strongly agree (mean=4.22) that tour guides provided detailed information on surrounding area.

Finally, findings revealed that majority 57 (47.9%) of the respondents strongly agreed that the tour guides provided satisfactory explanations, 31 (26.1%) agreed on this, 16 (13.4%) were undecided, 12 (10.1%) disagreed and 2 (1.7%) strongly disagreed on this. This also suggested that majority (mean=4.09) tended to strongly agree that the tour guides provided satisfactory explanations.

Sundbladet *al.* (2015) noted that knowledge on the surrounding is a significant facilitator of behaviour change. Similar findings were also found in Poon and Low (2015), their findings highlighted that the Asian tourists were satisfied with factors such as familiarity with the area, food, recreational facilities and the knowledge of destinations by the host. According to them, they were satisfied by the hospitality of the host and the tremendous knowledge of the hosts on the surrounding.

Similarly, Eraqi (2016) investigates the quality of tourism services in Egypt and identified factors that affect customer satisfaction. According to him, the satisfaction of

tourists with quality depends on many factors, such as the general assessment of tourism services, how satisfied the guests are with the hotel services, the number of customers related to the prices of tourist services, the level of accommodation services, the quality of internal transport, the price of tourist services to him.

4.1.4 Communicative Skills

This section reviews data in relation to the level of agreement on tour guides communicative skills. This was presented in different categories for example skills in terms of expressiveness, attentiveness, on composure and coordination. The findings are presented in the following subsections;

4.1.4.1 Skills on Expressiveness

Skills on expressiveness were measured with six items, with a likert scale of between 1-5. The results were presented in form of measurements of central tendencies and the results were presented in table 4.7;

Table 4.7 : Skills on expressiveness

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
The tour guide possessed unique explanation about the place	118	1	5	4.16	.995	
The tour guide spoke with clarity	118	1	5	4.05	1.093	
The tour guide has good sense of humour and fun	118	1	5	4.04	.964	
The tour guide is eloquent	118	1	5	4.04	.973	
The tour guides shows great skill in memory recollection	118	1	5	4.23	.973	
The tour guide showed creativity in presentation	118	1	5	4.08	1.118	
Valid N (listwise)	118					

Source: Field data, (2020)

On the items measuring skills on expressiveness, most of the tourists agreed that the tour guides showed great skills in memory recollection (mean=4.23). Majority of them also agreed that the tour guides possessed unique explanation about the tourist site (mean=4.16). Other items measured indicated that there was creativity in presentation (mean=4.08) and that the tour guides were indeed clear in their expressions (mean=4.05). The tourists also noted a good sense of humour from the tour guides and great eloquence

(mean=4.04) respectively. From the standard deviation it showed a clear homogeneity of data hence uniform findings.

Similarly, Kozak (2012) investigates issues affecting the satisfaction of German and British tourists returning. He concludes that the response of strangers, residential services, the language of home transport and communications and aviation services affect the overall satisfaction of visitors.

Other similar findings have shown to be a response to the commitment of visitors. Choia& Chub (2011) investigates hotel tourist satisfaction decisions and their repeated sponsorship in the Hong Kong hotel industry through numerous retrospective analysis. They identified seven hotel items as determinants of guest satisfaction, namely staff service quality, room amenities, general amenities, business services, price and security. Among them, the quality of staff service, room features, and the number considered are factors that have a significant impact on the overall satisfaction of guests.

4.1.4.2 Skills on attentiveness

The study sought to assess the tour guides skills on attentiveness. Within a rating scale of 1-5 the data was presented in table 4.8.

Table 4.8 : Skills on attentiveness

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Percentage mean	Std. Deviation
The tour guides takes time for visitors	118	1	5	4.36	87.2%	.884
The tour guide is able to answer questions effectively	118	1	5	4.19	83.8%	1.032
Tour guide is always helpful and courteous	118	1	5	4.31	86.2%	.956
Valid N (listwise)	118					

Source: Field data, (2020)

Table 4.8 depicted that tour guides takes time for their visitors (87.2%, mean=4.36). it was further noted that the tour guides were able to answer questions effectively (83.8%, mean=4.19). Further findings indicated that the tour guides were always helpful and courteous to the tourists (86.2%, mean=4.31). The standard deviation showed high uniformity of data and there was homogeneity of data. In general the findings were interpreted to mean that tour guides at Rimoi National Reserve do their best to be attentive to their tourists to achieve optimum satisfaction.

Similar studies have suggested consistent findings, Tsai *et. al.*, (2016) illustrated the relationship between the efficiency of the tourism director and his experience in expanding tourism marketing, using a sample of guidelines (65), for men and women in China. The results showed that personal qualities, adequate tourism information and practical information of the tourism guide all have positive effects on tourism marketing and increasing tourism attractiveness. In addition, Cetinkaya (2015) sought to highlight the role of tourism directors in achieving tourist satisfaction in Istanbul and to determine the level of impact of tourism directors where it is possible to attract tourists back to their destination. A sample of tour guides was selected (530), and the results revealed an important relationship between the skills of the tourism directors and the satisfaction of tourists with their travels.

4.1.4.3 Skills on Composure

Skills in terms of composure were measured with 5 items in the instrument. The items were measured with a scale of 1-5 where each item was treated equally. The item findings were summarized in Table 4.9;

Table 4.9 : Skills on Composure

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The tour guide has well-structured commentary	118	1	5	3.86	1.101
The tour guides commentary was interesting	118	1	5	4.02	1.070
The guide managed to keep calmness at difficult times	118	1	5	4.13	.992
The tour guide has easy and understandable commentary	118	1	5	4.12	.989
The tour guide exercised self-control during the tour	118	1	5	4.31	.874
Valid N (listwise)	118				

Source : Field data, 2020

It was noted by the tourists that most of the tour guides exercised a lot of self-control during the tour around the reserve (mean=4.31), they also managed to keep calm during difficult times in the entire tour (mean=4.13). The tourists strongly agreed that the tour guides had an easy and understandable commentary (mean=4.12) in which it was even more interesting (mean=4.02) and finally in a slight extent they had a well-structured commentary (mean=3.86). Four items measured in Standard deviation showed a high uniformity in the data with only one item with a slight difference.

The results indicated that skills on composure influenced tourists' satisfaction at Rimoi National Reserve. This result is due to the fact that a tour guide with composure skills is able to deal with the tourists in a precise manner and can also convey the appropriate information to the tourists hence leaving them feeling satisfied.

According to a study done by Nicolaides (2011) tour guides needs to be very caring and trusted which will in turn bring a contended environment to the tourists. In addition, Chiang and Chen (2014) and Nicolaides (2008) have shown that the implications of tourist guides as they receive visitors can affect the quality of personal communication, whereas this can affect the information gained and simultaneous happiness. A competent guide is one of the most valuable assets a tourism company has. The guide is the face of a country and tourism company. Many foreign tourists tend to check their tour guides as representatives of the country (Nicolaides, 2012).

4.1.4.4 Skills on Coordination

5 Items were measured with regards to skills on coordination of the tour guides. A summary of the findings on this category are presented in Table 4.10

Table 4.10 : Skills on coordination

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
The tour guide has good rapport	118	1	5	4.24	.824	
The tour guide encouraged interactive participation by use of questions and answers	118	1	5	3.99	.991	
The tour guide is well organized and logical	118	1	5	3.98	1.109	
The tour guide has great problem-solving skills	118	1	5	3.84	1.176	
The tour guide encouraged teamwork during the tour	118	1	5	4.11	.959	
Valid N (listwise)	118					

Source: Field data, (2020)

The findings revealed that majority of the tourists noted a good rapport with the tour guides (mean=4.24), the tour guides also encouraged teamwork during the tour around the park (mean=4.11). However not to a much greater extent it was noted that the tour guides encouraged interactive participation throughout the ride with questions and answers (mean=3.99). The tourists further noticed that they were well organized and logical (mean=3.98) however there was (mean=3.84) in problem solving skills.

This implied that tour guides skills on coordination were a major factor which influenced the tourist satisfaction at Rimoi National Reserve. These results are consistent with previous studies such as Tsai *et al.*, (2016) and Cetinkaya and Oter (2016). These studies show that the skills of tourism directors play a role in achieving tourist satisfaction and encouraging them to visit similar places in the future. Also, the effectiveness of the tourism guide also has a significant direct impact on tourist satisfaction with administrative services (Nicolaidis, 2011; Huang, Hsu & Chan, 2010).

Huang *et al.*, (2010) confirmed that the operation of the Tour Guide has a direct impact on tourist satisfaction with the guiding service, as well as the indirect impact on the tourist experience, and that the tour guide should be able to provide visitors with a tourist experience change, leading to land (Io, 2013). Also, during stage activities, their role is to create happiness, to make them feel good (happiness, interest and satisfaction) (Filep&Deery, 2010), linked to positive psychology and satisfaction (Pearce, 2009) and to experience emotional, rather than educational experience. (Poria *et al.*, 2009)

4.1.5 Attributes

The third objective of the study was to examine the contribution of tour guides attributes in interpretation of information on tourist satisfaction at Rimoi National Reserve. A total of seven items were measured with a scale of 1-5 in which the findings are summarized in Table 4.11;

Table 4.11 : Tour guide attributes

Tour Guide Attributes		1	2	3	4	5	MEAN
The tour guide is able to complete tasks promptly	F	42	42	23	8	3	3.95
	%	35.3	35.3	19.3	6.7	2.5	
The tour guide is realistic with the interpretations	F	47	51	13	7	0	4.17
	%	39.5	42.9	10.9	5.9	0	
The tour guide is polite but firm with the decisions	F	45	51	19	2	1	4.16
	%	37.8	42.9	16.0	1.7	0.8	
The tour guide is friendly	F	55	55	8	0	0	4.40
	%	46.2	46.2	6.7	0.0	0.0	
The tour guide shows a lot of interest in conservation issues	F	54	48	10	6	0	4.27
	%	45.4	40.3	8.4	5.0	0.0	
The tour guide dressed appropriately for the tour	F	58	54	16	7	3	4.16
	%	48.7	28.6	13.4	5.9	2.5	
The tour guide handled the tour with care it deserves	F	55	44	11	6	2	4.22
	%	46.2	37.0	9.2	5.0	1.7	

Source: Field data, 2020

From the items measured with a scale of 1-5 the range was between 3.95 to 4.40 which was above average. Tour guide friendliness was the best attribute which led to the tourist satisfaction (mean=4.40), it was also noticed to a large extent that the tour guides showed a lot of interest in conservation issues which was deemed to make the tourists feel satisfied (mean=4.27).

Moreover, the findings found out that the tour guides handled the tourists with care they deserve (mean=4.22). Further the tourists were found to be realistic in their interpretations which made the tourists feel satisfied (mean=4.17).

Another attribute which made the tourists feel satisfied was the politeness of the tour guides (mean=4.16), the appropriate dressing of the tour guides also made the tourists satisfied (mean=4.16) and finally the tour guide was noted to be able to complete tasks promptly (mean=3.95). The findings were interpreted to mean that the tour guides attributes were satisfactory and therefore could be the major reason of the tourists' satisfaction. As highlighted in the findings it was clear that all the measured items on attributes were supported by the tourists and therefore tour guide attributes can be a determinant of tourist satisfaction.

A similar study conducted by Zhang and Chow (2014) states that there are 20 aspects of the tourist guide service quality with certain points. The top five most important features are 'punctuality', 'problem solving', 'destination information', 'trust and trust', and 'safety regulation'. The remaining qualities such as 'respect', 'customer respect', 'appear clean and tidy', 'always available for help', etc. also play a major role in customer satisfaction.

4.1.6 Tour experience

The study sought to assess the tour experience of the tourists on satisfaction.

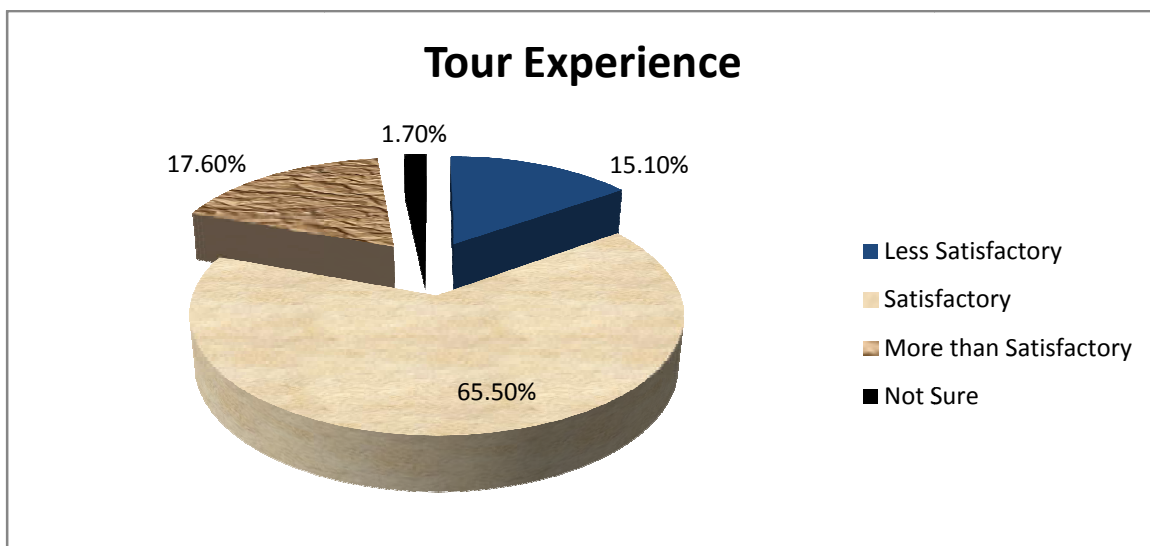


Figure 4.3 : Tour Experience

Source : Field data, (2020)

It was established from the study that majority of the tourists' tour experience was satisfactory (65.5%), 17.6% felt more satisfied, 15.10% felt less satisfied while 1.7% were not sure of themselves. Therefore the tour guide experience was satisfactory to most of the tourists in Rimoi National Reserve.

4.2 Assumptions of Multiple Regression Analysis

The study sought to determine the assumptions of multiple regression analysis.

4.2.1 Normality

This assumption can be tested by looking at the P-P plot for the model. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed.

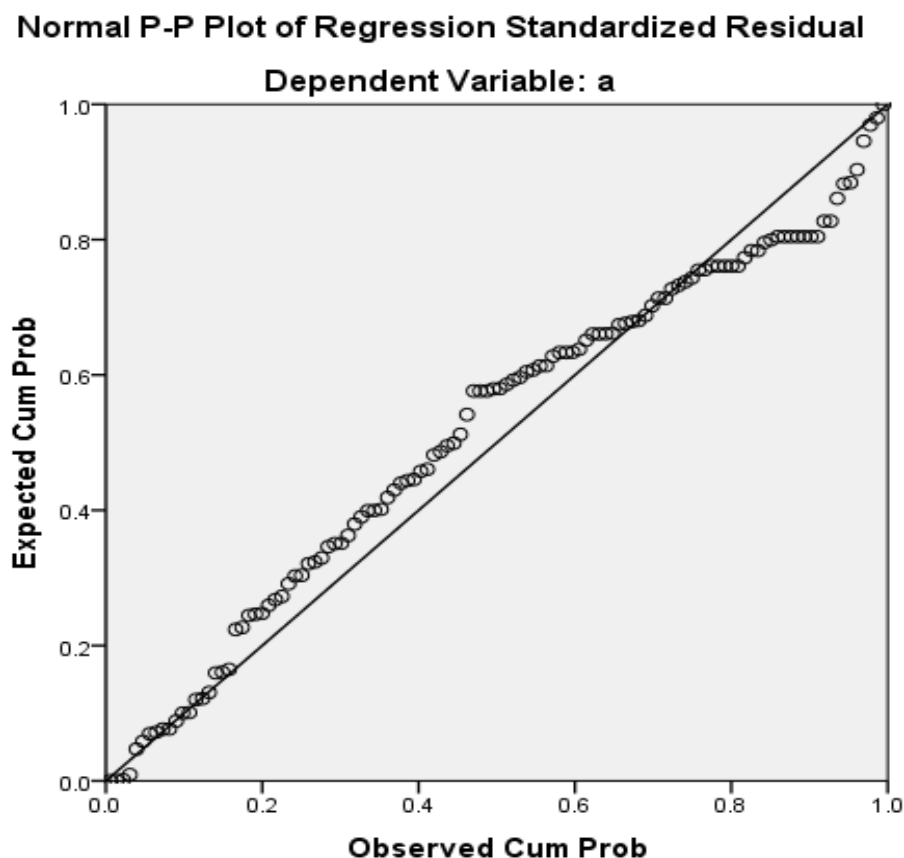


Figure 4.4 Assumption for Normality

In this case, the data points touched the line, indicating that the assumption was not violated. The plot shows that the points generally follow the normal (diagonal) line with

no strong deviations. This indicates that the residuals are normally distributed. It also showed the dependent and independent variables were normally distributed.

4.2.2 Homoscedasticity

This tests the assumption of homoscedasticity, which is the assumption that the variation in the residuals (or amount of error in the model) is similar at each point of the model. This graph plots the standardised values the model would predict, against the standardised residuals obtained. As the predicted values increase (along the X-axis), the variation in the residuals should be roughly similar. If the graph looks like a funnel shape, then it is likely that this assumption has been violated. For this study the scatterplot looks like a random array of dots. The standardized residuals were constant to each point of standardized predicted values therefore this assumption has not been violated.

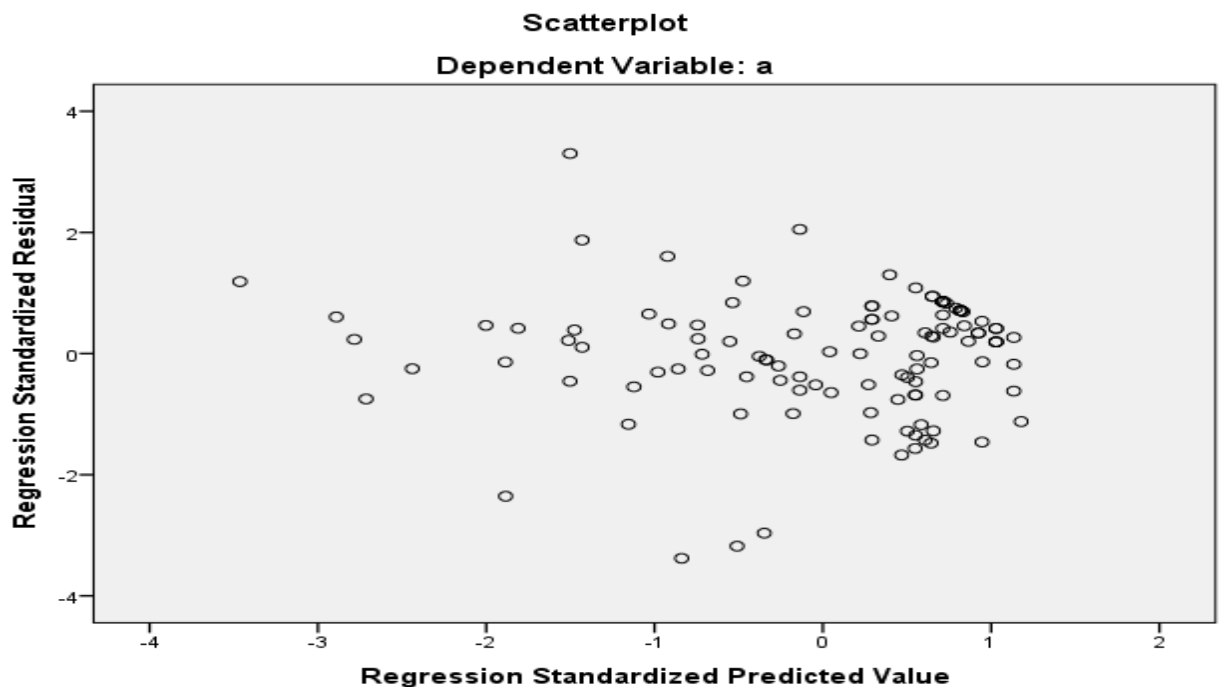


Figure 4.5 Assumption for Homoscedasticity

4.2.3 Multicollinearity

Multicollinearity refers to the linear correlation among variables. It occurs when two or more predictors in the model are correlated and provide redundant information about a response. To check for correlated variables, multicollinearity was tested using variance inflation factor (VIF). For the assumption to be met, VIF scores should be well below 10, and tolerance scores to be above 0.2 (Cohen *et al.*, 2003).

Table 4.12 Assumption for Multicollinearity

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
(Constant)	1.225	.221		5.533	.000			
Knowledge	.304	.063	.351	4.810	.000	.545	1.833	
Communicative skills	-.025	.070	-.029	-.360	.719	.436	2.294	
Attributes	.455	.078	.561	5.860	.000	.317	3.157	

a. Dependent Variable: Tourist Satisfaction

In this regard, the present study performed a multicollinearity test with a view to identify variables with a high correlation among themselves. All variables were found to be optimally correlated.

4.2.4 Residual Values are Independent

For this assumption to be met, the value should be close to 2. Values below 1 and above 3 are cause for concern and may render analysis invalid. In this case, the value is 1.960, so this assumption has been met.

Table 4.13 Assumption for Independent Statistical Tests

Model	R	R Square	Model Summary ^b		
			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 ^a	.669	.660	.41087	1.960

a. Predictors: (Constant), Knowledge Level, Communicative skills, Attributes
b. Dependent Variable: Tourist satisfaction

4.3 Multiple Regression model analysis

The study sought to determine the relationship between the tour guide competence in interpretation of information and tourists satisfaction using multiple regression model.

Table 4.14 Model Summary (Knowledge level)

Model	R	R Square	Model Summary	
			Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.636	.626	.41144

a. Predictors: (Constant), language level, flora and fauna, surrounding
b. Dependent variable: tourist satisfaction

Research Data (2020)

The R-squared is the proportion of variance in the dependent variable which can be explained by the independent variable. The R-squared in this research is 0.636, which shows that the independent variables language level, flora and fauna, surrounding can explain 63.6% of change in dependent variable (tourist satisfaction). This shows that 36.4% explain other factors which are not studied in this research.

Table 4.15 Multiple Regression model goodness of Fit(Knowledge level)

Model		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.724	3	11.241	66.406	.000 ^b
	Residual	19.298	114	.169		
	Total	53.023	117			

a. Dependent Variable: tourist satisfaction
b. Predictors: (Constant), language level, flora and fauna, surrounding

The results indicated that $p=0.001$ is < 0.05 and hence the model can predict how the independent variables language level, flora and fauna, surrounding affect the satisfaction of tourists.

Table 4.16 Multiple Regression Coefficients (Knowledge level)

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.785	.245		3.200	.002
	Language level	.580	.082	.607	7.049	.000
	Flora and fauna	-.044	.068	-.053	-.646	.520
	Surrounding	.265	.057	.324	4.657	.000

a. Dependent Variable: Tourist Satisfaction

The regression model was modeled as follows;

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

The regression equation computed was

$$Y = 0.785 + 0.580X_1 - 0.44X_2 + 0.265X_3 + 0.245e$$

Tourist satisfaction = $0.785 + 0.58$ (Language level) - 0.44 (Flora and Fauna) + 0.265 (Surrounding) + 0.245 (Standard error).

Table 4.14 indicated that holding all the other independent variables constant, a unit increase in language level would lead to 78.5% increase in tourist satisfaction. Also holding all other independent variables constant, a unit increase in knowledge on flora and fauna would lead to a 44% decrease in tourist satisfaction. In addition a unit increase in the knowledge of surrounding would lead to a 26.5% increase in tourist satisfaction.

4.3.1 Hypothesis Testing:

H_{01} : There is no significant contribution of knowledge level of tour guides in interpretation of information on tourist satisfaction at Rimoi National Reserve.

The study findings indicated that there was a statistically significant contribution between language level and the satisfaction of tourists in Rimoi National Reserve ($p=0.001 < 0.05$).

The study therefore rejected the null hypothesis. This means that knowledge on language helps in the satisfaction of tourists at Rimoi National Reserve.

The study findings also indicated that there was no significant relationship between knowledge on flora and fauna on tourist satisfaction ($p=0.520>0.05$). The study accepted the null hypothesis. This means that knowledge on flora and Fauna alone cannot satisfy the tourists at the national reserve, other factors should also be included in order to achieve maximum satisfaction.

Further findings revealed that there was a significant relationship between knowledge on the surrounding and the satisfaction of tourists at Rimoi National Reserve ($p=0.001<0.05$). The study rejected the null hypothesis. The findings are interpreted to mean that knowledge on surrounding indeed improves the satisfaction of tourists in national reserves.

Another regression model was formulated to assess the relationship between tour guides language skills in interpretation of information and tourist satisfaction.

Table 4.17 Model Summary (Communicative Skills)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.694	.683	.37906

a. Predictors: (Constant), expressiveness, attentiveness, composure and coordination
b. Tourist satisfaction

The R-squared in this research was 0.694, which shows that the independent variables expressiveness, attentiveness, composure and coordination can explain the change in dependent variable (tourist satisfaction). This shows that the difference includes other factors which may not have been captured in this study.

Table 4.18 Multiple Regression model goodness of Fit (communicative Skills)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	36.787	4	9.197	64.006	.000 ^b
	Residual	16.236	113	.144		
	Total	53.023	117			

a. Dependent Variable: Tourist satisfaction

b. Predictors: (Constant), expressiveness, attentiveness, composure and coordination

The results showed that $p=0.001$ which is less than 0.05, therefore it can predict how the independent variables expressiveness, attentiveness, composure and coordination can affect tourist satisfaction.

Table 4.19 Multiple Regression Coefficients (Communicative Skills)

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.427	.187		7.610	.000
	Expressiveness	.012	.100	.016	.121	.904
	Attentiveness	.271	.106	.356	2.560	.012
	Composure	.133	.098	.166	1.355	.178
	Coordination	.201	.075	.334	2.664	.009

a. Dependent Variable: Tourist satisfaction

The regression equation was modeled as follows

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

The regression equation was therefore computed as follows

$$Y=1.427+ 0.12+0.271+0.133+0.201+0.187$$

Y (Tourist satisfaction) = 1.427+ 0.12 (expressiveness) + .0271 (attentiveness) +0.133 (composure) + 0.201 (coordination) + 0.187 (std error).

The results indicated that a unit increase in the variables keeping all other variables constant would increase a percentage in customer satisfaction.

Hypothesis testing: H_{02} : There is no significant contribution of the tour guides communicative skills in interpretation information on tourist satisfaction at Rimoi National Reserve.

The study findings revealed that there was no significant relationship between expressiveness and satisfaction of tourists at Rimoi National Reserve ($p=0.904$). The null hypothesis was accepted. The results meant that expressiveness should be collaborated with other factors in order to achieve utmost tourist satisfaction.

Further findings showed that there was a significant contribution between attentiveness and tourist satisfaction ($p=0.012$). The null was rejected. It was clear that attentiveness was a factor which contributed to tourist satisfaction.

The findings also indicated that there was no significant relationship between composure and tourist satisfaction at Rimoi national reserve ($p=0.178$). The null hypothesis was accepted. This was interpreted to mean that composure with other factors would improve the satisfaction of tourists in the area.

Findings also showed that there was a significant relationship between coordination and tourist satisfaction ($p=0.009$). The null hypothesis was rejected. The results meant that coordination improves the satisfaction of tourists at Rimoi National Reserve.

The study formulated another model for regression to determine the relationship between tour guides attributes in interpretation of information and tourist satisfaction at Rimoi National Reserve.

Table 4.20 Regression Model (Tour Guide Attributes)

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.851 ^a	.724	.722	.35490		
a. Predictors: (Constant), attributes						
ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.412	1	38.412	304.976	.000 ^b
	Residual	14.610	116	.126		
	Total	53.023	117			
a. Dependent Variable: tourist satisfaction						
b. Predictors: (Constant), tour guide attributes						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.439	.161		8.958	.000
	Attributes	.681	.039	.851	17.464	.000
a. Dependent Variable: tourist satisfaction						

The model summary indicated that about 71.7% of the data could be accounted for in the regression model ($R = 0.851$) while the regression model indicated that the regression model was significant to mean that the model had not been computed by chance. This made the results of the regression model credible and reliable to illustrate the regression model.

In assessing the regression model, the study evaluated the standardized coefficients of the study and illustrated the results as indicated in the table multiple linear model below.

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1.439 + 0.681X + 0.161$$

$$Y (\text{tourist satisfaction}) = 1.439 + 0.681 (\text{attributes}) + 0.161 (\text{std error}).$$

The results therefore indicated that there was a significant relationship between tour guides attributes in interpretation of information and tourist satisfaction at Rimoi National Reserve ($p=0.001$). The regression model implied that tour guide attributes contributed to the satisfaction of tourists at the national reserve

4.3.2 Discussion

4.3.2.1 Contribution of knowledge level of tour guides in interpretation of information on tourist satisfaction

As predicted, knowledge level, skills and tour guide attributes were positively related to tourist satisfaction, with well over half of the variance in tourist satisfaction accounted for by its relationship to each of the independent characteristics. These findings have obvious application for multiple regression model. The large variability of scores on the independent variables Knowledge level, communicative skills and tour guide attributes and dependent variable tourist satisfaction scales in such a sample suggests that tourists have very strong perception regarding their satisfaction.

Ho₁: There is no significant contribution of knowledge level of tour guides in interpretation of information on tourist satisfaction at Rimoi National Reserve.

The results implied that there was a statistically significant contribution of tour guides knowledge level on the tourist's satisfaction in Rimoi National Reserve ($p=0.001<0.05$). The study therefore rejected the null hypothesis. This means that knowledge level of tour guides improves the satisfaction of tourists at Rimoi National Reserve.

These findings are not in line with those of Geva and Goldman (2011), who investigated 15 guided trips from Israel to Europe and the United States and found that in many cases the knowledge of the tour guide did not significantly affect customer satisfaction with travel. Their findings were astonishing because it is widely thought that tour guides are in a position to tailor travel to the needs and needs of others and therefore have a great responsibility to find tourist satisfaction. Contrary to the findings of Geva and Goldman, Mossberg (2015) found that the information of tourism directors in guiding tourists during the meeting meets the visitors' views of legal visitors. Similarly, Ap and Wong (2001) assessed international tourist satisfaction with the services provided by local tourism directors in Hong Kong and found that international visitors were generally satisfied with local guides in areas of expertise, customer / sympathy relationships, and communication.

4.3.2.2 Contribution of tour guides communicative skills in interpretation of information on tourist satisfaction

Hypothesis testing: Ho₂: There is no significant contribution of the tour guides communicative skills in interpretation of information on tourist satisfaction at Rimoi National Reserve.

The results implied that there was a statistically significant contribution of tour guides communicative skills in interpretation of wildlife conservation information on tourists satisfaction in Rimoi National Reserve ($p=0.001<0.05$). The study therefore rejected the null hypothesis. This means that communicative skills of tour guides helps with the satisfaction of tourists at Rimoi National Reserve.

These findings contradict those of Kabii (2017) who found that the level of communication of tourism directors did not affect their perception that skills in mammals and East African plants could increase their effectiveness. From the findings it is known that there is no significant relationship between the communication status of the guide and the desire for more mammal skills and plants in East Africa or elsewhere. All guidelines regardless of the level of training required for training in this area. Test statistics were $\chi^2 = 1.07$, $df = 2$, $P = 0.583$.

Maket *al.*(2011) identified problems and problems associated with directors who do not have the appropriate language. Lack of proper communication not only affects directed information but also affects the level of services that visitors receive. Similarly, a lack of communication skills can lead to illegal administrative procedures, poor operational guidance, and poor information regarding administrative work, damage to the image of the destination.

4.3.2.3 Contribution of tour guides attributes in interpretation of information on tourist satisfaction

H₀₃: There is no significant effect of tour guides attributes in interpretation of information on tourist satisfaction at Rimoi National Reserve.

The results imply that there was a statistically significant contribution of tour guides attributes in interpretation of information on tourists satisfaction in Rimoi National Reserve ($p=0.001<0.05$). The study therefore rejected the null hypothesis. This means that the tour guides attributes contributes to tourists' satisfaction at Rimoi National Reserve.

The findings are true with regard to specific studies related to the evaluation of the performance of the travel guide depending on how visitors perceive the performance of the tour guide indicators. For example, Huang *et al.*, (2010) investigated the relationship between the effectiveness of the tour guide and the satisfaction of tourists in three areas: satisfaction with the guiding service, the tourist service and all tourism. A sample of the study were Chinese and English-speaking tourists on a package trip to Shanghai and the results show that English-speaking visitors saw the effectiveness of the travel guide better than the Chinese in terms of signals. In addition, the results reveal that tourist satisfaction depends on the effectiveness of the travel guide. In addition, visitors' satisfaction with travel services depends on their satisfaction with the guiding services and this leads to satisfaction with all information.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter dealt with the summary of the findings, conclusions and recommendations for the study.

5.2 Summary of findings

5.2.1 Demographic Characteristics

The findings indicated that majority of the respondents were male at 69.7%. The study also revealed that majority (27.7%) of the respondents was between the ages of 26-30 years. Most of the tourists who visited the area had undergraduate degree (37%), the results indicated that majority of the participants were domestic tourists 81.5%.

5.2.2 Knowledge Level

The findings also indicated that majority of the respondents agreed that the tour guide interacted fluently in English. Further findings indicated that the tour guides possessed good communication skills which were supported by majority of the respondents and that the tour guides were able to communicate in the language that was understandable; the findings had a cumulative mean of 4 and above.

From the findings it was noted that the tour guides had general knowledge on flora and fauna and therefore there was no problem on the interpretation of flora and fauna information to the tourists visiting the area. Further findings showed that the tour guides had general knowledge on the surrounding, all the items were spread over a mean of 4 and above showing that knowledge on surrounding was not a problem on the tour guides at Rimoi National Reserve.

On hypothesis testing, the study findings indicated that there was a statistically significant contribution between knowledge level and the satisfaction of tourists at Rimoi National Reserve ($p=0.001<0.05$). The study therefore rejected the null hypothesis. This

means that knowledge on language, flora and fauna and the surrounding contributes to tourists' satisfaction at Rimoi National Reserve, Kenya.

5.2.3 Communicative Skills

On the items measuring communicative skills on expressiveness, most of the tourists agreed that the tour guides showed great skills in memory recollection. Majority of them also agreed that the tour guides possessed unique explanation about the tourist site. Other items measured indicated that there was creativity in presentation and that the tour guides were indeed clear in their expressions the tourists also noted a good sense of humour from the tour guides and great eloquence respectively.

On the skills on attentiveness, the study showed that tour guides takes time to listen to them. It was further noted that the tour guides were able to answer questions effectively. Further findings indicated that the tour guides were always helpful and courteous to the tourists. In general the findings were interpreted to mean that tour guides at Rimoi National Reserve do their best to be attentive to their tourists to achieve optimum satisfaction.

The results indicated that communicative skills on composure influenced tourists' satisfaction at Rimoi National Reserve. This result is due to the fact that a tour guide who is composed is able to deal with the tourists in a precise manner and can also convey the appropriate information to the tourists hence leaving them feeling satisfied.

On skills on composure the findings revealed that majority of the tourists noted a good rapport with the tour guides and that the tour guides also encouraged teamwork during the tour around the reserve. However not to a much greater extent it was noted the tour guides encouraged interactive participation throughout the ride with questions and answers. The tourists further noticed a good organization and good problem solving skills. This implied that tour guides skills on coordination were a major factor which aroused the tourist satisfaction at Rimoi National Reserve.

On hypothesis testing the study findings revealed that there was significant contribution of communicative skills (expressiveness, attentiveness, composure and coordination) on tourist satisfaction ($p=0.001<0.005$). The null was rejected. It was clear that

communicative skills was a factor which contributed to tourist satisfaction at Rimoi National Reserve.

5.2.4 Attributes

The findings revealed that the tour guides attributes were satisfactory and therefore could be the major reason of the tourists' satisfaction. As highlighted in the findings it was clear that all the measured items on attributes were supported by the tourists and therefore tour guide attributes can be a determinant of tourist satisfaction.

On hypothesis testing the results indicated that there was a significant contribution of tour guides attributes in interpretation of wildlife conservation information and tourist satisfaction at Rimoi National Reserve ($p=0.001<0.005$). The null was rejected. The findings implied that tour guides attributes contributed to the satisfaction of tourists at the National Reserve.

5.3 Conclusions

This study reported the results on the contribution of tour guides competence in interpretation of information on tourist satisfaction.

Based on the results the study concludes that knowledge levels of tour guides, communicative skills and tour guide attributes all influence the interpretation of information towards tourist satisfaction. It was found that tour guides need to be well versed in all foreign languages in order to properly interpret information to foreign tourists. Greater knowledge on flora and fauna was also needed as most of the tourists are researchers and therefore may need more information on animal and plant species. Further conclusions showed that knowledge on surrounding was a key factor to satisfy tourists, it was concluded that tour guides should be well versed with the surrounding to enhance proper guiding with few mistakes to increase customer loyalty.

On skills, tour guides also need to have diversified communicative skills in order to integrate well with the tourists. It was noted that creativity should be at its peak to enhance satisfaction. Tourists require a sense of humour, confident guides, attentive and composed to build trust as they enjoy their rides in the park.

Further conclusions on attributes shows that tour guides should be able to complete tasks promptly, they should also be realistic in their interpretations to enhance more trust between them hence increased satisfaction.

5.4 Recommendations

In order to enhance Rimoi National reserve as a competitive tourism destination in Kenya the study recommends for the improvement of tour guides competencies to ensure tourist satisfaction and hence repeat visits. Based on the findings, the study made the following recommendations;

- i. Tour guide employers should consider on- job training to their tour guides in order to polish on what they did not learn in college. It was noticed that although majority of the tour guides had the educational minimum requirements for a tour guide, majority still did not have knowledge on foreign languages, knowledge on plant and animal species which was the main tourist attraction item.
- ii. It was found that tour guides were great in problem solving skills. The study recommends that tour guides should be encouraged to collaborate with their tourism players consequently when they encounter a new issue for better decisions to solve problems.
- iii. Findings on tour guide attributes indicated that majority of the tour guides were unable to complete their tasks promptly. The study recommends that the management of specific tourist destination should motivate their tour guides by offering unique benefits. This will make them more motivated and purpose to complete their tasks promptly.
- iv. Finally, the study recommends all tourism players in Elgeyo Marakwet County to ensure a seamless common goal of addressing enhancement of Tour guides competences as a strategy in promoting tourism in the destination.

5.5 Recommendation for Further Research

The study recommends further research on other aspects of competence that were not covered by this study.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FOR THE TOURISTS

Dear Sir/Madam,

I am Irene Mainah student from Moi University, Department of Tourism Management. I am carrying out a research on the **“Contribution of Tour Guides’ Competence in Interpretation of Information on Tourists’ Satisfaction at Rimoi National Reserve, Kenya”**. I kindly request for your voluntary participation in the study by providing information requested below. Your responses will be treated with utmost confidentiality and will strictly be used for academic purposes.

Thank you

SECTION 1

Socio-demographic information(Tick where appropriate).

1. Gender

Male [] Female []

2. Age

18-25 years[] 26-30 years [] 31-35 years [] 36-40years []

41-45 [] 46 years and above []

3. Highest Level of education

Certificate [] Diploma [] Undergraduate Degree []

Post graduate Degree []

Other, please specify.....

4.Type of tourist

Domestic [] International []

SECTION II: The Contribution of tour guides competence in interpretation of information on tourist satisfaction

1.a) To what extend do you agree or disagree with the following statements relating to tour guides knowledge on language level.NB.1)Strongly disagree, 2 = disagree, 3 = neutral, 4 = agreed and 5 = strongly agree .(Tick where appropriate).

Item	1	2	3	4	5
The tour guide is able to communicate in the language that is understandable.					
The tour guide is conversant with a foreign language					
The tour guide has knowledge of other languages					
Tour guide possess good communication skills					
The tour guide interacts fluently in English					
The tour guide is able to interpret by use of signs and gestures					

b) To what extend do you agree or disagree with the following statements relating to tour guides knowledge on flora and fauna. NB.1)Strongly disagree, 2 = disagree, 3 = neutral, 4 = agreed and 5 = strongly agree. (Tick where appropriate).

Item	1	2	3	4	5
The Tour guides has knowledge on animal species					
The Tour guides has knowledge on plants species					
The tour guides has knowledge on the importance of wildlife conservation					
The tour guide has wide knowledge on conservation issues					

c) To what extent do you agree or disagree with the following statements relating to tour guides knowledge of the surrounding. NB.1)Strongly disagree, 2 = disagree, 3 = neutral, 4 = agreed and 5 = strongly agree .(Tick where appropriate).

Item	1	2	3	4	5
The tour guides has knowledge of the area visited					
The tour guide has knowledge of the park rules					
The tour guide provided detailed information about the surrounding area					
The tour guide provided satisfactory explanations					
The guide possessed unique explanations about the place					

2a)To what extent do you agree or disagree with the following statements in relation to the tour guides communicative skills on Expressiveness.NB.1)strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.(Tick where appropriate).

Item	1	2	3	4	5
The tour guide spoke with clarity					
The tour guide has good sense of humour					
The tour guide is eloquent					
The tour guide shows great skills in memory recollection					
The tour guide showed creativity in presentations					

b)To what extent do you agree or disagree with the following statements in relation to the tour guides communicative skills on Attentiveness .NB.1)strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.(Tick where appropriate).

Item	1	2	3	4	5
The tour guide takes time with visitors					
The tour guide is able to answer questions correctly					
Tour guide is always helpful					

c) To what extent do you agree or disagree with the following statements in relation to the tour guides communicative skills on composure. NB. 1) strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. (Tick where appropriate).

Item	1	2	3	4	5
The tour guide has well-structured commentary					
The tour guides commentary was interesting					
The guide managed to keep his calmness at difficult times					
The tour guide has understandable commentary					
The tour guide exercised self-control during the tour					

d) To what extent do you agree or disagree with the following statements in relation to the tour guides communicative skills on coordination .NB. 1) strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. (Tick where appropriate).

Item	1	2	3	4	5
The tour guide has good rapport					
The guide encourages interactive participation by use of questions and answer					
The guide is well organized					
The tour guide has great problem-solving skills					
The tour guide encourages teamwork during the tour					

3) To what extent do you agree or disagree with the following statements in relation to the tour guides attributes .NB. 1) strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. (Tick where appropriate).

Item	1	2	3	4	5
The tour guide is able to complete tasks promptly					
The tour guide is realistic with the interpretations					
The tour guide is polite but firm with the decisions					
The tour guide is friendly					
The tour guide shows a lot of interest in conservation issues					
The tour guide dressed appropriately for the tour					
The tour guide handled the tour with care it deserves					

SECTION III: Tourist Satisfaction

1. To what extent do you agree or disagree with the following statements relating to the Tour guides' services on your satisfaction at Rimoi National park .NB. 1) Strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. (Tick where appropriate).

Item	1	2	3	4	5
Tour guide is quick to react to customers' requests					
Tour guide is well informed to answer customers' requests					
Tour guide was of value in my tour experience					
I would encourage others to consider the tour guides services					
The tourguides interpretation enhanced the experience with the trip					
The tour guide is aware of the routes taken					
The tour guide considered needs for visitors with disability and elderly					
Personal attention is provided to visitors when needed					
Tour guides' interpretative skills were important to visitors					
I would use the same tour guide next time I come					
I would gladly refer this tour guide to friends and relatives					
I would willingly engage tour guides services always					

2. a) In your opinion, how do you rate the tour experience on satisfaction?

Less than satisfactory [] Satisfactory [] More than satisfactory []

b) If not Satisfied, Give reasons for your answer.....

THANK YOU FOR YOUR TIME

APPENDIX II: LETTER OF APPROVAL FROM THE UNIVERSITY



MOI UNIVERSITY
OFFICE OF DEAN

SCHOOL OF TOURISM, HOSPITALITY AND EVENTS MANAGEMENT

Telephone: 020-8001263/+254 775668193

P. O Box 3900

Telfax: (053) 20-63133/2063257

ELDORET

E-mail: deansthe@mu.ac.ke

KENYA

REF: MU/STHE/R/47

DATE: 12th December, 2019

TO WHOM IT MAY CONCERN

Dear Sir/ Madam,

RE: RECOMMENDATION LETTER FOR- MAINAH IRENE CHEPKOECH- SBE/PGT/04/12

The above named is a bonafide student of Moi University, School of Tourism, Hospitality and Events Management. She is pursuing a Master of Tourism Management degree in the Department of Tourism Management.

She has successfully completed her course work and has defended her proposal titled; **“Contribution of Tour Guides’ competence in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya”**. Ms. Mainah has been allowed to proceed to the field for data collection.

Any assistance accorded to her will be highly appreciated.



PROF. DAMIANNAH KIETI

DEAN, SCHOOL OF TOURISM, HOSPITALITY AND EVENTS MANAGEMENT



(ISO 9001:2015 Certified Institution)

APPENDIX III: RESEARCH PERMIT FROM THE COUNTY GOVERNMENT

COUNTY GOVERNMENT OF ELGEYO MARAKWET

P.O BOX 220-30700

ITEN.

16TH DECEMBER, 2019

RE: PERMISSION TO CONDUCT RESEARCH


This is to certify that ms.Irene Chepkoech Mainah ID; 21418065 of Moi University has been permitted to conduct research at Rimoi National Reserve Elgeyo Marakwet county Kenya on the topic: contributions of tour guides' competence in interpretation of information on tourist satisfaction for the period ending 16th December 2020.

SUSAN CHEBO


COUNTY CHIEF OF ARDEN
ELGEYO MARAKWET COUNTY



APPENDIX IV: RESEARCH LICENSE FROM NACOSTI



REPUBLIC OF KENYA




NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION

Ref No: 660099

Date of Issue: 26/August/2020

RESEARCH LICENSE




This is to Certify that Ms. IRENE CHEPKOECH MAINAH of Moi University, has been licensed to conduct research in Elgeyo-Marakwet on the topic: CONTRIBUTION OF TOUR GUIDES ' COMPETENCE IN INTERPRETATION OF INFORMATION ON TOURISTS SATISFACTION AT RIMOI NATIONAL RESERVE, KENYA for the period ending : 26/August/2021.

License No: NACOSTI/P/20/6387


660099

Applicant Identification Number



Director General
NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
INNOVATION

Verification QR Code



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