

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

BY

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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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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

Several tourist destinations in Kenya have remained underutilized as evidenced by the limited number of visitors. Decline in the number of tourist visits is felt across the country where many of the tourists have continued to cancel their trips while others have limited their duration of stay. This has been pointed by UNWTO, stating that there has been a negative decline in tourism growth reported for years 2016 to 2017 by 5% to 7% respectively. Not to be ignored from the other factors affecting tourist attraction and growth is the role of tourist guides. This is because not much have been talked about on their role and influence on tourism. Tour guides play important roles such as; enhancing the social environment, language interpretation, addressing tourist concerns, ensuring travelers' comfort, and promoting a safe environment for tourists. In addition, tour guides serve as essential frontline workers that provide the 'moment of truth' for holiday-makers, 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 influence of 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 objectives included; To determine the tour guides' knowledge level in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya, to establish the tour guides' communicative skills in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya, and to examine the tour guides' attributes in interpretation of information on tourist satisfaction at Rimoi National Reserve, Kenya. The study was guided by the communicative model of competence. The research used descriptive case study research design, and targeted 1,280 tourists from which a sample of 128 tourists were selected through stratified and systematic random sampling techniques. Closed-ended questionnaires were issued to the tourists to collect primary data. Both inferential and descriptive statistics were undertaken. Descriptive statistics were presented through mean and percentages while inferential statistics included multiple regression analysis. From the regression model $R^2=0.717$ which indicates that competency of the tour guide explains 71.7% variance in tourist satisfaction. Results indicate that knowledge level ($r=0.798$ $p=0.001$), communicative 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 tour guides knowledge level rating was lower than the communicative 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 training. The study also recommends the encouragement of tour guides to collaborate with their employers when they encounter a new issue for better decision-making when solving problems.

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ABBREVIATIONS AND ACRONYMS

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

OPERATIONAL DEFINITION OF TERMS

- 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 tour guides that are strongly related to their values.
- Competence:** Competency is the personal 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 this study competencies are in a form of knowledge, communicative 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 a mediation undertaking that aims at expressing meanings and relationships through real-life, visual and imaginative stories rather than simply conveying factual information (Xu, Cui, Ballantyne & Packer, 2012).
- Knowledge:** This refers to the comprehension of the appropriate behavior that suits a particular situation (Overend, 2012). In this study looks at the knowledge level that is required of an informed tour guides for a given situation.

- Skills:** Skill is the possession of know how in a 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).
- Tour guide:** According to the World Federation of Tourist Guide Associations (WFTGA) (2014), a tour guide as someone that directs tourists in their preferred language and translates local culture and environment, and often with recognized from the relevant authority. In this study, the term tour guide/director refers to the person who directs tour groups or individual visitors as they tour heritage sites and territories of the region. This includes the personnel responsible for translating information using the visitor's preferred language and also tasked with the vision and satisfaction of the tourist service.
- Tourism:** The ventures of individuals who travel and live-in foreign areas and social environment for a period not exceeding one consecutive year of leisure, business and other non-paid activities within the visited area (UNWTO, 2010; Goeldner & Ritchie, 2012). In general tourism involves attractions, transportation, accommodation and amenities.
- Tourist satisfaction:**Consequences of comparisons between “tourist experience at the destination and expectations about the destination” (Goeldner & Ritchie, 2012). In this study tourist satisfaction is often seen as a post-traumatic experience with travel guides.

CHAPTER ONE

INTRODUCTION

1.0 Overview

The chapter outlines the background to the study, statement of the problem, research objectives and hypothesis. It also includes justification, significance, limitations and scope of the study. The background generally describes what the research is all about, reasons for conducting it, and benefits accrued from it being conducted.

1.1 Background to the Study

Tourism is one of the key business sectors in the global market, accounting for close to 4 trillion dollars in economic activity and eight percent of jobs worldwide (Goeldner & Ritchie, 2012). The World Travel and Tourism Council (2013) confirm 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 are why the revenues have 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 tourist guiding is an important part of directing. Guiding skills among tourist guides can enhance the experience of visitors and their understanding of the attractions and their culture (Lackey, 2016). Overend (2012) argued that tourism guides should ensure that they know the various ways to guide visitor's experience. The author continues to support the Spitzberg Model of Competence and introduces the role of guided tours as a new way to build a guest

experience. Friends and team players are included in the community rules. They assume an “impresario role that oversees the creation of unconventional cultural texts which enable participants to shape their experiences into valuable, traditionally shaped memories of personal growth, challenges, victories, collaboration and patience (Arnould & Price, 2013).

Globally, tourist satisfaction plays a critical role based on tourism strength. Tourist staff including tour guides should portray high levels of customer service skills to realize customer satisfaction. According to the UNWTO report, tourism is crucial to the development of the global economy as represented by the increasing number of international visitors, which improved from four percent in 2014 (UNWTO annual Report, 2014). In Thailand for example, it is regarded as the excellent service providers and the major foreign exchange earner. In the year 2014, twenty-two million international visitors travelled to Thailand for tourism purposes, they spent 3.4 million dollars during their visit (UNWTO, 2014).

Contribution of tourism to GDP in Sub-Saharan Africa was thirty-four billion dollars in 2011 which was equivalent to 2.6%, it was expected to increase by 5.4% in 2012 with an average of 5% per annum from 2012-2022 to approximately 58 billion in 2022 (WTTC, 2013). In South Africa, tourism guides are some of the leading trainers, informers and translators in the tourism sector. It is being held in an important position in the sector. The work done by the TGs in the sector can indicate a high level of tourism service which enhances success in the tourism sector. Through the knowhow and attractive understanding of culture as well as high levels of socialization skills, TGs transforms the tourism sector including travel and entertainment (Ababneh, 2017).

In East Africa, tourism in Kenya contributed to 5.7 percent to the Gross Domestic Product, five percent in Tanzania and four percent in Uganda (WTTC, 2013). The tourism industry sees the role of the tourist guide as providing not only guidance but also the educational and environmental significance of the site (Lackey, 2016). Without the help of tourism guides, organized tourist activities become a tough undertaking for both tourism operators and managers. The facilitation of direct contact with tourists enables the guides to present an accurate view of the area, provide accurate information about tour destinations, ensure the safety and security of visitors and guarantee their comfortable accommodation in resorts. Thus, satisfactory achievement of tourist sites depends largely on effectiveness of TGs (Connel, Page & Meyer, 2015).

In Kenya, it is imperative for tourist attraction sites to make sure that visitors find the organization with a tourist guide who is competent in interpretation and can easily translate tourist information excellently (Kabii, 2017). However, there is an unexplained training level due to the substandard training curriculum, there is also lack of proper directing of the tour guide work which has affected the Kenya's tourism sector. In their study on tour guides, Mak *et al.*, (2011) identified challenges associated with untrained personnel on the procedures on tour guiding. Lack of proper training affects both recognition and quality of services rendered to the visitors. Furthermore, Mak *et al.*, (2011) notes that lack of this professional training leads to unethical tour guiding practices which eventually affects the tourist satisfaction. Also, Kong, Cheung, and Baum (2014) and Pond (2013) established that the regulations unawareness can affect their self-esteem, job recognition and professionalism.

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-branded and 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 and people visiting the place who for a long time had not interacted with these animals in the destination, 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. Togocho and Kooki (2017), points that effective interpretation approach together with effective tour guiding could be a precious management and improvement tool that can enable tour guides of the region enhance overall tourist satisfaction.

1.2 Statement of the Problem

Tourist satisfaction is the cornerstone of modern enterprise, especially in the tourist market where there is intense competition (Cho *et al.*, 2011). However, tourist destinations in Kenya have been underutilized for a long 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 tourist destinations, thus playing a cardinal role in the satisfaction of visitors and the purpose of re-tourism. According to Tosun and Temizkan (2014) tour guides are indispensable in the tourism industry since they execute vital responsibilities. Not only are tour guides tasked with the transfer of information, but they are supposed to present it in a fun and honest way (Ap & Wong, 2011). Moreover, the tour guides are instrumental in identifying the remaining tourists who are happy with the tourism organization and travel experience (Zengin & Yildırgan, 2014). The happiest visitors are those whose expectations are exceeded by service providers.

A number of related empirical studies have pointed methodological and theoretical gaps that justify the current study to be conducted. A study by Koo, Chang, Cheng and Lin (2015) by use of descriptive findings confirmed that the interpretation of tourism guides' influences tourist satisfaction and that tourist satisfaction also influences the credibility of the destination. Tai (2017) found out in their study qualitatively that tourist guides are useful in education and learning experience among the tourists. Kemboi and Koki (2018) established that tour guides lack the necessary qualifications despite their significant role in tourism performance.

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 due to several interfacing factors. The study presumes the current level of competence

of tour guides as one of the factors affecting tourism in the country. Empirical results have indicated that the tour guides' core competencies are significantly important since they impact tourist satisfaction (Lin, Lin & Chen, 2017). While this may be true, tour guides remain to be a relatively underrated, undervalued and underutilized segment of human capital, despite their immense contribution and significant role in the tourism industry (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.). For instance, tourist arrivals at Rimoi National Reserve in the year 2015, 2016, 2017 and 2018 was 215, 2946, 2135 and 1231 respectively (Rimoi National Reserve Records, 2019).

The lack of awareness of other possible problems which leads to tourist dissatisfaction is a result of lack of enough literature that has left the industry to remain static for a considerable duration. Tour guides lack the required knowledge and expertise to enhance client satisfactions. It is, therefore, against this backdrop that this study did seek to fill the knowledge gap on the contribution of tour guides 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:

H₀₁: There is no significant contribution of tour guides' knowledge level in interpretation of information on tourist satisfaction at Rimoi National Reserve.

H₀₂: There is no significant contribution of tour guides' communicative skills in interpretation of information on tourist satisfaction at Rimoi National Reserve.

H₀₃: 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 site descriptions. 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 in the development of more knowledge on scholars undertaking studies in the area of tour guiding in enhancing satisfaction. The research findings will be instrumental to the Tour Operators when making informed decisions regarding the need of recruiting competent guides.

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 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 was 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 an isolated case. Thus, this could produce results that might not concur with another

research that would be done in other tourist destinations in 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.

1.7 Study Assumptions

In conducting this study the following assumptions were made. It was assumed that:

1. The instrument used elicited reliable responses.
2. The respondents fully understood the questions they were asked.
3. The respondents provided honest expressions of their knowledge.
4. The participants in the study freely provided the researcher with the ratings of importance regarding the topic of study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section encompasses literatures on, tour guiding, competence and tourist satisfaction.

2.1 Concept of Tour Guide Competence

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, behaviors and personal traits. Competencies can be classified to two classes based on their relationship to the job performance pre-distortion. Threshold competencies are the basic language skills that the tour guides require so that they can be able to perform their work referring to the ability to read, write listen and speak. Second category is differentiating competencies, which separate the superior performers from effective performers. According to Spencer and Spencer, (1993), the 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 tourist's 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.

The competencies studied by Sonninen (2013) with TGs in Iceland are, to larger extent, in line with 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 TGs competencies are acquired not only through formal school learning, but also from on-job training. They consider that the angle of verifiable awareness, skills and thoughts 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 for a tour guide to become a cultural mediator, some roles need to be exercised which are related to accessibility, understanding and integration mediation. It includes facilitation of opportunities to

cater and connect with the local people. It will be an unforgettable experience for the key participants in the tourist encounter.

2.1.1 Tour guiding

Various discussions have been given by numerous organizations including the World Federation of Tourist Guide Associations (WFTGA). It interprets a Tour guide as a person that leads tourists in a language they can understand, they are also responsible in interpretation of the local culture and environment with specific professional qualifications from a recognized authority (WFTGA, 2014). The Federation of Turkish Tourist Guides Associations (TUREB) further explains that the ideal tour guide is the one with capacity to introduce the country to both local and foreign adventurers, and then be in a position to provide the right information with regard to the tourist site. There are other internationally accepted explanations on tour guides such as that from the International Association of Tour Managers (IATM). In addition, the European Federation of Tourist Guide Associations (EFTGA) also gives the right information in its interpretation of a tour guide as a person who shows individual groups or tourists from abroad around 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 atmosphere safer for tourists (Zhang & Chow, 2004). 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). According to Black and Ham (2005) a TG is a person in charge of groups of people or tourists to give direction around beautiful sites of a particular

region. He or she is in charge of translation of information into the visitors' language of choice. They are a visual link linking the site and its visitors. They are accountable for the emergence and fulfillment of the proposed tourism service (Ap & Wong, 2001).

2.1.1.1 Tour guide qualification

In Kenya, it is reported that there is no barrier or impediment of becoming a tour guide in the country. This is different from other parts of the world where the TGs are required to register with World Federation of Tourist Guide Associations (WFTGA). But recent changes in the tourism industry has seen qualifications through training and experience being considered by the employers. Tour guides are expected to have the relevant level of training on tours and travel, and in addition, to be a member of the Kenya Professional Safari Guide Association (KPSGA). Recently, the Ministry of Tourism has mandated the management of various tourist sites across the country to identify and register their own tour guides in their respective destinations (Tsaur & Teng, 2017). European countries and other developed countries differ with the Kenyan Case because tour guides are employed by the ministry of tourism and are regulated by relevant bodies (WFTGA, 2014).

2.1.2 Role of Tour Guides

The TGs have the art of working, human ability to integrate, communicate, and incorporate the practical knowledge, skills, attitudes, and values required for the effective and seamless operation of the tasks required by the type of work (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 and 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 service providers are important. In addition to leadership skills, mediation and translation are also important. Tsauro and Teng (2017) explain that tourist guides are expected to take a 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 tourist guide 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 (Tsauro & Teng, 2017).

In Barito's (2011) leadership tour 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 guiding travelers. Weiler and Black (2015) argue that tour guides 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) “the quality of cultural mediation depends largely on the acquisition of cultural skills.”

Rabotic (2008) also emphasizes that the various obligations of the tour guides as explicated by investigators are the actor, traveler, facilitator, ambassador, speaker, caregiver, promoter, cultural retailer, information provider, source, mediator, translator/interpreter, leader, counselor, facilitator, salesperson, manager, psychologist, strategist, flight attendant, entertainer, cartoonist, journalist, speaker and others. Therefore, TGs need to be highly active and educated in both geography and the history of the destination. They should also be familiar with the ethnic, social and psychological spheres of the area (Rabotic, 2008). Kassawneh, Makhadmeh, Shatnawi and Al Najdawi (2019) point out the need for TGs to have a groomed behavior to enable tourist to believe and trust them. This enables the tourists to have confidence interacting with them.

According to Holloway (1981), tourist guides are information and source information providers, teacher or educator, facilitator and initiator in the experience of tourists and ambassadors of a state, entertainment or group motivation, self-confidence, shepherding, angel management, team leader and disciplinary. Cohen (1985) also identifies other major roles played by tour guides –educative, social, collaborative, and communicative. In addition, he further identifies types of TGs which concentrates on each of the first careers of tour leaders and professionals (Cohen, 1985). Ooi (2002) argues that mediation plays a noble role in enhancing tourist experience and satisfaction.

2.1.3 Tour guiding interpretation of information

Dam (1993) states that the practice of translation was originally used in the USA, and that the purpose of translation is to convey the beauty of the place, to encourage tourists and eventually to educate them on the importance of conservation. The word 'translation' has many meanings, and there has been much debate about this term among those who use it and read it (Makopo *et al.*, 2018). The importance of translation is related to cultural mediation, defined as the "conversion" of native and unfamiliar objects of the manager's culture into a cultural "saying" closer to the visitor (Cohen, 1985). El-Menshaway (2016) exhibits interpretation as a machine-based communication procedure that facilitates the creation of emotional and psychological linkages 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 (Tsaour & Teng, 2017) and cultural trade (Weiler & Walker, 2014). TGs mingle with visitors and the local environment. It is an escapade that informs tourists on how to think and feel about the destination experience. It is guiding them on how to learn from the experience (Makopo *et al.*, 2018). Cultural exchange is the process of closing, mediating individuals of different cultural backgrounds with the aim of reducing conflicts or bringing about change (Látková *et al.*, 2017).

Moscardo and Walker (2014) points out that tourist guides' interpretations usually make an important contribution to positive visitor perceptions of their general touring 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), other researchers also point to the translational role of tourist assistants in the management of natural resources. For instance, Moscardo (2014) observed that the translation role of tour guides reinforced the ongoing promotion of wildlife tourism. In essence, interpretation is also crucial for managing the interaction between the visitors and wildlife. It results to a way that minimizes the visitors' impact on the environment, defines management plans and supports safety messages. Haig and McIntyre (2002) suggest that a tour guide may also create opportunities for promoting positive attitudes and behaviors in the environment. Because face-to-face interpretation that is considered knowledgeable and honest can be more viable in providing information than other sources, behavioral models and change of attitude.

Reisinger and Steiner (2006) have also shown that the translational role that many guides play can enhance tourist perception and wildlife awareness, and promote ways to protect the conservation of natural resources. Kuo, Chang, Cheng and Lin (2015) confirm that the interpretation of tourist guides influences tourist satisfaction, and that tourist satisfaction also influences the credibility of the destination. Also, the credibility of the place indirectly depends on tourist satisfaction which is derived from the translation efficiency of the tour guide. Significant results point to a link between tourist satisfaction and the translation of the tour guide as well as loyalty and tourist satisfaction, which is very strong for visitors who see high performance and the flow of their tourism experience. Ulo M, and Hallo (2011: 145), also relate the behavior of visitors and their attitude towards natural resources.

2.2 Concept of Tourist Satisfaction

According to Middleton (1996) and Smith (1994), the level of satisfaction, especially the information obtained through tourism, is the final product of tourist attraction.

Being satisfied is the main motive why people visit the attraction and commitment to the worth of the trip as well as the quality of the attraction and the performance of the tour operators when providing services to the guests. Hall and McArthur (1993) notes that visitor satisfaction is the base of management of tourism heritage.

According to Hill and Alexander (2003), customer satisfaction is a function of how well an organization's product works with regard to the set consumer needs. It is deemed as the outcome of a comparison of a visitor expectation in relation to the product features given to them. It is experienced when the visitor expectation is achieved or exceeds the threshold (Crompton & Love, 1995). The concept of this satisfaction is featured mostly in customer care studies (Oliver, 1981; Parasuraman *et al.*, 1985; Carman, 1990; Cronin & Taylor, 1992; Zeithaml *et al.*, 1990).

Satisfaction is judging a product or a feature as a whole (Okello & Grasty, 2009). At this point, achievement of customer satisfaction enhances the increase of repeated visits to the destination, reduction of complaints from tourists and positive recommendations (Okello & Grasty, 2009). It is also said that contentment is the ultimate satisfaction which is a very good thing (Oliver, 1997). Moreover, it is also termed as a psychological concept which triggers a sense of happiness to tourists or visitors which arises from satisfaction on a particular product (Pizam & Ellis, 1999).

In guest books, however, satisfaction is often viewed as a post-traumatic practice and as an emotional state arising from the discovery of a tourism product (Crompton & Love, 1995). Satisfaction recommended by Mazurek-Łopacińska, (2003) and Wojnarowska, (2005): include (1) an emotional model, which sees customer contentment as a positive psychological response to a product use test, and the costs required to obtain (2) satisfaction or dissatisfaction is determined by benefits (benefits)

and benefits (3) and the concept of uncertainty, in which satisfaction is a function of automation and customer experience related to particular indicators (needs, desires).

2.2.1 Measures of tourist satisfaction

Satisfaction is often assessed by 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: The knowledge and humility of members of staff and their capacity to convey trust and confidence.

Empathy: caring and caring for customers

Reliability: ability to perform expected service independently

According to SERVQUAL, scales of measurements have been developed to measure service quality in tourist sites and accommodations in restaurants. It is considered as the factor which determines the satisfaction of visitors (Heung *et al.*, 2002; Baloglu, 2003; Chan, 2004; Kuo, 2013). A study done by Heung *et al.*, (2002) in various tourist resorts in Hong Kong on the visitors’ perceptions on service, and its effect on their

satisfaction revealed that the professional qualification of its staff, honesty and physical attributes contributed much on the overall satisfaction of visitors.

2.3 Indicators of Tourist Satisfaction

The major pointers to tourist satisfaction include their experience markers and their ethical objectives in relation to attractions.

2.3.1 Experience

According to Jafari (2000), experience is the feeling about something a person has faced, witnessed or encountered. Tourist experience is different because it happens as a trip, and especially during the viewing occasion. Visitors often seek out pleasant and up building 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. 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 (Vitterso *et al.*, 2000).

2.3.2 Behavioural Intentions

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

the intended work and provides a guideline to be followed during work (Tsegaw & Teressa, 2017).

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, with an equally important opinion, can appraise 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 with a larger purpose, the more likely it is that a given behavior will occur. However, it is worthy to state that behaviors are prejudiced 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 re-create attractive attractions and to give people confidence to perform an important aspect which determines the success of tourism market (Bowen & Chen, 2001; Darnell & Johnson, 2001).

2.4 Empirical Review

2.4.1 Tour guide knowledge

In the tourism a tour guide, professional information refers to the understanding of tourism directions required when leading. McClelland (2013) suggested the term “ability” and showed that the intellect in terms of the tour guide knowledge and skills is not the only determining factor of performance, however they are determined by personality traits of TGs.

The word "prof" refers to a guide who can provide knowledge about the history, lifestyle, and culture of places and customers (Huang *et al.*, 2010). One of the main factors influencing the effectiveness of the tour guides as Zhang and Chow (2014) reiterates is the ability to educate tourists about the destination's culture. Furthermore, in the Chang (2014) report, one of the most critical aspects of exploring tourist guide knowledge was information about the destination.

Tour guides as maintained by Ulo and Hallo (2011), must be competent and adaptable in order to effectively alter and supervise tourist actions and attitudes toward popular resources. Indeed, visitors benefit from informative and versatile travel guides because they gain a new perspective on natural resources and are more able to think about their actions on the same. Notably, visitors who hire a tour guide to interpret the site do so in part to relieve themselves of the responsibility. This ensures that their behavior and activities in the area can be directed and controlled by a professional.

As a result, through their high-quality translations, tour guides should be responsible for teaching tourists how to act properly while on tour. Due to lack of information in this natural setting, visitors can seek additional information from tour guides. Fundamentally, guides play an important role in informing tourists about the value of natural environments and resources (U Lo & Hallo, 2011). Tour Guide has the ability to alter and adjust tourist behaviors in order to ensure that they are environmentally sustainable and does not add to the environmental crisis. When promoting ethical conduct and the role of the environmental translator, this is more likely to happen. As a consequence, the tour guide's expertise in these areas is primarily essential (Randall & Rollins, 2010).

2.4.2 Tour Guide Communicative Skills

Communication skills seem to be very important in the direction of travel. Chimenti and Tavares (2007) wrote that TGs use written, spoken and non-verbal communication. Picazo (1996) argues that communication is important in guiding tourist groups. Tour guides 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), the work of an interpreter is tedious and complex. It is therefore difficult to manage all the roles of the tour guides. Therefore, guiding practice which is more interpretive 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) “to inform and interpret are not only an obligation but also a strength of guides”. The author argues that the triumph or breakdown of the trip depends on the capacity of the tour guides to select and interpret information.

According to Brito (2008), the best interpretation is the one that unite concrete and insubstantial elements that are important in 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 and according to Weiler and Black (2015) it 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) it is fundamental that TGs be knowledgeable of communication techniques, “it is not enough to know what to explain but also crucial to know how to explain it”.

2.4.3 Tour guide attributes

A study by Black and Weiler, (2015) indicated that tour guide attributes are required for a qualified or a good guide. Cetin and Yarcin (2017) found that a tour guide has more professional roles to play in ecotourism and nature-based tourism, interpreting the site and encouraging visitors to change their actions to reduce the burden on the resource base as reiterated by (Yamada, 2011; Poudel & Nayaupane, 2013). Zhang and Chow (2014) have raised the qualifications of service quality to evaluate the effectiveness of a Hong Kong travel guide. The authors have confirmed that there are five key aspects of service quality that affect the level of satisfaction of Chinese tourists, including punctuality, problem-solving, destination knowledge, reliability and awareness of safety rules.

Another study by Wang *et al.*, (2017) used a number of measures to validate the scale of the group package tour service in Taiwan. Six characteristics of a tourism guide (presentation skill, sense of duty, friendship, translation ability, technical ability, and ability to interact among group members) were defined as essential for measuring leader success, as were two characteristics of a local guide (professional and lead group) in their report.

Huang *et al.*, (2010) summarized factors to assess the relationship between the efficiency of a tourist guide and tourist satisfaction in Shanghai, China, after reviewing the appendix analysis of the operational characteristics of a travel guide. A Chinese-speaking sample produced two labels of human usability and human efficiency, while an English-speaking sample produced four elements with technological skills, interpersonal and organizational skills, empathy, and problem-solving skills. The results showed that the performance of the tour guides service determines the satisfaction of tourists with the service encounter.

Honesty, skills, and physical characteristics are important factors that lead to overall satisfaction according to Heung *et al.*, (2012) in Hong Kong restaurants tourists' impressions of service features and their effect on guest satisfaction. Furthermore, Chan (2014) proposed a model that included two constructions: satisfaction with the tourism service and satisfaction with tourism details, while investigating the effects of tourism services on satisfied customers in package tours. Their findings revealed that tourist guides, leisure activities, and food were the most important factors in customer satisfaction with tourism services, while travel guide service, leisure activities, and shopping were the most important factors in customer satisfaction with travel experiences.

2.5 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 helps one to accomplish contact goals without jeopardizing the reputation of the other group. A genetic model (Spitzberg & Cupach, 1984) that includes three elements: 1) knowledge, 2) skill, and 3) motivation is the most widely

used model to explain competence. Knowing which behavior is best for a given situation and being able to implement that behavior in a given environment are two different things. Encouraging a desire to communicate effectively.

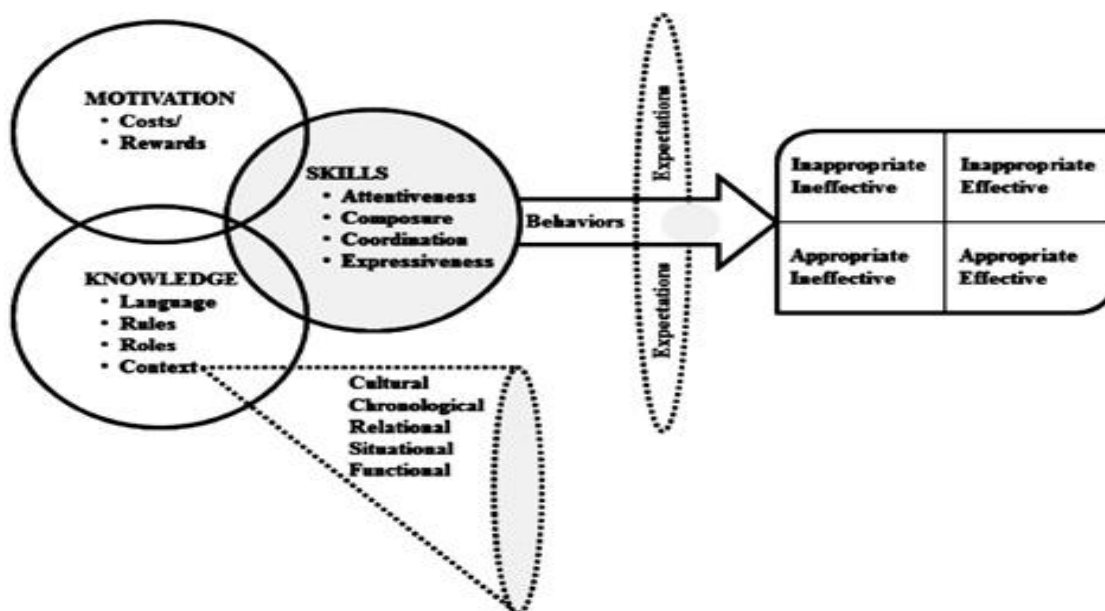


Figure 2.1: Communicative Model of Competence

Source: Spitzberg and Cupach (1984)

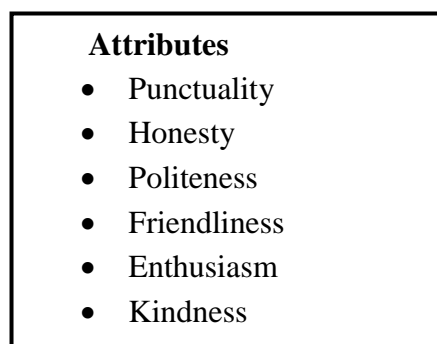
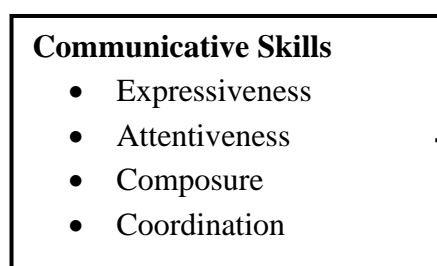
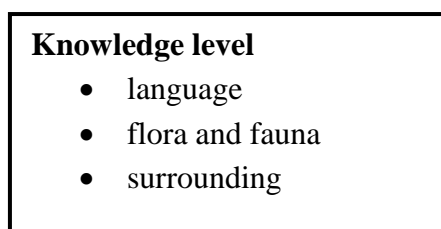
2.6 Theoretical Framework

The theoretical framework of the study was communicative model of competency outlined by Spitzberg and Cupach (1984) 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 satisfy their individual needs to enhance satisfaction, hence the theory is applicable. 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 and motivating them to work effectively and efficiently.

2.7 Conceptual Framework

Independent Variables

Tour guides competences



Dependent Variables

Tourist Satisfaction

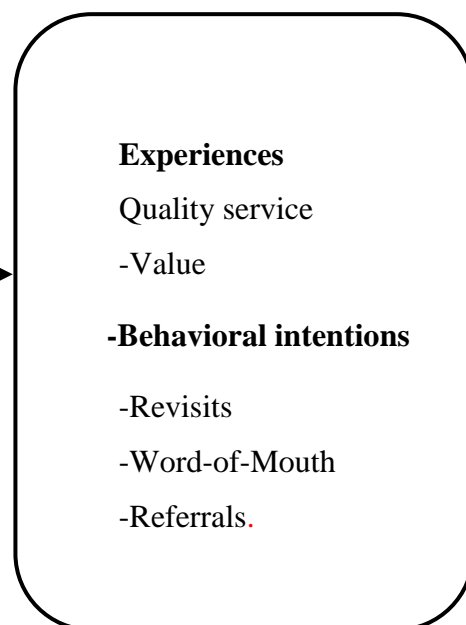


Figure 2.2: Tour guide's competence and Tourist Satisfaction

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

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

According to Leipers' definition (1990) attraction is the process by which three objects are connected (visitors, the core 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. During a formal visit, the guides encourage tourists to pay attention to the alerts, clarify their meaning, and assist customers in comprehending and accepting the warnings. 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 regarded as vendors who can provide tourists with the opportunity to meet and connect with locals. Communicating and engaging in a variety of events such as music, dance, sampling local dishes, listening to local legends, or watching shows put on by locals, attracting tourists not just by direct communication with tourism staff but also through a member of the local community.

Nettkor (1979) emphasized guidelines in a very important role in cultural encounters. A very important source of information about local conditions, particularly at the beginning of the tourists' stay in the destination. 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 tourists spend time together.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses how the data was obtained, analyzed, and presented in the final report. The type of research used and the reasons for its selection are discussed in depth in this chapter. The study location, research process, data collection, data types, data analysis, data presentation techniques, legitimacy and reliability, ethical concerns, and study limitations are all discussed in this chapter.

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 Escarpment. It is 66 km² and it is protected by the Kenya Wildlife Service (KWS) (Kenya Tourist Board, 2017).

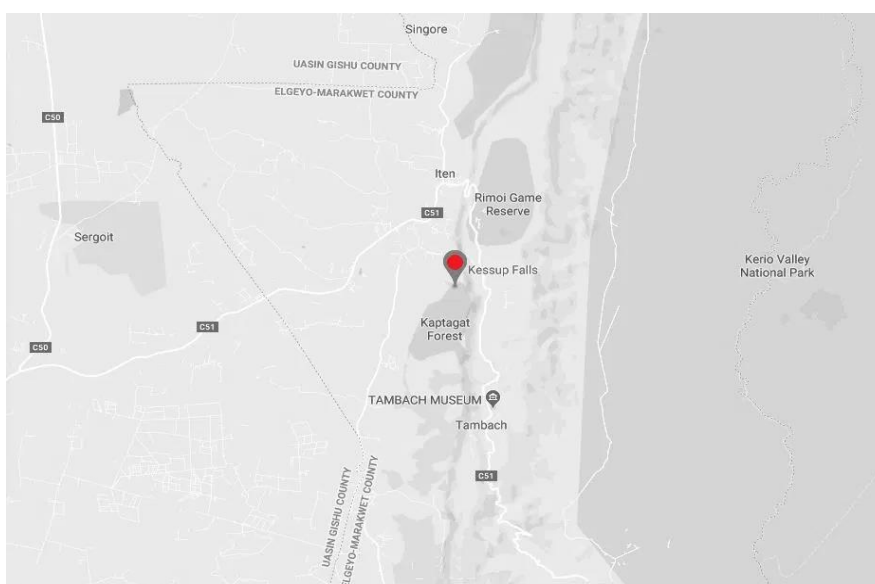


Figure 3.1: The location of Rimoi National Reserve

Source: Thouless et al., (2008)

3.1.2 Climate and Vegetation

The temperatures range from a low of 14 degrees Celsius to a high of 24 degrees Celsius. Annual rainfall ranges from 400 to 1,400 mm. 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 Elgeyo Marakwet County include, River Kerio, Sports Tourism, Rimoi National Reserve, Torok Waterfalls and Culture. The attractive fauna in the reserve include; elephants, birds, monkeys, warthogs, snakes and tortoises while the flora consists of the natural forest with indigenous plant species covering a larger coverage. 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

In multidisciplinary and advanced research, research design is the method of gathering, analyzing, and reporting data (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. When the population is less than 10,000, a sample size of between 10% and 30% is a fair representation of the target population, this is according to Mugenda and Mugenda (2003), and therefore 10% was adequate for study. 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 categories of visitors. These included adults in categories of students (A), residents (B) and non-residents(C). The researcher did obtain 42 respondents from each of the three categories (A, B, C) (128/3) and the extra two were obtained from either of the three categories randomly. Within the categories systematic random sampling technique was used to select 128respondents (tourists) for the questionnaires. Each individual is selected at random and completely by chance in this design, ensuring that each individual has the same chance of being chosen at any point during the sampling process. The sample was obtained by selecting the unit from the first n unit of persons and for all nth items (1280/128=10). Thereafter, every 10th person in each category was sampled systematically until a representation of 42 and additionally 2 respondents from either of the category is obtained.

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 questionnaire did entail information where the local and contracted tour guides were evaluated by the study respondents. The questionnaires were handled by the researcher.

3.5 Validity and Reliability of the Research Tool

3.5.1 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 specific content of the questions for relevancy, consistency and suitability with the help of the college supervisor and subject experts. 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).

3.5.2 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 DeVaus (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 (13) of respondents obtained from interested people in the Lake Nakuru National Park. The findings from the pilot of 6 items from the questionnaire indicated a Cronbach Alpha Coefficient of 0.81.

The data collection process began by seeking authority, and license from the relevant authorities, organizations or institutions. The process took a period of 3 weeks after

visiting the tourism destination to issue the questionnaires. Data collection process was aided by the use of 5 language interpreters representing the following languages; Spanish, Latin, French, Hindu and Arabic. This was purposed to remove language barrier during the study process. The interpreters were trained to understand the purpose and the process of the research.

3.6 Data Analysis

Data analysis is the process of converting raw data into usable data by applying particular analytical techniques to the entire database (Kothari, 2004). Editing, coding, categorization, table formation, and integration were used to process and prepare the data for review. To achieve the study's aims, descriptive statistics were used. This was done with the help of the Statistical Package for Social Science (SPSS) which is 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 three 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} .

Unlimited statistics such as non-parametric tests involving variance analysis (ANOVA) were used to assess the value of the entire model at a 95% significance level. According to Mugenda and Mugenda (2009) who stated that the variance is analyzed because the F test is used according to the remaining square figures.

3.6.1 Regression Assumptions

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

1. **Normality:** It is thought that the residual variables are usually distributed. That is, errors in the prediction of the value Y (dependent variable) are still distributed in a way that approaches the normal curve. Common assumptions are particularly important when constructing variable reference intervals and when these assumptions are inconsistent, it is impossible to draw accurate and reliable conclusions about the facts (Bryman, 2017).
2. **Homoscedasticity:** In this study heteroscedasticity was reduced or eliminated where possible by ensuring that the data used in the hypothesis test was almost normal and accurately converted and that the appropriate working forms of the retrospective model were selected and the variables brought about by distributing dynamic variation (DV) or reduced as the value of the variable (IV) increases. The heteroscedasticity variance is homoscedasticity, indicating that DV variability is equal to IV values. At each level of variance forecasting, the variance of the remaining terms should be the same. The predicted value of regression has been used to test the strength of homosexuality.

3. **Multicollinearity:** Multicollinearity exists when two or more predictors in a regression model are parallel or highly consistent. Unfortunately, if present, it can cause significant damage to the analysis and thus limit the results of the study to this study found where t-tests for each slope were not significant ($P > 0.05$), but a complete F test to evaluate all slopes simultaneously is important ($P < 0.05$); therefore, the reliability of the inflation rate (VIF) estimates the extent of the variance; the variability of the measured coefficients increases when multicollinearity is present. Therefore, the estimated coefficient of the estimated coefficient b_k showed VIF_k is factor only when the variance increased in the model where x_k is the only predictor: $y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \epsilon$ can be shown The estimated b_k coefficient is: $Var(b_k)_{min} = \frac{\sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2}{1 - R^2_k}$ if some of the predictive factors are related to the x_k forecast, then the b_k difference is increased. It can be shown that the difference of b_k is: $Var(b_k) = \frac{\sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2}{1 - R^2_k}$ When R^2_k is the value of R^2 obtained by returning the k th forecast to the remaining forecasters. The greater line dependence between the x_k forecast is greater than the R^2_k value; the greater the value of R^2_k , the greater the b_k variation by taking the measure of the two variations. $Var(b_k)_{min} = \frac{\sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2}{1 - R^2_k}$ $Var(b_k)_{min} = \frac{\sigma^2 \sum_{i=1}^n (x_{ik} - \bar{x}_k)^2}{1 - R^2_k}$. That is: $VIF_k = \frac{1}{1 - R^2_k}$ where R^2_k is the value of R^2 obtained by undoing the k th forecast for the remaining forecasters. Therefore, the inflation factor is present in each k prediction with a model of multiple regression by finding the presence of multicollinearity in this study. Heteroscedasticity is a condition in which variability variables across the range of the second variance values you guessed. There should be no equal relationship between two or more forecasters. Therefore, the variability of the

forecast should not be too closely aligned with these assessments using inflation (VIF). Tolerance figures should be greater than 0.20 and VIF values below 10 which means that there is not much correlation between forecast variables. Tolerance less than 0.20 or VIF greater than 10 is considered to indicate major multicollinearity problems. Tolerance below 0.2 indicates a potential problem.

4. **The assumption of independence:** The consideration of the independent statistical experiments used in the research study was the Durbin-Watson test. A Durbin-Watson statistic was found to test the authenticity of the errors. Independent thinking is given by $D = \frac{(\sum_{i=2}^n (e_i - e_{i-1})^2)}{(\sum_{i=2}^n e_i^2)}$ when $e_i = y_i - a - [bx]_i$ ($i = 1, 2, \dots, n$) are residues. Number D is between 1 and 2. If it is a coincidence, it is closer to 2. D values below 1 and above 3 are generally considered unacceptable (Morse, 2016).
5. **There are no influential cases biasing the model.** Significant outliers and influential data points can place undue influence on your model, making it less representative of the data as a whole. Influential cases can be tested using Cook's Distance.
6. **The relationship between the IVs and the DV is linear.** The assumption of Multiple Regression is that the relationship between the IVs and the DV can be characterised by a straight line.

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

DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.0 Introduction

The data analysis, presentation, interpretation, and discussion of the results are all discussed in this chapter. 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 communicative skills in interpretation of information on tourist satisfaction at Rimoi National Reserve; to examine the contribution of tour guides attributes in interpretation of 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 twenty-eight participants were sampled to give information through the questionnaire. The researcher collected one hundred and twenty-one questionnaires. Data cleaning was done and one hundred and eighteen questionnaires were cleaned giving a response rate of 92.9%. Given that a response rate of 70% or higher is considered satisfactory (Mugenda & Mugenda, 2009), a response rate of 92.2 percent was considered appropriate 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 returned them due to unavoidable circumstances, while others were not filled correctly.

4.1.2 Demographic Characteristics of the respondents

Gender, age, highest level of education, and tourist form were among the demographic data sought. These variables were thought to play a role in tour guide competence in terms of interpreting data on tourist satisfaction.

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	70.3
Female	35	29.7
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 70.3% while 29.7% were female. This meant that the research had a wider participation of male who constituted majority of the respondents. The finding is

supported by Al-Ababneh (2013) who also found that travelers visiting tourist sites are predominantly male.

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

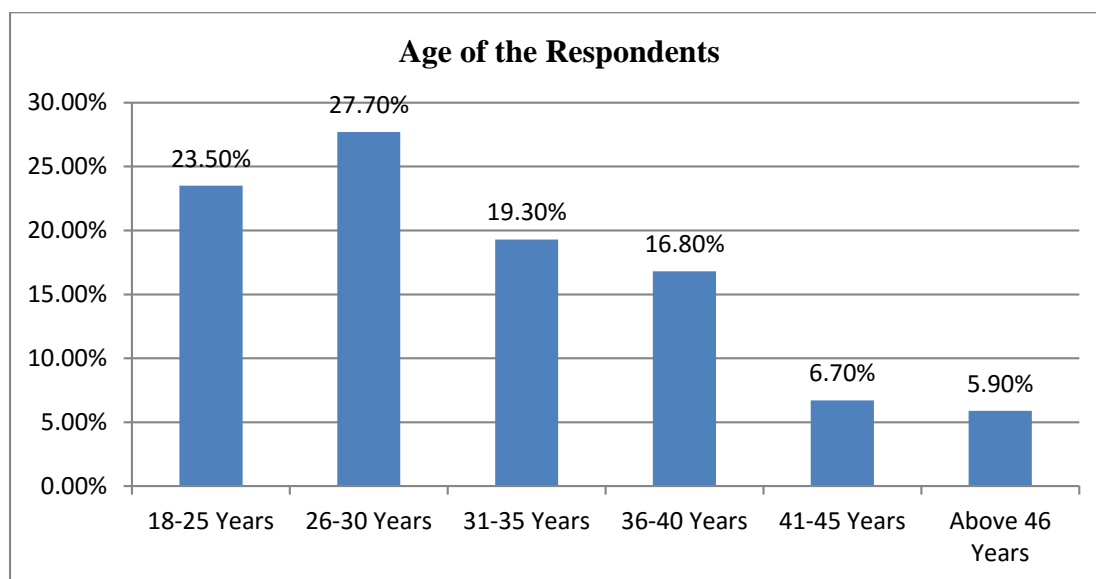


Figure 4.1 : Age of the Respondents

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	26.27
Diploma	34	28.81
Undergraduate degree	44	37.28
Postgraduate degree	9	7.62
Total	118	100.0

Source: Field data, (2020)

Most of the tourists who visited the area had undergraduate degree (37.28%), 28.81% had a diploma, 26.27% had a certificate while 7.62% 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 level of education of the people in this study was very important as it required a critical analysis of the information of tourist guides which requires a high level of education. Higher levels of education are in line with other courses offered in relation to the higher education standards of tourists such as Kruger *et al.*, (2017) and Nheta *et al.*, (2017). Visitors are often regarded as 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.

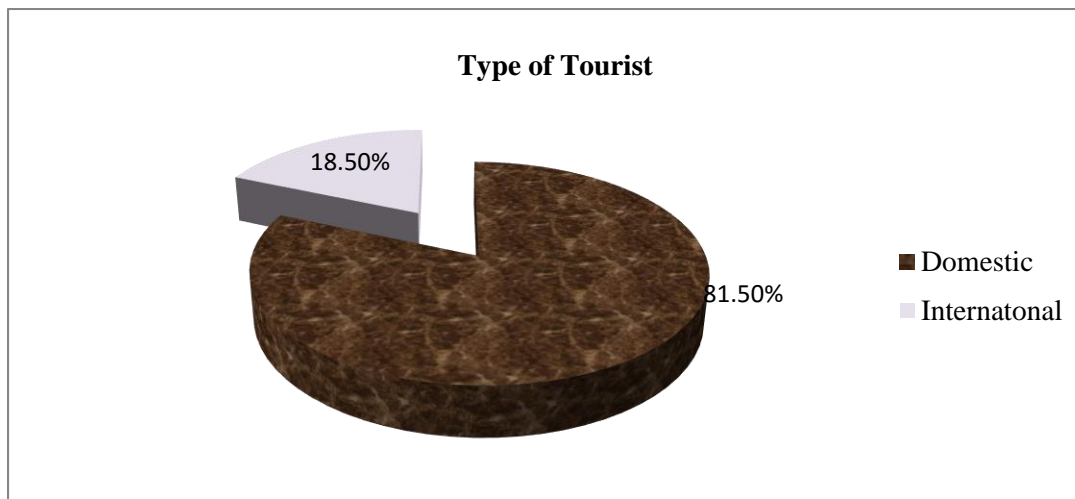


Figure 4.2 : Type of Tourist

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		5	4	3	2	1	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		5	4	3	2	1	MEAN
The tour guide 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 guide 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 guide 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 have 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 have 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 were 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 observed a relationship between tourist satisfaction and tourism guides were more aware of the environment, participation in environmental management programs and participation in activities that expose them to the environment. Shi *et al.*, (2016) pointed out that knowledge of plants, animals and other species is critical in shaping attitudes, concerns and behaviors towards the purpose of revisiting what is right with 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		5	4	3	2	1	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 were 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.

Sundblad *et al.*, (2015) noted that knowledge on the surrounding is a significant facilitator of behavior 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 humor and fun	118	1	5	4.04	.964	
The tour guide is eloquent	118	1	5	4.04	.973	
The tour guides show 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 humor 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	Mini mum	Maxi mum	Mean	% mean	Std. Deviation
The tour guides take 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, using a sample of guidelines (65), Tsai et al. (2016) illustrated the relationship between the productivity of the tourism director and his experience in expanding tourism marketing. Personal qualities, sufficient tourism information, and realistic tourism guide information all have positive effects on tourism marketing and increasing tourism attraction.

Furthermore, Cetinkaya (2015) aimed to emphasize the role of tourism guides in achieving tourist satisfaction in Istanbul, as well as to evaluate the level of impact of

tourism guides in attracting tourists back to their destinations. The results revealed an important relationship between the skills of tourism guides and the satisfaction of visitors with their travels. A study of 530 guides was chosen, and the results revealed an important relationship between the skills of tourism guides and the satisfaction of visitors 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 (2012) tour guides needs to be very caring and trusted which will in turn bring a contented environment to the tourists. In addition, Chiang and Chen (2014) and Nicolaides (2012) have shown that the results of tourism guides as they receive visitors can affect the level of personal communication, and this can affect the information obtained and the happiness at the same time. One of the most valuable assets a tourism company may have is a knowledgeable guide. A countries' and a tourism company's face are the guide. Many foreign tourists consider their tour guides as ambassadors for their home 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. Previous research, such as Tsai et al., (2016) and Cetinkaya and Oter, (2015), have found similar findings (2016). These studies show that tourism guides' abilities are crucial in ensuring tourist satisfaction and motivating them to return to similar locations in the future.

Furthermore, the quality of the tourism guide has a direct effect on tourist satisfaction with administrative services (Nicolaidis, 2011; Huang, Hsu & Chan, 2010).

Huang et al., (2010) found that the Tour Guide's activity has a direct and indirect effect on tourist satisfaction with the guiding service, and that the tour guide should be able to provide tourists with a tourist experience transition, leading to property (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		5	4	3	2	1	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.

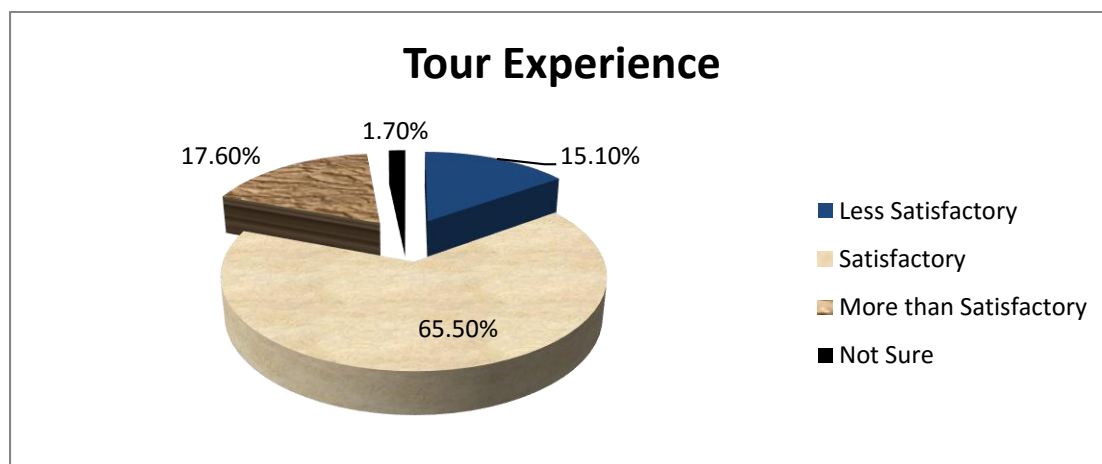


Figure 4.3 : Tour Experience

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

The assumption is that the residual variables are usually distributed. That is, errors in the prediction of the value Y (dependent variable) are still distributed in a way that approaches the normal curve. The P-P plot for the model can be used to evaluate this assumption. The residuals are distributed closer to average the closer the dots are to the diagonal line.

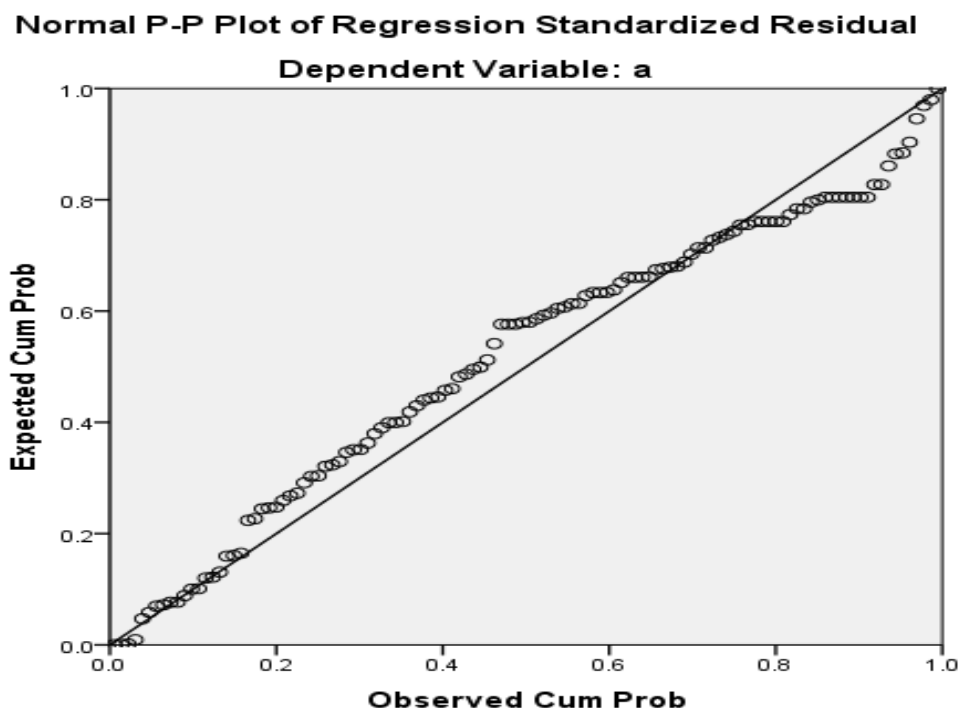


Figure 4.4: Assumption for Normality

The data points touched the line in this situation, meaning that the presumption was not broken. The graph shows that the points follow the normal (diagonal) line with no major deviations. The residuals are usually distributed in this situation. The dependent and independent variables were also found to be normally distributed.

4.2.2 Homoscedasticity

This tests the hypothetical hypothesis, assuming that the variance of the residue (or error number in the model) is the same for each model location. This graph lists the same values the model can estimate, compared to the validated residues found. As the predicted values increase (next to the X-axis), the residual variance should be almost the same. If the graph looks like the correct position, this view may be broken. In this study the scatterplot looks like a series of random dots. Estimated residues have always been in each area of the predicted values so this assumption is not violated.

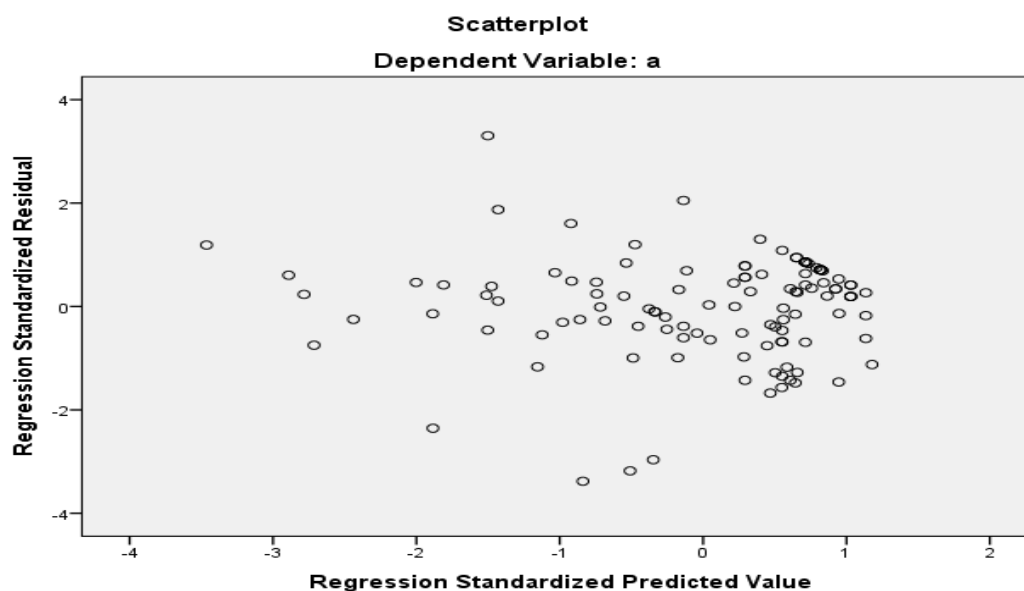


Figure 4.5 Assumption for Homoscedasticity

4.2.3 Multicollinearity

Multicollinearity refers to the merging of a line between variables. Occurs when two or more predictors in a model are combined and provide unwanted details in response. A dynamic variable test, multicollinearity was tested using the variance in inflation (VIF). For assumptions, VIF scores should be less than 10, and tolerance scores should be less than 0.2 (Cohen et al., 2003).

Table 4.12: Assumption for Multicollinearity

Model	Coefficients				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	VIF			Tolerance	
	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 current study conducted multicollinearity tests with the aim of finding high adjustment variables between them. All variables were found to be well-matched.

4.2.4 Residual Values are Independent

The value must be about 2 for this consideration to be fulfilled. Rates below 1 and above 3 are troubling and may result in inaccurate analysis. Since the number is 1.960 in this case, this belief is verified.

Table 4.13 Assumption for Independent Statistical Tests

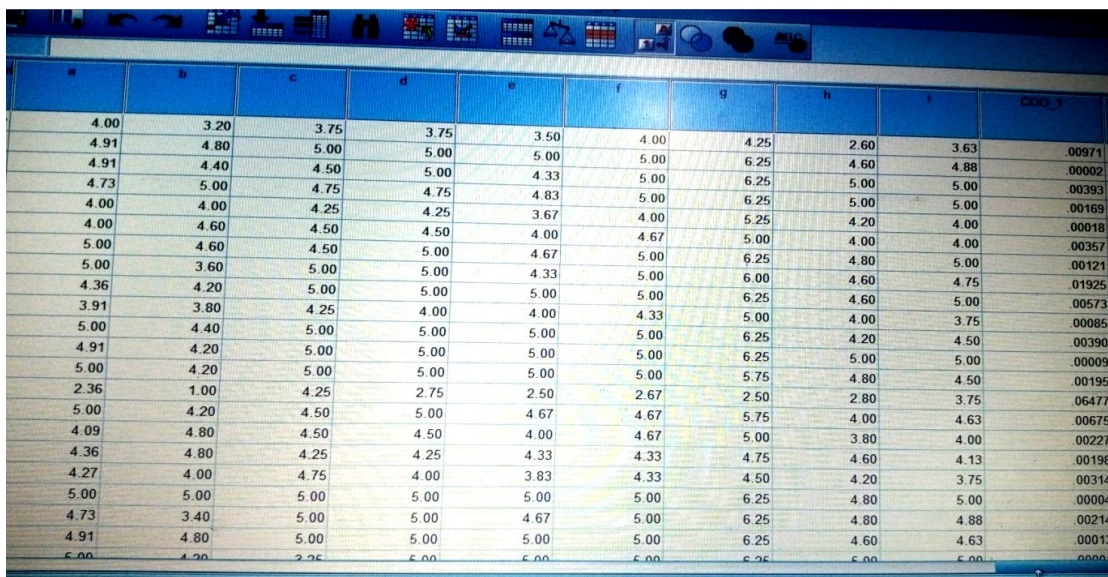
Model	R	Model Summary			Durbin-Watson
		R Square	Adjusted R Square	Std. Error of the Estimate	
1	.818 ^a	.669	.660	.41087	1.960

a. Predictors: (Constant), Knowledge Level, Communicative skills, Attributes

b. Dependent Variable: Tourist satisfaction

4.2.5 There is no influential Cases Biasing the Model

Cook's distance attempts to identify the points which have more influence than other points. Such influential points tends to have a sizable impact of the regression line. In other words, adding or removing such points from the model can completely change the model statistics. In this study SPSS has created a new column in the data file.



a	b	c	d	e	f	g	h	i	COOK_1
4.00	3.20	3.75	3.75	3.50	4.00	4.25	2.60	3.63	.00971
4.91	4.80	5.00	5.00	5.00	5.00	6.25	4.60	4.88	.00002
4.91	4.40	4.50	5.00	4.33	5.00	6.25	5.00	5.00	.00393
4.73	5.00	4.75	4.75	4.83	5.00	6.25	5.00	5.00	.00169
4.00	4.00	4.25	4.25	3.67	4.00	5.25	4.20	4.00	.00018
4.00	4.60	4.50	4.50	4.00	4.67	5.00	4.00	4.00	.00357
5.00	4.60	4.50	5.00	4.67	5.00	6.25	4.80	5.00	.00121
5.00	3.60	5.00	5.00	4.33	5.00	6.00	4.60	4.75	.01925
4.36	4.20	5.00	5.00	5.00	5.00	6.25	4.60	5.00	.00573
3.91	3.80	4.25	4.00	4.00	4.33	5.00	4.00	3.75	.00085
5.00	4.40	5.00	5.00	5.00	5.00	6.25	4.20	4.50	.00390
4.91	4.20	5.00	5.00	5.00	5.00	6.25	5.00	5.00	.00009
5.00	4.20	5.00	5.00	5.00	5.00	5.75	4.80	4.50	.00195
2.36	1.00	4.25	2.75	2.50	2.67	2.50	2.80	3.75	.06477
5.00	4.20	4.50	5.00	4.67	4.67	5.75	4.00	4.63	.00675
4.09	4.80	4.50	4.50	4.00	4.67	5.00	3.80	4.00	.00227
4.36	4.80	4.25	4.25	4.33	4.33	4.75	4.60	4.13	.00198
4.27	4.00	4.75	4.00	3.83	4.33	4.50	4.20	3.75	.00314
5.00	5.00	5.00	5.00	5.00	5.00	6.25	4.80	5.00	.00004
4.73	3.40	5.00	5.00	4.67	5.00	6.25	4.80	4.88	.00214
4.91	4.80	5.00	5.00	5.00	5.00	6.25	4.60	4.63	.00013
5.00	4.20	4.25	5.00	5.00	5.00	5.25	5.00	5.00	.00004

Figure 4.6: Crooks Distance

This contains the Cook's Distance statistic for each participant. Any values over 1 are likely to be significant outliers, which may place undue influence on the model, and should therefore be removed and analysis rerun. In this case, no such instances have occurred. Cook's Distance values were all under 1, suggesting individual cases were not unduly influencing the model.

4.2.6 The relationship between the IVs and the DV is linear

The assumption of Multiple Regression is that the relationship between the IVs and the DV can be characterised by a straight line.

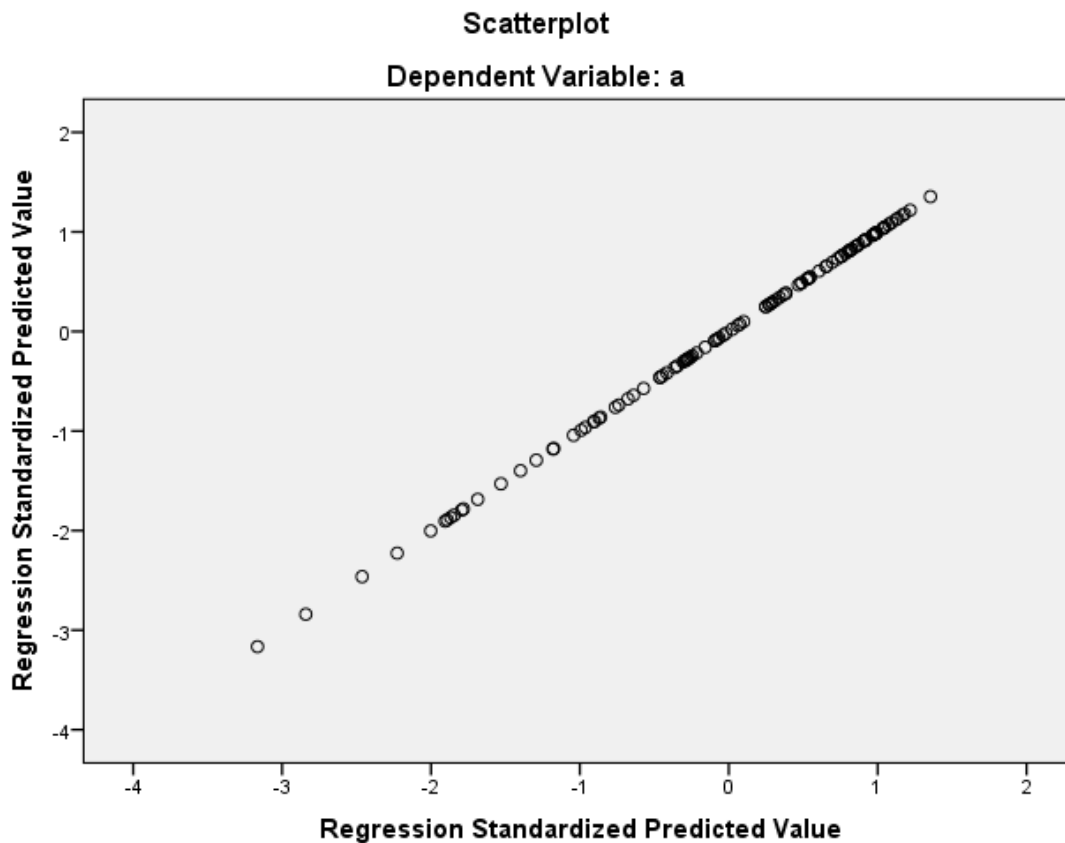


Figure 4.7: The relationship between the IVs and the DV is linear

Scatterplots show that this assumption had been met

4.3 Multiple Regression Model Analysis

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

Table 4.14 Tour guide Competency

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.847 ^a	.717	.714	4.145		
a. Predictors: (Constant), Competency						
ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5043.572	1	5043.572	293.598	.000 ^b
	Residual	1992.708	116	17.179		
	Total	7036.280	117			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Competency						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.655	2.247		3.851	.000
	Competency	.237	.014	.847	17.135	.000
a. Dependent Variable: Satisfaction						

A Pearson's r was computed to examine the relationship between tour guides competency and tourist satisfaction, and a significant positive relationship was found with square=0.717, p-value=0.001. For this sample 71.7% of the variability in satisfaction was accounted for by its relationship to competency.

A multiple linear regression was computed using tour guides competency to predict tourist satisfaction and was significant (1,293.6, P=0.001) this regression equation ($Y=bX+a=Y=0.237X+8.655$) showed tourist satisfaction increased at 0.237 units for each unit that tour guides competency increased and that the standard error of the estimate for predicted tourist satisfaction was 4.15.

Table 4.15: Model Summary (Knowledge level)

Model Summary				
Model	R	R Square	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 4.16: Multiple Regression model goodness of Fit (Knowledge level)

ANOVA^a						
Model		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 4.17: Multiple Regression Coefficients (Knowledge level)

Model		Coefficients			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

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

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

Table 4.17 indicated that holding all the other independent variables constant, a unit increase in language level would lead to 58% 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

H₀₁: 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 communicative skills in interpretation of information and tourist satisfaction.

Table 4.18 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 4.19 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 4.20: Multiple Regression Coefficients (Communicative Skills)

		Coefficients			T	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		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

$$Y=1.427+ 0.012+0.271+0.133+0.201+0.187$$

Y (Tourist satisfaction) = 1.427 + 0.012 (expressiveness) + 0.271 (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: **H₀₂**: There is no significant contribution of the tour guides communicative skills in interpretation of 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 4.21 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 72% of the data could be accounted for in the regression model ($R = 0.851$), while the results showed that $p=0.001$ which is less than 0.05. Therefore, it can predict how the independent variables (attributes) can affect tourist satisfaction. Regression model indicated that it 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 models below.

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

$$Y = 1.439 + 0.681 + 0.161$$

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

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

4.4 Chapter Summary

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

As predicted, knowledge level, communicative 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.

H₀₁: 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 results contradict those of Geva and Goldman (2011), who looked at 15 guided trips from Israel to Europe and the United States and found that the tour guide's experience did not have a large impact on customer satisfaction with travel in many cases. Their results were shocking because it is generally believed that tourism guides are in a position to foresee the needs of others and therefore bear a considerable amount of responsibility for ensuring tourist satisfaction. In contrast to Geva and Goldman's results, Mossberg (2015) discovered that the tourism guides' is specific in directing tourists during the meeting and match the views of visitors with official visitors. Ap and Wong (2001) investigated international tourist satisfaction with the services offered by local tourism guides in Hong Kong and discovered that local guidelines on experience, customer / compassion, and contact are often satisfied by international tourists.

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

Hypothesis testing: H_{02} : 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 information on tourist's satisfaction at Rimoi

National Reserve ($p=0.001<0.05$). The study therefore rejected the null hypothesis. This means that communicative skills of tour guides help 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 guides 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 requires more training in this area. Test statistics were $\chi^2 = 1.07$, $df = 2$, $P = 0.583$.

Mak *et. al.* (2011) identified problems and problems associated with guides who do not have the appropriate communicative 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.

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

H_{03} : 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 tourist's satisfaction in Rimoi National Reserve ($p=0.001<0.05$). The study therefore rejected the null hypothesis. This means

that the tour guides attributes contribute 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) looked into the relationship between tour guide effectiveness and tourist satisfaction in three areas: guiding service satisfaction, tourist service satisfaction, and overall tourism satisfaction.

The research included Chinese and English-speaking tourists on a package trip to Shanghai, and the findings indicate that English-speaking visitors saw the travel guide's usefulness in terms of signals better than Chinese visitors. Furthermore, visitors' satisfaction with travel services is linked to their satisfaction with guiding services, which leads to overall satisfaction with details.

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 humor from the tour guides and great eloquence respectively.

On the skills on attentiveness, the study showed that tour guides take 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 not 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 were 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. 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 minimizing mistakes and build trust hence 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 humor, interactive sessions, well-structured commentary, helpful guides, organized and of more confidence as they enjoy their rides in the reserve.

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

The study recommends that tour guides' competencies be strengthened in order to ensure tourist satisfaction and, as a result, repeat visits, in order to boost Rimoi National Reserve as a competitive tourism destination in Kenya. The report made the following recommendations based on its findings:

- i. The relevant ministry of tourism and relevant authorities need to develop policies that will enable registration and engagement of tour guides in the country. Furthermore, tour guiding legislations need to be formulated under the hospitality and tourism act.

- ii. Recommendation for operation and practice to the where 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 and had inadequate knowledge on plant and animal species which was the main tourist attraction item in the reserve. It was found that tour guides were above average in problem solving skills.
- iii. 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. 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 destinations and employers 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. The study further recommends that future studies to be conducted in various tourist sites across the country to ascertain the nature of the findings. Furthermore, more respondents need to be included for example; tour guides, tourism management and local communities.

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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	5	4	3	2	1
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	5	4	3	2	1
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	5	4	3	2	1
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	5	4	3	2	1
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	5	4	3	2	1
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	5	4	3	2	1
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	5	4	3	2	1
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	5	4	3	2	1
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 extend 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	5	4	3	2	1
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 tour guides 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 [] Not sure []

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 CHEBOI

COUNTY CHIEF WARDEN
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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Appendix V: Plagiarism Report

CONTRIBUTION OF TOUR GUIDES' COMPETENCE IN INTERPRETATION OF INFORMATION ON TOURISTS' SATISFACTION AT RIMONATIONAL RESERVE, KENYA			
ORIGINALITY REPORT			
17%	16%	5%	10%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	Submitted to Mount Kenya University Student Paper		2%
2	Submitted to Kisii University Student Paper		2%
3	erepository.uonbi.ac.ke Internet Source		1%
4	pdfs.semanticscholar.org Internet Source		1%
5	Submitted to Kenyatta University Student Paper		1%
6	41.89.160.13:8080 Internet Source		1%
7	scholar.mzumbe.ac.tz Internet Source		<1%
8	hdl.handle.net Internet Source		<1%