DETERMINANTS OF TOURISTS' SATISFACTION WITH HOTEL SERVICE

DELIVERY: A STUDY OF A THREE STAR HOTEL IN KUMASI-GHANA

By

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DECLARATION

I hereby declare that this submission is my own work towards the M.A Degree in Sociology and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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DEDICATION

To my wife, Rebecca Nyarko and children, Eugene and Modesta for their unflinching

support and encouragement over the years.

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ABSTRACT

In today's highly competitive hospitality industry, improving service quality is key to boosting the tourism industry. Tourists' satisfaction with Hotel Service Delivery is recognized as one of the criteria tourists used to measure the quality of hotel services. The expression of satisfaction with hotel service delivery results in behavioural responses such as recommending and saying positive things about and revisiting hotels. Despite the large body of literature available on satisfaction research in general, only a few academic studies have focused directly on customer satisfaction amongst tourists. Of these, an even more limited number have been undertaken in Ghana. The study on this premise seeks to assess the effect tourists' characteristics have on their satisfaction with hotel service delivery. The expectancy-disconfirmation theory provided a theoretical framework for this study. This cross-sectional survey was conducted at a three star hotel in Kumasi and amongst 100 tourists who were systematically sampled for the study. Appropriate statistical analyses such as frequencies and chi-square were utilized. Results of the study revealed that a high percentage of tourists had high expectations with hotel services. Analysis of tourists' satisfaction with the hotel services provided revealed that a high percentage of tourists were satisfied with the services delivered. The bivariate analysis using chi-square test of independence revealed a significant relationship between the tourists characteristics: gender, age, marital status, religion, country of origin and number of visits to Ghana, and tourists' expectation with hotel service quality ($p = 0.000$ in all the relational measures). The test of relationship between tourists' characteristics and satisfaction with overall service delivered also revealed that tourists' gender, age, marital status, education, religion, country of origin and number of visit to Ghana all significantly relate to satisfaction with service delivery. The relationship between tourists' characteristics and the various measures of service delivery (safety and security, courtesy of staff and physical facilities) revealed in addition that tourists' gender, age, marital status, country of origin and number of visits to Ghana are significantly related to safety and security. These characteristics were also found to be significantly related to staff courtesy and physical facilities of the hotel. Based upon the results the study recommends that hotel managers pay particular attention to tourists' characteristics when it comes to maximizing the satisfaction of their clients.

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LIST OF ABBREVIATIONS

CVs	-	Control Variables
DV	-	Dependent Variables
GDP	-	Gross Domestic Product
IVs	-	Independent Variables
WOM	-	Word of Mouth
WTO	-	World Tourism Organisation

CHAPTER ONE

INTRODUCTION

1.1 Background of the study.

Tourism has become one of the major international industry as it is the world's largest rapid growing and profitable industry. Travel and tourism continues to be a leading employer as it employs around 235 million people (Tuhin & Majumder, 2011). This accounts for more than 8% of global employment. Travel and tourism is also noted to contribute to over 9% of global GDP (Olorunniwo, Hsu & Udo, 2006). The substantial economic benefits of the tourism industry include generating foreign exchange, income, employment and development (Tuhin & Mejumder, 2011). In Africa, the major destination countries include; Kenya, Zimbabwe, South Africa, Mauritius and Ghana (Ghana Tourist Authority, 2010). The World Tourism Organization (WTO) estimates that Africa will be one of the destination for cultural and eco-tourism in the next decade.

In West Africa, Ghana leads its neighbours as the number one tourists' destination. Tourism is the third largest foreign exchange earner after cocoa and gold in Ghana (Ghana Tourist Authority, 2010). Tourism in Ghana has become a major socio-economic activity and one of the most important and fastest growing sectors of the Ghanaian economy. International tourists' arrivals and receipts have been increasing substantially since 1982. In 2004, the sector attracted more than 500,000 tourists into the country with the corresponding tourists' receipts of 640 million US dollars (Ghana Tourist Authority, 2010). The growth of tourism in Ghana can be attributed to the stable political climate, as well as social, economic and technological changes that

have taken place in the country. It is also due to the hosting of important events like Pan African Festivals (PANAFEST), Emancipation Days Celebrations, National Festival of Arts and Culture (NAFAC), among others (Ghana Tourist Authority, 2010).

The hotel industry is one of the most crucial department of the tourism industry. Globally, there is an increasing demand for quality hotel services (Haya, 2001). Hotel customers are becoming much more discerning about high standards for excellent services making the delivery of quality service one of the significant challenges facing the hotel industry (Tisdell, 1999). Customer satisfaction thus remains one of the key ingredients for the survival and success of the hotel industry (Reichheld & Sasser, 1990).

In recent years, customers have become increasingly more sensitive to hotel service quality (Lee & Hing, 1995). There is evidence that when customers experience hotel services that are positive, they develop good impressions about the hotel (Zeithaml & Bitner, 2003). On the other hand, when service quality assessments are negative, customers develop impressions which are unfavourable (Kouthouris & Alexandris, 2005). Therefore service quality is becoming critical in the provision of hotel services (Chowdhry, Iqbal & Miah, 2010). Delivering quality services is a pre-requisite for the success and survival of any organization or institution in today's competitive business environment (Gilbert & Wong, 2003). The hotel is a typical service industry offering individual service for tourists (Tsaur, Chang & Wu, 2004). Like any other service industry customer satisfaction and loyalty are secured through the delivery of good quality services (Faullant & Matzler, 2008). This study seeks to determine the

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quality of hotel services provided by assessing customers' level of satisfaction with these services and also exploring the factors that influence tourists' satisfaction with hotel service delivery in a Three Star Hotel in Kumasi.

1.2 Statement of the Problem

It is argued that hotels offer uniform or similar services to customers. For example a hotel may have fixed security facilities for all its guests. However tourists are likely to have differences in the levels of satisfaction with these services. While a given tourists may be satisfied with the same hotel service the other may not be satisfied. This is because each tourist has a unique sense of judgment about the hotel service experienced (Forozia, Zadeh & Gilani, 2013).

Although (Zeithaml & Bitner, 2003) have conducted a very significant research on tourists' satisfaction based on the difference in tourists expectation and tourists perception as well, they studied only the gap analysis. Another research conducted by (Lukenova, 2010) on the evaluation of hotel service performance process also failed to address the reason why tourists have different evaluation of the level of satisfaction with hotels service delivery.

It is in this light that the study is intended to fill the gap in the literature by ascertaining why tourists have differences in their level of satisfaction. The study also seeks to determine the relationship between tourists' characteristics and expectation of service quality.

1.3 Research Objectives.

The main objective of the study was to investigate the determinants of tourists' satisfaction with hotel services.

The specific objectives were to:

1. Evaluate the expectations of tourists regarding the quality of hotel services.

2. Determine the relationship between tourists' characteristics and expectation of hotel service delivery.

3. Establish tourists' satisfaction with hotel services.

4. Establish the relationship between tourists' characteristics and satisfaction with the various services delivered.

1.4 Research Questions.

The study was guided by the following questions:

2. Which factors determine tourists' satisfaction with hotel service delivery?

3. What are tourists' expectations of the quality of hotel services?

4. Is there a relationship between tourists' characteristics and expectation of service delivery?

5. What is the level of tourists' satisfaction with hotel services?

6. Is there a significant relationship between tourists' characteristics and satisfaction with the various hotel services delivered?

1.5 Research Hypotheses.

The following hypotheses were advanced by the study.

1. Women are significantly more likely to be satisfied with hotel services than men.

2. Compared to older tourists, younger tourists are significantly more likely to be dissatisfied with hotel services.

3. Tourists from developed countries are more likely to be unsatisfied with hotel service delivery than those from developing countries.

1.6 Significance of the study.

The hotel industry plays an important role to the tourism industry. Besides the study will ultimately unveil the reasons for tourists' differentials in satisfaction with hotel services.

The findings of the study would be of immense benefits to hotel owners and managers. This research will increase knowledge and add to the literatures on hotel satisfaction. The study will therefore provide a baseline data upon which further studies may be carried out. The findings of the study will again be published as academic information. The findings of this study would provide vital information that will be useful to policy makers, specifically to those in the hotel industry which is directly responsible for the provision of accommodation and catering services and ultimately attracting tourists to the country. Finally the study would enhance the knowledge base of the Ghana Tourist Authority about how to regulate activities of the hotel industry particularly in Ghana concerning service quality and delivery.

1.7 Scope of the Study.

The scope of this study broadly covers the concepts of customer expectation and satisfaction with hotel services. Specifically, it concentrates on the determinants of tourists' satisfaction with hotel service delivery. Tourists' expectation and satisfaction

are measured based on three service quality dimensions which are; safety and security, courtesy of staff and physical facilities.

1.8 Theoretical Framework of Study.

Several researchers have studied customer satisfaction and provided theories about tourists' satisfaction. For example, (Parasuraman, Zeithaml, & Berry, 1988) expectation-perception gap model, congruity model (Fox & Storms, 1981), and the performance-only model (Pizam & Ellis, 1999) have been used to measure tourists' satisfaction with specific tourism destinations. This research draws its theoretical underpinning from (McKinney, Yoon & Zahedi, 2002) expectancy–disconfirmation theory which is one of the most commonly adopted approaches used to examine the satisfaction of consumers. Expectancy-disconfirmation theory currently dominates the study of consumer satisfaction and provides a fundamental framework for this study.

Postulated by McKinney et al., (2002) the expectancy-disconfirmation theory consists of two sub-processes having independent effects on customer satisfaction: the formation of expectations and the disconfirmation of those expectations through performance comparisons. Expectancy-disconfirmation theory holds that consumers first form expectations of products' or services' (destination attributes and hotels in this study) performance prior to purchase or use. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. The consumer then compares the perceived performance to prior expectations.

Consumer satisfaction is seen as the outcome of this comparison (McKinney et al., 2002). Moreover, a consumer's expectations are: (a) confirmed when the product or service performance matches prior expectations, (b) negatively disconfirmed when product or service performance fails to match expectations, and (c) positively disconfirmed when perceived product or service performance exceeds expectations. Dissatisfaction comes about when a consumer's expectations are negatively disconfirmed; that is the product performance is less than expected (McKinney et al., 2002).

1.9 Definition of Terms.

Tourists: refers to people from other countries who travel to Ghana for pleasure visiting a number of places for their object of interest, scenery, recreation and many other purposes.

Hotel Service Delivery: refers to the various services offered by a hotel to customers or clients.

Customer Expectation: means customer's opinion formed about services he or she is yet to enjoy and these can be influenced by past experience, personal needs, word of mouth and external communication about a hotel service.

Customer Satisfaction: means customers' feeling of pleasure/displeasure or the reaction of the customers in relation to the performance of the hotel service provided. Customer satisfaction is measured on three dimensions: safety and security, courtesy of staff and physical facilities are used.

1.10 The Organisation of the Study.

The study is divided into five chapters, chapter one which is the introduction, presents the background information of the research topic, the statement of the problem, and the theoretical frame work of the study. The rest are research objectives, research question, research hypothesis, significant of the study, scope of the study operational definition of terms and organisation of the study.

The chapter two is dedicated to the review of literature in the field. It discusses the services offered by a hotel, tourists' characteristics, tourists' expectation, Service factors of tourists' satisfaction, tourists' satisfaction and the conceptual framework of the study. Chapter three discusses the methodology used in gathering data for the study. Chapter four is on the analysis and discussion of the findings of the study. Finally, chapter five includes summary, conclusions and recommendations.
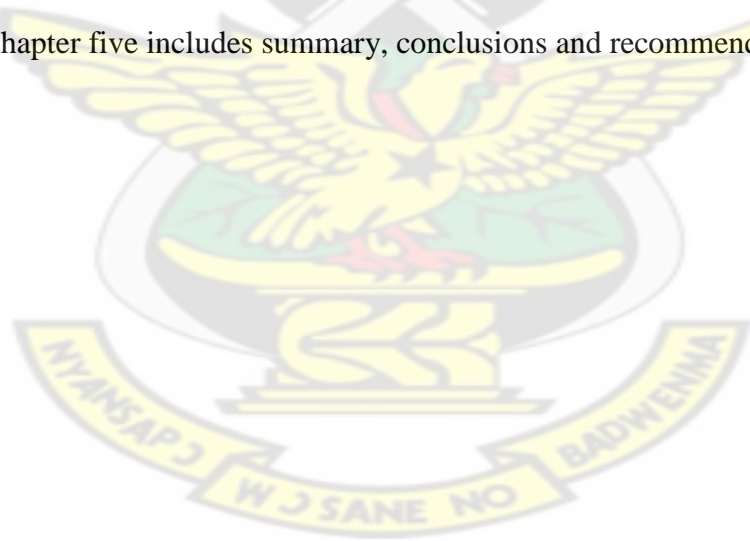
CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction.

This study focuses on establishing the factors that influence tourists' satisfaction with hotel service. This chapter deals with a thematic review of literature on the following: Services offered by Hotels, Tourists' Characteristics, Tourists' Expectation, Service Factors of Tourists' Satisfaction, and Tourists' Satisfaction with hotel services. The conceptual framework of the study is also presented.

2.1 Services Offered by Hotels.

Hotel service delivery is a process which includes access, check-in, diagnosis, check-out, and follow-up. The length and the nature of the interaction of each stage can vary considerably.

2.1.1 Access to the Hotel.

Before a tourist and hotel service provider can conduct business, the tourist must have access to the hotel. This is the first stage of the service encounter. If access is difficult then the tourist may decide not to proceed but will take his business elsewhere. The access stage encompasses any means the tourist uses to make initial contact with a hotel service. This includes making personal visit to the hotel, a telephone call, sending a fax, and using e-mail or letter of inquiry. If the hotel service is not open when tourists want to visit or call, if all the staff are too busy to greet them or reply is not received in time then the difficulties encountered in accessing a hotel service to

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meet accommodation needs become a problem. This may result in the tourists going to another hotel facility that has easier access (Ryan & Cliff, 1997)

A number of factors have been cited to influence the accessibility of a hotel to clients. These factors include; the opening hours of the hotel service, physical location of the hotel and the availability of car-parking spaces and telecommunication systems. Once the tourist has gained access to a hotel service the next stage, which is the check-in begins (Ryan & Cliff, 1996)

2.1.2 The Check–in Stage.

The check-in stage involves tourists identifying themselves to the hotel staff, generally by giving their names, and commencing an interaction between the tourist and the hotel staff establishes the nature of service they require. For example, the tourists might tell the receptionist that they would like to make a booking. During this period it is important for the hotel staff to make prompt personal contact with the customer, make them feel welcomed and advice them of what action will be initiated to meet their requirement. For first time customers it is important that an attractive physical appearance and environment of a hotel will reassure the customer (Ryan & Cliff, 1996). This will induce tourists that they have made a good decision to use a particular hotel service. For the established customers, greeting them by their names can help to enforce the impression that they are valued clients. During this stage hotel staff must be skilled in forming good interpersonal relations, be able to establish the purpose of the encounter and be knowledgeable as to how the hotel service can best meet the customer's needs (Ryan & Cliff, 1996).

In terms of internet usage, the design of the web page and ease of search facilities become determinants of access. The next stage in the hotel service encounter is the diagnosis stage (ibid).

2.1.3 The Diagnosis Stage.

During diagnosis stage, the hotel staff meets or communicates with the tourist by phone or e-mail to establish his/her requirements. The diagnosis stage usually takes more time in the initial planning phase of a new hotel service experience as it involves the prospective client's clarifications on hotel service needs and expectations of hotel service quality. It is the responsibility of the hotel staff to identify clearly those needs so that appropriate arrangement can be made.

The better the hotel staff gets to understand tourists' needs, the better they are able to meet that requirement and make suggestions. Good communication skills are critical to this stage. If the hotel staff is not a good listener, it is unlikely that they will fully understand the tourist's demand. Once the tourists' requirements have been identified, the process of service delivery can commence with the hotel (Ryan & Cliff, 1996).

2.1.4 The Check-out Stage.

The disengagement or check-out stage closes the service encounter. During this stage the hotel service provider can check to know what is to happen next. Any previous misunderstanding can be identified and corrected while personal contact is still maintained. As much as the first impressions are important so are last impressions (Ryan & Cliff, 1997). It is this stage that leaves the tourist with his/her final view of

the service encounter. For tourists, this stage takes place usually after they have experienced the hotel service (Ryan & Cliff, 1997).

2.1.5 Follow–up.

The follow-up stage is usually initiated by the hotel service provider. It can be a 'welcome home letter,' which may include a request for feedback of the service provided or a more formal questionnaire. It could be a telephone call or e-mail to the tourist seeking some feedback or even a follow up appointment. This stage identifies any unsatisfied tourist and their reasons for being dissatisfied. For instance, if the cause of the dissatisfaction is something that is likely to reoccur, then action is taken to prevent it happening again. The six stages described here are progressive. It is the cumulative effect that will ultimately determine the tourist's overall evaluation of the service quality provided by a hotel. All the stages should create a positive impression of tourist. If mistakes occur or problems arise they should be dealt with prompt during the period in which they occur. It is usually harder and more expensive to rectify problems later than to prevent them. The emphasis usually on delivering the hotel service required by the tourist to meet his/her needs adequately the first time (Ryan & Cliff, 1997).

2.2 Tourist Characteristics.

The characteristics of tourist are important factors when one considers tourists' satisfaction with tourist destinations and especially with hotel patronage. Socio-demographic indicators are mostly used in hotel research to profile tourist by age, gender, income, marital status, occupations, education or ethnic background. These

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indicators are easy to identify and to use in marketing decisions (LeBlanc & Nguyen, 1996).

To determine if tourists' demographic characteristics influenced responses on the importance of attributes and satisfaction levels, (Master & Prideaux, 2000) analysed the variance by age, gender, occupation and previous overseas travel of Taiwanese tourists. Master and Prideaux study showed that demographic characteristics of tourists are factors to be considered when one wants to determine factors that influence tourists' satisfaction.

In his tourists' research in 1999, Lee also examined the demographic variables of Chinese tourists. In particular, he investigated individuals' trip characteristics (trip group types) and past experience with a destination. Past experience was measured by asking tourists to indicate the number of trips they have taken to the chosen destination. His study analyzed the relationship between past experience and place attachment. Result of Lee's study revealed that past experience of tourists varied according to individuals' trip characteristics.

This study provides tourists' demographic characteristics in order to explain the differences in tourists' satisfaction with hotel service delivery. Tourists' demographic characteristics in the study included gender, age, educational attainment, marital status, religious orientation and country of origin of tourists. Based on the hypothesis advanced by the study, three of the demographic characteristics of tourists, which are, gender, age and country of origin of tourists were used for further statistical analysis

to determine the relationship between these variables and tourists' satisfaction with hotel service delivery.

2.3 Tourists' Expectation of Service Delivery.

Tourists' expectation is what the tourists expect to receive from the services provided by a hotel. The influences of customer expectation are pre-consumption beliefs (Zeithaml, Parasuraman & Berry, 1990).Tourists' expectation of hotel service delivery according to Parasuraman et al., (1988) is often unclear to providers. This is particularly due to the intangible nature of the services and the inherent variability in human interaction

Clewer et al., (1992) noted that certain tourists have higher expectation of service quality than others. Davidow & Uttal, (1989) proposed that tourists' expectation is formed by many factors which include previous experience with other hotels, tourist psychological condition at the time of service delivery, customer background, and the images of the hotel. Zeithaml et al., (1990) in addition stated that customer service expectation is built on complex consideration, including their beliefs and personal opinions about the services expected to experience. Expectation may also be influenced by previous service experiences, learning from internet, advertisement and word-of-mouth communication. However expectation can be seen as a pre-consumption attitude before the first patronage which may involve experience with hotel service.

Zeithaml & Bitner, (2003) opines that tourists' expectations are the opinions about services yet to be experienced. In addition to the anticipations of tourists factors such as the rate of the hotel may have an impact on tourists' expectation. Star ranking

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might be measured as a shape of clear service pledge and according to Zeithaml & Bitner, (2003) explicit service pledges are variables that impact service anticipations. Tourists mostly presume that a hotel with greater ranking may deliver better services than the hotel, which has less star ranking.

2.4 Service Factors of Tourists' Satisfaction.

Based on the critical role tourists' satisfaction play in the hospitality industry, it is not surprising that a number of studies have been devoted to investigate the determinants of tourist satisfaction. Satisfaction can be influenced by the subjective judgement of the tourists, for example customer needs, emotions and objectives factors for instance service feature (Olorunniwo et al., 2006).

Atkinson, (19880) found that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson, (1998) revealed that room cleanliness and comfort, convenience and location, prompt service, safety and security, and friendliness of staff are important to tourists.

Barsky & Lagash in their 1992 study stated that staff attitude, location and rooms are likely to influence tourists' satisfaction. Akan, (1992) also indicated that the determinants of tourists' satisfaction are the behaviour of staff, cleanliness, and timeliness. Tourist loyalty is determined by the degree of commitment based on tourist preferences and degree of satisfaction.

According to Bowen & Chen, (2001) reliability, empathy, competence of staff, accessibility and tangibles are key factors that influence satisfaction. Chio & Chu,

(2001) are of the view that the three top hotel factors that determine tourists' satisfaction are the quality of staff, room qualities and value.

Juwacheer & Ross, (2003) also realized that factors such as security, cleanliness and courtesy of staff might be controlled by tourist/customer satisfaction. Comfort and cleanliness of rooms, location, accessibility, suitable service delivery, security as well as the behaviours of staffs are some vital elements of tourist/customer satisfaction.

Numerous researches have been carried out in the tourism and hospitality industry, with most of these studies emanating from the developed countries (e.g., United States, United Kingdom, China and Malaysia). Few empirical studies have been conducted to establish the determinants of tourists' satisfaction in developing country such as Ghana (Barsky & Lashley, 1992). This study fills the gap in the literature by examining the extent to which service factor variables such as safety and security, courtesy of staff and physical facilities influence and predict tourists' satisfaction with hotel services.

2.5 Tourists' Satisfaction with Hotel Services.

Customers' satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectation of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Oliver, 1980). Tam, (2004) defined that satisfaction is a person's feelings of pleasure or disappointment by comparing a product's perceived performance (outcome) in relation to his or her expectation. Customer's satisfaction is also defined as a result of customer's subjective evaluation or judgement of the consumption experience with a hotel service (Pizam & Ellis, 1999). Fox and Storm, (1981) advocated that tourists' orientation differed and provider's condition of service differed, that if orientations

and conditions were congruent then tourists were satisfied if not then they were dissatisfied. Linder-Pelz, (1982) postulated that satisfaction was mediated by personal beliefs and values about hotel services as well as prior expectation about hotel services. Linder-Pelz (1983: pp 82) identified the important relationship between expectation and variance in satisfaction rating and offered an operational definition for tourist satisfaction as "positive evaluation of customer distinct dimensions of hotel services" pp. 82. Ware, Snyder, Wright & Davies, (1983) propounded that tourist satisfaction was a function of tourist subjective responses to experienced service mediated by their personal preferences and expectations. Donabedian, (1980) argued that the expression of satisfaction or dissatisfaction is the tourists' judgment on the quality of service in all aspects but particularly in relation to the interpersonal component of hotel services.

Several researchers have studied customer satisfaction and provided theories about hotel service delivery. Disconfirmation is defined as consumers' subjective judgement resulting from comparing their expectation and their perceptions of performance received (McKinney et al., 2002).The expectancy-disconfirmation theory has however received the widest acceptance among these theories because it is broadly applicable. For example, Oliver's (1980) expectancy-disconfirmation model was improved to determine the predictive power of travelers' satisfaction. Churchill & Supprenant, (1992) introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation models, they employed a regression model with a single "expectation-met" measure as the

dependent variable, and 21 difference-score measures as the independent variables. The authors showed eight distinguishable dimensions of tourist satisfaction.

Zeithaml & Bitner, (2003) also introduced the expectancy-disconfirmation models into research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute-specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. The study found that customer satisfaction correlates with customers' willingness to return after they experienced the service.

Customer satisfaction practices can help hospitality managers to identify the crucial elements affecting customers' purchase experience and post-purchase behaviour such as subsequent purchase and favourable word of mouth (WOM) publicity (Choi & Chu, 2001). A satisfied guest promotes positive WOM at no cost for the hotel and with effect credibility that are superior to those of conventional advertising (Bolten & Drew, 1991). Tourists' satisfaction research reveals the starting point to build tourists loyalty and a long-term relationship. The consolidation of relations with guests leads to repeated patronage. On the other hand, an unsatisfied tourist may represent a danger for the hotel (Choi & Chu, 2001).

According to some authors, for example, Choi & Chu, (2001), service quality and customer satisfaction are distinct concepts, although they are closely related. Satisfaction represents an antecedent of service quality (Bolton & Drew, 1991). In this sense, satisfaction experience may affect customer attitude and his or her assessment

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of perceived service quality. Thus, satisfaction with a specific transaction may result in positive assessment of service quality. Other authors argue that service quality is antecedent of customer satisfaction (Zeithaml & Bitner, 2003). This group of authors suggests that service quality is a cognitive evaluation, which may lead to satisfaction. Hence, customer satisfaction is the result of service quality (Strasser, Aharony & Greenberger, 1993)

However the customers have different levels of satisfaction with similar or uniform hotel services as they have different attitudes and perceived performance from the service. This study was basically to find out why people have differences in the level of satisfaction with hotel services. In addition it was to find out if the differentials in the level of satisfaction may be as a result of differences in gender, age, country of origin, frequency of travel, expectation of service delivery and tourist satisfaction with hotel services. To sum up, the relationship between services quality and tourist satisfaction is complex. Some authors have described it as Siamese twins (Hall, Swain & Kinnaird, 2003). Although there still remain a lot of unresolved questions, it can be concluded that service satisfaction and service quality are two concepts worth researching into. This study is based on measuring both tourists' satisfaction and quality of service (Hall et al., 2003)

2.6 Conceptual Framework of the Study.

The conceptual framework which depicts the relationship between the independent and dependent variables is presented.

Figure 1: Conceptual Framework of Determinants of Tourists' Satisfaction.

Service Factors   Tourists' Characteristics

- **Safety and Security**
- **Courtesy of Staff**
- **Physical**

- Gender
- Marital status
- Age
- Country of Origin
- Occupation
- Number of Visits to Ghana

Tourists' Satisfaction
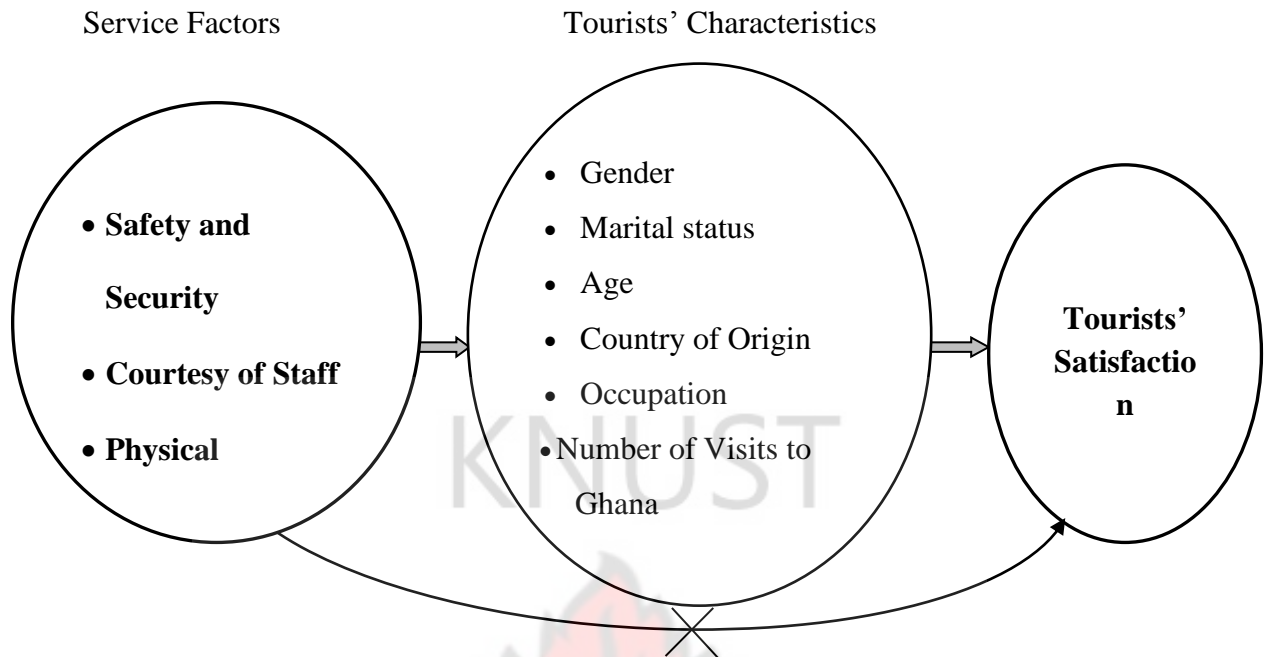
Source: *Authors own construct (2013).*

Figure 1, shows the relationship between the independent variables and dependent variable of the study. The figure depicts tourists' satisfaction, which was measured by satisfaction with the three basic services provided by hotels, as being influenced by five tourists' characteristics. Most studies on satisfaction with quality of hotel services have concentrated on assessing hotel customer' satisfaction with specific and uniform services provided (circle on the left of figure 1 and labelled 'service factors'). This study argues that differential level of satisfaction of hotel customers regarding the quite uniform services provided is mediated by the characteristics of the tourists. The cross at the bottom of the arrow linking service factors to tourists' satisfaction in Figure 1 is to indicate that this current study does not intend to investigate hotel customer' satisfaction employing the services provided (a phenomena that has been overstudied) but to do so using tourists characteristics.

In sum, this chapter reviewed the literature on services offered by a hotel, tourists' characteristics, tourists' expectation of service delivery, determinants of tourist satisfaction and tourist satisfaction with hotel services. The variables in the model will be discussed in Chapter Three along with other pertinent methodological issues.

CHAPTER THREE

RESEARCH METHODS

3.0 Introduction.

This chapter is dedicated to describing the methodology used to achieve the research objectives of this study. It discusses issues such as the study area, the selection of the sample, the collection of data, construction of research instrument, variables and their measurement, independent and dependent variables. The rest are pretesting of the survey instrument, reliability and validity, data analysis procedures and ethical issues. The study attempted to investigate the determinants of tourists' satisfaction with hotel service delivery.

3.1 Study Area

Kumasi is Ghana's second largest city and the capital of the Ashanti region. It is an important commercial centre. Its central location, climate and safety, coupled with Ghana's increasing access to foreign markets, make Kumasi attractive to tourists and investors in a number of areas. Overall, Kumasi and the Ashanti region is noted as the home of Ghanaian culture holds the key to tourism development in the country. Alongside the political advancement has come significant economic growth with a shift away from traditional agriculture towards the industrial and services sectors. Hitherto, the vast majority of the investment in the hotel sector had been concentrated in the Greater Accra region with its benefits of proximity to the main sea ports and key government offices.

Nonetheless, there is increasing recognition in both political and business circles that investment needs to be encouraged outside of the Greater Accra region. As such Kumasi, through its location, infrastructure and local resources, is strongly positioning itself to benefit from this new emphasis due to its central location which formed an important transport and commercial hub for both domestic and international traffic. Current statistics from the Ashanti Regional Office of the Ghana Tourist Authority (GTA) indicates that the number of hotels in the region has increased from 1345 in 2005 to 1427 in 2006, 1432 in 2007 and 1595 in 2008.

Out of this, the number of hotel rooms increased from 18,752 in 2005 to 22,835 in 2006 but reduced to 20.788 in 2007 and increased to 24,410 in 2008. The drop in the number of rooms in 2007 was attributed to renovation works which was undertaken by many of the hotels ahead of the hosting of the 2008 Cup of African Nations (CAN 2008). The number of hotel beds also increased from 23,924 in 2005 to 27,839 in 2006 and reduced to 26,063 in 2007 but increased to 29,645 in 2008.

The statistics showed that the sector offered employment both direct and indirect to a total of 172,823 in 2005, 183,192 in 2006, 206,091 in 2007 and 234,679 in 2008. Receipts in the sector amounted to US$836.1million in 2005, US$986.8million in 2006, US$1172million in 2007 and US$1403.1million in 2008 (Ghana Tourist Authority 2010).

According to the statistics the arrivals were 428,533 in 2005, 497,129 in 2006, 586,612 in 2007 and 698,069 in 2008. The Kumasi Metropolis was selected as the

study area because it will help achieve the objectives of the study and because of its proximity to the researcher (Ghana Tourist Authority 2010).

Table 1: Information about the number of Hotels, Tourists arrival, rooms and beds in Hotels in Kumasi

Year	No. of Hotels in Kumasi	Tourists Arrivals	No. of Rooms	No. of Beds
2005	1345	428,533	18,752	23,924
2006	1427	497,129	22,835	27,839
2007	1432	586,612	20,788	26,063
2008	1595	698,069	24,410	29,645

Source: Ghana Tourist Authority, 2010

Table 2: Employment and Receipts in the Tourist Sector.

Year	Number of persons	Receipts
2005	172,823	U.S $ 836.1 million
2006	183,192	U.S $ 986.8 million
2007	206,091	U.S $ 1172 million
2008	234,679	U.S $ 1403.1 million

Source: Ghana Tourist Authority, 2010

Table 1 shows information about the number of hotels, tourists arrival, rooms and beds in Hotels in Kumasi. Table 2 also shows the number of persons employed with the number of receipts in the tourist sector.

3.2 Study Design.

The approach of this study was a cross – sectional survey. In the view of (Kumekpor 2002), it is a method of collecting facts by putting question to people. Quantitative methods were used because it is numeric and makes summarizing of data easier as compared to qualitative method. This was to identify the determinants of tourists' satisfaction with hotel service delivery in the Kumasi metropolis as a way of filling the gap in the extant literature thereby adding onto the knowledge base of the research on hotel service management and the hospitality industry as a whole. This study design utilized the social survey approach that used self-administered questionnaire on a probability sample to collect quantitative data which was analysed using parametric models to determine relationships and patterns of association among variables as well as establish factors that determine tourists' satisfaction with hotel service delivery.

3.3 Sampling Procedure.

Sampling in research is simply talking a part or subset of a total population to represent the total population. To satisfy the objective of the study a sampling frame was drawn to include the views of tourists from both developed and developing countries about their expectation and satisfaction of hotel services.

3.3.1 Study Population.

The study population for this research was composed of tourists who visited the Kumasi metropolis and patronized the Three Star Hotel which was mostly occupied by tourists. Tourists who had spent three or more nights were targeted. Tourists who spent a minimum of three nights were targeted because they would have had a

considerable experience with the services provided by the hotel and hence be in a better position to fully assess the services provided. The total number of tourists lodging at the hotel at the time of the survey was estimated to be 360. Based on this number a representative sample was selected.

3.3.2 Sample Size.

Often sociologists are interested in the characteristics of large number of individuals. However it is impossible for them to study all these people directly, so in such a situation, research studies concentrate on sampling (Giddens, 2005). The sample size of 100 tourists respondents was selected for the study.

3.3.3 Sampling Technique.

The systematic random sampling technique which is a probabilistic sampling technique was employed to sample 120 tourists' respondents. As indicated in section 3.3.1 the estimated population at the time of the survey was 360. Using the systematic random sampling technique formula (N/n) the kth term was computed to be 3. This means that every third tourists was expected to be sampled by the researcher for the study. Overall 120 tourists were sampled for the study. The questionnaire included close and open ended questionnaires.

3.3.4 Sources of Data.

The study hinged on two main sources of data, namely primary and secondary. The primary sources of data included are questionnaires and field observations. The secondary sources of data includes source such as books, journals and government report among others.

3.3.5 Methods of Data Collection.

Information for the study was collected from primary as well as secondary data sources. The primary data were gathered by means of a field survey using questionnaires. The questionnaires were selected because of its low cost, low bias, greater anonymity and quick to administer. The information was gathered from tourists who were from developed and developing countries and patronised the Three Star Hostel Services. The questionnaire was used to collect the quantitative data for the study. The quantitative method was used because it is numeric and makes summarizing data easier as compared to the qualitative method.

3.3.6 Construction of Research Instruments.

Formulated research questions and hypothesis basically inform the development of research instrument. The questionnaire includes tourists' characteristics, tourists' expectation, and tourists' satisfaction with hotels services. The first seven questions measured tourists' characteristics. The second set of questions measured tourists' expectation of hotels services taking in to accounts, timeliness, staff assistance, safety and security, comfortability of hotel facilities and readily explanation of issues. The last set of questions was dedicated to measuring tourists' satisfaction of hotel services.

Such factors on which tourists' satisfaction was based were safety and security, courtesy of staff and physical facilities at the hotel of lodging.

Finally respondents were made to give suggestions on how services of the hotel could be improved and many others.

3.4 Variables and Their Measurement.

This section presents the variables that were measured to assess how they influence tourists' satisfaction with hotel services. To develop an instrument for this study, previous literature was examined to identify instruments used with studies having similar objectives. A preliminary questionnaire was developed based upon previous instrumentation developed by (Parasuraman et al., 1988).

The independent variables measured in this study consisted of tourists' characteristics including the gender, age, marital status, level of education, occupation, country of origin of tourist and number of visits to Ghana. The dependent variables measured were tourists' overall satisfaction and the individual service quality factors.

3.5 Measurement of Variables.

This section reports on how variables of the study were operationalized to afford their measurement.

3.5.1 Independent Variables.

Gender

One item was developed to measure tourists' gender. Respondents were instructed to indicate whether they were "male" or "female". Gender as an independent variable in this regard was measured at the nominal level. The extant literature (Hall et al., 2003) has it that females are more likely to be satisfied with hotel services than males.

Age

The age of individuals can influence their level of expectation and satisfaction with the services delivered (Hall et al., 2003). The variable "age" was measured on the interval ratio scale. Response categories ranged from "below 30 years to 51 or more years".

Marital status

One (1) questionnaire item with response categories 'Single' and 'Married' was developed to measure this variable. The response categories was coded as 1= Single, 2= Married. According to Hall et al., (2003) married couples are more likely to be satisfied with hotel services than the unmarried. Will a similar result be obtained for tourists who patronize hotel services in the Kumasi metropolis? This was the reason for the inclusion of marital status as a predictor variable in this study to determine if satisfaction with hotel services varied according to marital status.

Level of education

To find out if the level of education determines tourists' satisfaction with hotel service delivery one questionnaire was developed to measure this independent variable. This one-item ordinal variable had three response categories which were coded as 1=No formal education, 2= Up to high school and 3=Post-high school.

Occupation

Occupation of tourists was measured with one questionnaire item. This nominal variable also had three response categories: 'unemployed', 'self employed' and 'employee'. These responses where mutually exclusive and exhaustive.

Country of origin

One item was developed to measure the country of origin of tourists. Respondents in this regard were made to indicate whether they were from a "developing country" or a "developed country". The question asked was "which category of country do you come from"? The measurement of tourists' country of origin was based on two categories to establish the differences existing in the satisfaction of hotel service delivery among tourists.

Number of visits to Ghana

One questionnaire item was also developed to measure the number of times tourists have visited Ghana. The question asked was "how many times have you been to Ghana"? The response categories of this question was coded as, 1= Once, 2= Twice, 3= Three times and above, 4= None.

3.5.2 Dependent Variables.

Tourists' Satisfaction

Four items measured tourists' satisfaction with hotel service delivery. The variables measured included: safety and security, courtesy of staff and physical facilities. Tourists assessed their level of satisfaction on a scale of 1= Unsatisfied to 3=Very Satisfied.

Other Variables

Expectation of Service Quality

Expectation as a variable was measured in three ways. First expectation of service quality was measured by four variables which indicated the level of expectation of

tourists prior to their visit to Ghana. The variables measured included: timeliness in service delivery, staff assistance, level of safety and security, comfort of facility and accessibility of physical facilities. On a scale of 1= Low to 3=High, tourists were to indicate the level at which they expected to receive the services provided by the Hotel. Expectation was treated as both an independent and dependent variables. Table 1 provides a summary of the variables measured.

Table 3: Variables of the study

Variables	
Dependent variables	Tourists' satisfaction: safety and security, courtesy of staff, physical facilities
Independent & Dependent	Tourists' expectation: expectation of hotel service quality in Ghana and expectation of hotel service quality in a Three Star Hotel
Independent variables	Tourists' demographic characteristics: gender, age, marital status, level of education, occupation, country of origin and number of visits to Ghana.

Source: field survey 2013

3.6 Pretesting of the Survey Instrument.

The questionnaire was pretested to ensure the questions were not ambiguous. To strengthen its validity, the questionnaire was circulated to 15 tourists at the Golden Gage Hotel Kumasi. The questions were reviewed based on the feedback. The main purpose of the pretesting was to validate the questions of the study.

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3.7 Reliability and Validity of Data.

Reliability can be thought of as consistency in measurement. To establish the reliability of the tourists' satisfaction measurement used in the survey instrument, the reliability coefficient (Cronbach coefficient alpha) was verified. All the scales demonstrated high reliability, with Cronbach coefficient alpha ranging between 0.87 – 0.92 was obtained.

Validity indicates the degree to which an instrument measures the construct under investigation. Content validity refers to the subjective agreement among professionals that a scale logically appears to reflect accurately what it purports to measure. Therefore, in this study, content validity was established and strengthened through an extensive review of the literature (Gustafsson & Johnson, 2004).

3.8 Data Analysis.

This section discusses and justifies the analytical techniques used to organise the qualitative data and analyse the quantitative information put into SPSS. The analytic strategies used in this study were primarily informed by what best fit the data rather than a technique chosen beforehand. Analysis for this study comprised the two levels of statistical analysis; univariate and bivariate analysis of empirical data. The Statistical Package for Social Sciences (SPSS v 20) software programme was used to analyse the data.

The univariate analysis involved analysis of the demographic characteristics of tourists sampled for the study. It also involved analysis of the primary variables of the study. This analysis provided basic descriptions of the distribution of responses on the

various variables measured. Results of this analysis were presented in tables showing the various frequencies and percentages of the measured variables.

The second form of analysis, which was the bivariate analysis, examined the relationship between the independent and dependent variables of the study. The first analysis in this regard involved the determination of the relationship between tourists' characteristic and expectation of hotel service delivery in Ghana. The second analysis also involved determination of the relationship between tourists' characteristics and expectation of hotel service quality prior to their visit. These two relational analyses were conducted to determine if significant differences existed among tourists with respect to the services they expected or anticipated to receive upon their visit to Ghana and subsequently upon their stay in the hotel of choice. The relationship between tourists' characteristics and satisfaction with hotel service delivery was also established by the study. Again this bivariate analysis was conducted to determine the significant relationship between tourists' characteristics and their overall assessment of the quality of services received. Last was the establishment of a relationship between tourists' characteristics and their satisfaction with the individual measures of service delivery (safety and security, courtesy of staff and physical facilities). Results of this analysis was presented using cross-tabulations with p-values; which indicate the significance of the relationship between the independent and dependent variables measured indicated. The study used chi-square tests in assessing the relationships between the variables and those that were found to be statistically significant ($p < 0.05$) were flagged. As previously stated, cross-tabulations were useful because they enabled separate analysis to be performed for each of the two dependent variables (expectation and satisfaction).

3.9 Ethical Issues.

In the course of the study an approval was sought from the ethnical committee of KNUST –Kumasi and the Faculty of Social Sciences to make sure that it conformed to the standards and conduct of social science research practice.

Individual informed consent was also obtained from all participants before administering the survey instrument. The nature and the purpose of the study were explained to the respondents after which they were provided with an informed consent form to fill by themselves. Since anonymity should be guaranteed in a research project, it was ensured that respondents' identity was not provided. In addition the confidentiality of respondents responses were ensured by making sure personal information was not declared publicly.

In sum, this chapter justified the need to undertake fieldwork and described the process involved to obtain primary data for the study. It was evident that data collection process required more than academic knowledge: it involved being able to assess and anticipate situations. It is worth mentioning that some data collections strategies which were intended to be used had to be changed based on the actualities on the field. The next chapter deals with a presentation and discussion of study results.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction.

This chapter deals with the presentation of the study results. It also deals with the discussion of the study results in relation to findings from the extant literature. The chapter first deals with a presentation of results on the demographic characteristics of tourists who participated in the survey. Second, study results in relation to the various measures of expectation of tourists prior to their visit to Ghana and subsequently to the hotel of stay are presented. Third and final, is a presentation and discussion of results on the various measures of satisfaction with hotel services.

4.1 Socio-demographic characteristics of Tourists.

This section presents data results on the distribution of respondents in terms of their socio − demographic characteristics. The socio − demographic variables measured included, gender, age group, marital status, level of education, occupation, religion, category of country of origin of respondents and number of visits to Ghana. Details of the results are presented in Table 2.

Table 4: Socio-demographic Characteristics of Tourists (N=100).

Variables	Categories	Percentage (%)
Gender	Male	40.0
	Female	60.0
Age group	Up to 30	32.0
	31 to 40	12.0
	41 to 50	8.0
	51 and above	48.0
Marital Status	Single	60.0
	Married	40.0
Education	No formal education	4.0
	Up to high school	38.0
	Post high school	58.0
Occupation	Unemployed	4.0
	Self employed	40.0
	Employee	56.0
Religion	Christian	42.0
	Muslim	24.0
	Traditionalist	22.0
	Free thinker	12.0
Country of origin	Developing country	60.0
	Developed country	40.0
Number of visits to Ghana	Once	21.0
	Twice	25.0
	Three times and above	11.0
	None	43.0

Source: Field Survey, May, 2013.

Table 4 shows that a higher percentage of tourists (60.0%) were females compared with males (40.0%). According to Table 4 a higher percentage of (48.0%) of tourists were 51 or more years. Tourists who are below the age of 30 years constituted the

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second highest percentage of (32.0%). Again tourists between the age of 41 to 50 had a low percentage of (8%).

The distribution of tourists with respective to their marital status also revealed that compared to the married (40.0%), a higher percentage (60.0%) of tourists were single. Considering the highest level of education attained by tourists, 58.0% of tourists had attained post high school education. Tourists who had attained high school level of education constituted 38.0% of the sample, which was the second highest percentage. In the total sample of tourists only 4% indicated that they had not attained any level of formal education. This result confirms Hall et al.,(2003) study, which revealed that tourists who are more highly educated as compared to those with no formal education usually patronize the hospitality industry.

The distribution of tourists in terms of their religious identity revealed that a high percentage of tourists were Christians (42%). The Table 4 again shows the various religious groups which are; Christians, Muslims, Traditionalists and Free Thinkers were represented.

In terms of country of origin, according to Table 4, (60%) of the tourists who responded to the questionnaire were from developing countries. This results contradict Hall et al., (2003) study that tourist are mostly from developed countries. The high number of respondents recorded for tourists of developing country could however, be attributed to the fact that the selected hotel of the study was less patronized by tourists from developed countries.

On the number of visits to Ghana by tourists, a high percentage (43%) indicated that this was their first time of visiting the country. Again (25%) of the tourists also indicated that they have visited Ghana at least once, which implies that this was their second time of visit to the country.

4.2 Tourists' Expectation.

This section presents results on the expectation of tourists prior to their visit to Ghana. The first measured tourists' expectation of hotel services in Ghana. The second expectation was on tourists' expectation of service quality in the hotel in Royal Lamreta Hotel. This also involved measurement of expectation on the various services provided by hotels in general. Results of the analysis are summarized in Tables 5 and 6 below.

Table 5: Tourists' Expectation of the Quality of Hotel Services in Ghana.

Rating	Percentage (%)
High	61.0
Moderate	34.0
Low	5.0
Total	100.0

Source: Field Survey, May, 2013.

Table 6: Tourists' Expectation of Service Quality in Royal Lamerta Hotel.

Rating	Percentage (%)
High	60.0
Moderate	10.0
Low	30.0
Total	100.0

Source: Field Survey, May, 2013.

Tables 5 and Table 6 are compared. It can be seen that a high percentage of tourists (61%) had high expectations of the quality of hotel services in Ghana. As compared to Table 5 a high percentage of tourists (60%) indicated having high expectation regarding service quality in Royal Lamerta Hotel. This is indicative that tourists had a high expectation of the quality of hotel service in Ghana. In Table 5 a considerable percentage (34%) shows that tourists had a moderate expectation of the quality of hotel services in Ghana. In Table 6 a few tourists (10%) indicated a moderate expectation regarding service quality in Royal Lamerta Hotel. Comparably tourists again indicated they had moderate expectation of the quality of hotel services in Ghana. In Table 5 tourists indicated a low percentage (5%) on expectation of the quality of hotel services in Ghana. On the other hand, Table 6 shows a substantial number of 30% also had low expectations regarding service quality in Royal Lamerta Hotel. Comparing Tables 5 and 6 tourists had low expectation of the quality of hotel services in Ghana than their expectation regarding service quality in Royal Lamerta Hotel.

The findings of the study with respect to the expectation of specific hotel service quality measures (seen in Table 7) also reveals that on the average a high percentage (55%) of tourists had high expectations with regards to the various services they expected to receive. A considerable percentage of tourists (37%) on the other hand reported a low level of expectation of the services they anticipated to receive prior to their visit to Ghana. Though respondents did not provide reasons as to their low expectation, it can be argued that tourists from developed countries being aware of the fact that the country of visit (Ghana) is a developing country, would not have the facilities that are characteristic of hotels in their country of origin, which is a

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developed one. The high expectation rate (62%) recorded for the service quality measure: staff assistance could be due to the perception most tourists' have about the hospitable nature of Ghanaians in general.

Table 7: Tourists' Expectation of Specific Hotel Services Prior to visit to Ghana

Specific Hotel Services	Level of Expectation		
	High (%)	Moderate (%)	Low (%)
Timeliness in service delivery	57.0	6.0	37.0
Staff assistance	62.0	1.0	37.0
Level of safety and security	55.0	8.0	37.0
Comfort of facility	60.0	3.0	37.0
Accessibility of physical facilities	60.0	1.0	39.0

Source: Field Survey, May, 2013.

4.2.1 Tourists' Characteristics and Expectation.

The expectations which tourists who patronize hospitality services have about particular services plays a major role in their overall estimation or their final assessment of the services received. People with high expectation often tend to give a low rating for services received if their expectations are not met (Clewer et al., 1992). What many of these studies have failed to establish is the relationship between tourists' characteristics and tourists' expectation of service quality. To fill this gap in the literature a bivariate analysis was conducted to determine the relationship between tourists' characteristics and tourists' expectation of service quality.

This section is therefore dedicated to presenting the results of the bivariate analysis conducted to establish the relationship between tourists' characteristics as

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independent variables and tourists' expectation of hotel services as the dependent variable. In presenting the results of the study it is important to first explain what the 'P-value' represents in the Table 8. The p-values as seen in the third column of Table 8 indicate the significance of the relationship between the independent variable (specific tourists' characteristic) and dependent variable (tourists' expectation of service quality). The relationship was adjudged to be significant if the p-value recorded was less or equal to 0.05. A p-value of 0.05 or less indicates that the relationship between the two variables may not have occurred by chance and that one can with 95% certainty conclude that the two variables are related. Though some of the cells recorded frequencies less than 5, an indication of violation of one of the chi-square assumptions, these cell frequencies provides the true picture of the distribution of the responses hence its presentation.

Result of this analysis is presented in the Table 8.
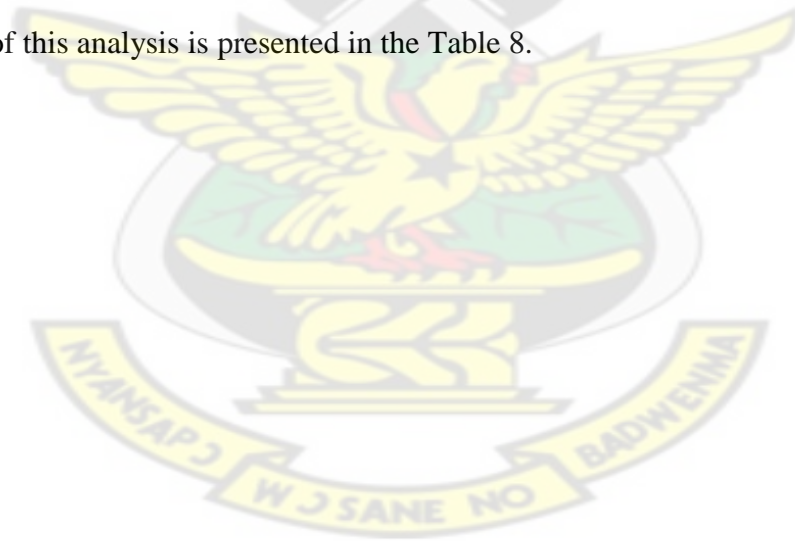
Table 8: Relationship between Tourists' Characteristics and Expectation of Services Quality.

Variables	Categories	Level of Expectation			*P*-value
		High n(%)	Moderate n(%)	Low n(%)	
Gender	Male	0 (0.0)	10(25.0)	30(75.0)	.000*
	Female	60(100.0)	0(0.0)	0(0.0)	
Age group	Up to 30	4(12.5)	8(25.0)	20(62.5)	.000*
	31 to 40	0(0.0)	2(16.7)	10(83.3)	
	41 to 50	8(100.0)	0(0.0)	0(0.0)	
	51 and above	48(100.0)	0(0.0)	0(0.0)	
Marital Status	Single	60(100.0)	0(0.0)	0(0.0)	.000*
	Married	0(0.0)	10(25.0)	30(75.0)	
Education	No formal education	4(100.0)	0(0.0)	0(0.0)	.335
	Up to high school	25(65.8)	4(10.5)	9(23.7)	
	Post high school	31(53.4)	6(10.3)	21(36.2)	
Occupation	Unemployed	4(100.0)	0(0.0)	0(0.0)	.357
	Self employed	22(55.0)	3(7.5)	15(37.5)	
	Employee	34(60.7)	7(12.5)	15(26.8)	
Religion	Christian	28(66.7)	5(11.9)	9(21.4)	.000*
	Muslim	17(70.8)	3(12.5)	4(16.7)	
	Traditionalist	15(68.2)	0(0.0)	7(31.8)	
	Free thinker	0(0.0)	2(16.7)	10(83.3)	
Country of origin	Developing country	60(100.0)	0(0.0)	0(0.0)	.000*
	Developed country	0(0.0)	10(25.0)	30(75.0)	
Visits to Ghana	Once	19(90.4)	1(4.8)	1(4.8)	.000*
	Twice	0(0.0)	6(24.0)	19(76.0)	
	Three times and above	0(0.0)	3(27.3)	8(72.7)	
	None	41(95.3)	0(0.0)	2(4.7)	

Source: Field Survey, May, 2013.   *p < 0.05*

Table 8 shows the relationship between tourists' characteristics and expectation of hotel service quality. From Table 8, a significant relationship was recorded between the independent variables (tourists' characteristics): gender, age, marital status, religion, country of origin, frequency of visit to Ghana and expectation of hotel service quality. Though some of the cells recorded cell frequencies less than 5, which is an indication of violation of one of the chi-square assumptions, these cell frequencies provides the true picture of the distribution of the responses hence its presentation. Overall the statistical inference of this relational analysis indicates that the results obtained were not due to have occurred by chance and that any conclusions reached is evidence-based and empirically verifiable. From Table 8, it can be observed that females had higher expectation of service quality than males. Tourists who were above 50 years, that is 51 years or more and those between the ages of 41-50 years had high expectations than any of the age cohort. This means that tourists who are relatively old have high expectations of hotel service quality.

From Table 8, tourists from developing countries and first time tourists to Ghana have high expectation of service quality. Though this bivariate analysis reveals a non-significant relationship between the independent variables: tourists' education and occupation, and the dependent variable: expectation of hotel service quality, it can be realized from the Table 8 that tourists' with no formal education have high expectation of hotel service quality, likewise those who are unemployed. Overall this analysis has proven that tourists' expectation of hotel service quality varies across their various demographic characteristics. Tourists' expectation of service quality, thus, is to a large extent dependent on their biological and social backgrounds. The

next section presents results of the analysis on tourists' satisfaction with hotel services.

4.3 Tourists Satisfaction.

This section presents findings of the study in relation to the various measures of tourists' satisfaction with the hotel services received. The section first presents results on the rating of hotel service delivery by tourists in four categories of services measured by the study. This is followed by a presentation of results on tourists' overall rating of service quality. Last is the presentation of results on the relationship between tourists' characteristics and satisfaction.

4.3.1 Tourists' Satisfaction with Hotel Services.

Table 9 shows the rating of hotel service delivery by tourists in three categories of service, that is: level of safety and security, courtesy of staff and accessibility of physical facilities. According to Table 9, a high percentage of tourists reported that they were satisfied with the service they received. Specifically, a high percentage indicated that they were satisfied with; safety and security provided (81%), courtesy of staff (77%), and physical facilities (75%). A considerable percentage of tourists on the other hand indicated that they were dissatisfied with the service received. The service which tourists were most unsatisfied with was the physical facilities of the hotel which recorded the highest percentage (25%). Based on this results it can be inferred that if the management of the hotel improves on its physical facilities overall satisfaction with services received could increase.

Table 9: Tourists' Satisfaction with Hotel Service.

Service Quality Factors	Satisfaction Level		
	Very satisfied (%)	Satisfied (%)	Unsatisfied (%)
Safety and security provided	40.0	41.0	19.0
Courtesy of staff	39.0	38.0	23.0
Physical facilities	21.0	54.0	25.0

Source: Field Survey, May, 2013.

4.3.2 Rating of overall Quality of Service Delivery.

In Table 10, it can be observed that few tourists (3%) assessed the quality of hotel service as excellent and poor respectively (3% and 9%). On the whole, a high percentage (58%) of tourists rated the quality of hotel service as good, with 30% also indicating that quality of hotel service was very good. Overall it can be inferred that majority (91%) of tourists assessed the quality of service received in the hotel of study from excellent to good.

Table 10: Tourists' Assessment of overall Hotel Service Quality.

Rate	Sample	Percentage (%)
Excellent	3	3.0
Very good	30	30.0
Good	58	58.0
Poor	9	9.0
Total	100	100.0

Source: Field Survey, May, 2013.

4.3.3 Tourists' Characteristics and Satisfaction with Service Delivery.

This subsection presents results of the second bivariate analysis of the study. The bivariate analysis was conducted to determine the relationship between tourists' characteristics and satisfaction with service delivery. This analysis in addition helped to test the three hypotheses advanced by the study. The chi-square test of independence which assesses the interdependence of two variables was utilized. Details of this relational analysis are presented in the Table 11.

The chi-square test of independence results as depicted in Table 11 shows that there is a significant relationship between gender and level of satisfaction, ($p < 0.05$). The implication of this result is that level of satisfaction is dependent on gender. That is, the gender of a tourist has an influence on their satisfaction with hotel service delivery. The result from Table 11 indicates a higher level of satisfaction with hotel services for females.

Table 11: Relationship between Tourists' Characteristics and Satisfaction with Service Quality.

Variables	Categories	Level of Satisfaction				P-value
		Excellent n (%)	Very good n(%)	Good n(%)	Poor n(%)	
Gender	Male	0 (0.0)	0(0.0)	31(77.5)	9(22.5)	.000*
	Female	3(5.0)	30(50.0)	27(45.0)	0(0.0)	
Age group	Up to 30	0(0.0)	3(9.4)	21(65.6)	8(25.0)	.000*
	31 to 40	0(0.0)	0(0.0)	11(91.7)	1(8.3)	
	41 to 50	1(12.5)	3(37.5)	4(50.0)	0(0.0)	
	51 and above	2(4.2)	24(50.0)	22(45.8)	0(0.0)	
Marital Status	Single	3(5.0)	30(50.0)	27(45.0)	0(0.0)	.000*
	Married	0(0.0)	0(0.0)	31(77.5)	9(22.5)	
Education	No formal education	1(25.0)	3(75.0)	0(0.0)	0(0.0)	.012*
	Up to high school	1(2.6)	15(39.5)	19(50.0)	3(7.9)	
	Post high school	1(1.7)	12(20.7)	39(67.2)	6(10.3)	
Occupation	Unemployed	0(0.0)	3(75.0)	1(25.0)	0(0.0)	.247
	Self employed	1(2.5)	15(37.5)	22(55.0)	2(5.0)	
	Employee	2(3.6)	12(21.4)	35(62.5)	7(12.5)	
Religion	Christian	2(4.8)	13(31.0)	27(64.3)	0(0.0)	.000*
	Muslim	0(0.0)	7(29.2)	17(70.8)	0(0.0)	
	Traditionalist	1(4.5)	10(45.5)	10(45.5)	1(4.5)	
	Free thinker	0(0.0)	0(0.0)	4(33.3)	8(66.7)	
Country of origin	Developing country	3(100.0)	30(0.0)	27(46.6)	0(0.0)	.000*
	Developed country	0(0.0)	0(0.0)	31(53.4)	9(100.0)	
Visits to Ghana	Once	2(9.5)	10(47.6)	9(42.9)	0(0.0)	.000*
	Twice	0(0.0)	0(0.0)	19(76.0)	6(24.0)	
	Three times and above	0(0.0)	0(00.0)	8(72.7)	3(27.3)	
	None	1(2.3)	20(46.5)	22(51.2)	0(0.0)	

Source: Field Survey, May, 2013.   *$p < 0.05$*

This means that women are more likely to be satisfied with hotel services than men. The first a prior hypothesis advanced for the study, which predicts that women are more likely to be satisfied with hotel services than men is therefore supported. This finding affirms the study of (Hall et al., 2003) which also found a significant difference in the overall satisfaction of the respondents by gender (t=54.491, $p<0.05$). Lacobucci & Ostrom, (1993) reported that women are more sensitive to relational aspects of the service interaction than male counterpart. According to Anna, (1999), women are more likely to be satisfied with hotel services than men because of the following reasons. In the first place women and men have different evaluation of rating on the same service because they have differences in preference. In the second instance, Anna, (1999) described women as communally or socially oriented and men as goal or outcome oriented. For example, a woman customer feels satisfied with the polite and helpful hotel staff while a man customer does not pay much attention to that. Hall et al., (2003) concluded real-life customer experiences seem to indicate that gender stereotypes are incorporated into customer expectations and satisfaction with hotel good services.

A significant relationship (p = 0.000) was also obtained for the relationship between age and tourists satisfaction, with tourists belonging to the 51 or more years cohort being more likely to be satisfied with hotel service delivery. The second hypothesis of the study which predicts that older tourists are significantly more likely to be satisfied with hotel service is therefore supported (Gronoos, 1994). This finding contradicts the finding of (Hall et al., 2003) which found a non-significant mean difference between age and tourists' satisfaction. According to Faullant & Matzler, (2008) younger

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customers have high expectations of services because of their curiosity. They always expect new things with variety of options than older customers.

From Table 11 a significant relationship was again obtained for the variables marital status and satisfaction with hotel service delivery. It can also be seen that a high percentage of tourists who were single were more satisfied with the hotel services received than the married. The statistical inference of this result is that tourists who are single are more likely to be satisfied with hotel services than their counterparts who are married.

The results of test of relationship between tourists education and satisfaction with hotel service delivery as evident in Table 11 reveal a significant relationship between the two variables. Tourists' with no or basic education were found to be more satisfied with the hotel services received than those with high education. From this result, one can conclude that tourists' with less education are more likely to be satisfied with hotel services. This result supports the findings of Hall et al., (2003).

On religion and satisfaction and with hotel services, the results form Table 9 indicates that tourists who are Christians are significantly more likely to be satisfied with hotel services than any of the other known religious faiths.

Tourists' country of origin was also found to be significantly related to satisfaction with hotel service delivery ($p < 0.05$). According to Table 11 a high percentage of tourists from developing countries (31%) were more satisfied with hotel service delivery than those from developed countries (8%). The third hypothesis of the study

which predicted tourists of developed countries being more likely to be unsatisfied with hotel service delivery than those from developing countries is therefore supported. Correspondingly, the number of times of visit to the tourists destination was also found to be significantly related to satisfaction with hotel services, with first time tourists and tourists with less number of visits being more likely to be satisfied with hotel service than those with more visits to Ghana.

The test for relationship between occupation and satisfaction with hotel services was not statistically significant at the 0.05 level of significance ($p > 0.05$) as can be seen in Table 11. This implies that the two variables are independent of each other, that is, tourists' level of satisfaction with hotel service is not dependent on their occupation. In spite of not attaining statistical significance, it can be seen from Table 11 that a high percentage of tourists who are employees are more likely to be satisfied with hotel services.

4.3.4 Tourists' Expectation of Hotel Services and Satisfaction.

As the expectation of tourists prior to their visit and subsequent stay in the hotel of lodge has been found to significantly associate with satisfaction, a chi-square test of independence was in addition conducted. The chi-square test analysis revealed that a strong (Healey, 1999), positive and statistically significant relationship (Gamma = .973) exists between expectation and tourists satisfaction. Tourists who had high expectations of hotel service delivery concurrently were more likely to be satisfied with the hotel services. In Table 12, although 8 tourists in their assessment of the hotel services rated the services received as poor, 22 of these tourists however indicated that they were at least somewhat satisfied with the services delivered. This

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implies that these tourists' satisfaction exceeded their expectation. This is supported by the expectancy- disconfirmation theory.

Table 12: Relationship between Tourists' Expectation of Hotel Services and Satisfaction.

Variable	Categories	Level of Satisfaction				P-value
		Excellent n (%)	Very good n(%)	Good n(%)	Poor n(%)	
Expectation	High	3 (5.0)	30(50.0)	27(45.0)	0(0.0)	.000*
	Moderate	0(0.0)	0(0.0)	9(90.0)	1(10.0)	
	Low	0(0.0)	0(0.0)	22(73.3)	8(26.7)	

Source: Field Survey, May, 2013.   Gamma = .973   *p < 0.05*

4.4 Tourists' Characteristics and Satisfaction with Specific Services Provided.

This section presents results of the bivariate analysis to determine the relationship between tourists' characteristics and satisfaction with specific hotel services provided, that is, safety and security, courtesy of staff and physical facilities. The chi-square test of independence which assesses the interdependence of two variables was utilized. In presenting the results of the study the '*P*-value' indicates the significance of the relationship between the independent variable (specific tourists' characteristic) and dependent variable (tourists' satisfaction with the specific measure of service delivery, i.e. safety and security, courtesy of staff or physical facilities). The relationship was adjudged to be significant if the *p*-value recorded was less than or equal to 0.05. A *p*-value of 0.05 or less indicates that the relationship between the two variables is unlikely to have occurred by chance and that one can with 95% certainty conclude that the two variables are correlated. Though some of the cells recorded cell frequencies less than 5, an indication of violation of one of the chi-square

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assumptions, these cell frequencies depicts the true distribution of the responses on the various response categories hence its presentation. Details of this relational analysis are presented in the Tables 13, 14 and 15.

4.4.1 Relationship between Tourists' Characteristics and Satisfaction with Safety and Security.

The chi-square test of independence results as depicted in Table 13 shows that there is a significant relationship between gender and satisfaction with safety and security, ($p=$ 0.000). This indicates that tourists' satisfaction with hotel safety and security is related to their gender. On the whole, Table 13 shows a higher level of satisfaction with safety and security services for females (100%) than males (52.5%). This means that women are more likely to be satisfied with safety and security than men.

A statistically significant relationship was also obtained for the relationship between age and tourists' satisfaction with hotel safety and security. From table 13, it can be seen that tourists who were 51 years or more were very satisfied with the safety and security provided by the hotel of study. This was followed by tourists who were between the ages of 41 to 50 years. Tourists who were 30 years or less and those in the 31-40 age bracket were likely to be unsatisfied with the safety and security provided by the hotel. Based on this result it can be concluded that tourists belonging to the 51 more years cohort are more likely to be satisfied with safety and security.

Table 13: Tourists' Characteristics and Satisfaction with Safety and Security.

Variables	Categories	Level of Satisfaction			P-value
		Very satisfied n (%)	Satisfied n(%)	Unsatisfied n(%)	
Gender	Male	6 (15.0)	15(37.5)	19(47.5)	.000*
	Female	26(43.3)	34(56.7)	0(0.0)	
Age group	Up to 30	5(15.6)	17(53.1)	10(31.2)	.000*
	31 to 40	2(16.7)	1(8.3)	9(75.0)	
	41 to 50	2(25.0)	6(75.0)	0(0.0)	
	51 and above	23(47.9)	25(52.1)	0(0.0)	
Marital Status	Single	26(43.3)	34(56.7)	0(0.0)	.000*
	Married	6(15.0)	15(37.5)	19(47.5)	
Education	No formal education	3(75.0)	1(25.0)	0(0.0)	.093
	Up to high school	16(42.1)	15(39.5)	7(18.4)	
	Post high school	13(22.4)	33(56.9)	12(20.7)	
Occupation	Unemployed	2(50.0)	2(50.0)	0(0.0)	.240
	Self employed	14(35.0)	15(37.5)	11(27.5)	
	Employee	16(28.6)	32(57.1)	8(14.3)	
Religion	Christian	11(26.2)	23(54.8)	8(19.0)	.564
	Muslim	7(29.2)	14(58.3)	3(12.5)	
	Traditionalist	10(45.5)	7(31.8)	5(22.7)	
	Free thinker	4(33.3)	5(41.7)	3(25.0)	
Country of origin	Developing country	26(43.3)	34(56.7)	0(0.0)	.000*
	Developed country	6(15.0)	15(37.5)	19(47.5)	
Visits to Ghana	Once	10(47.6)	11(52.4)	0(0.0)	.000*
	Twice	4(16.0)	7(28.0)	14(56.0)	
	Three times and above	2(18.2)	4(36.4)	5(45.5)	
	None	16(37.2)	27(62.8)	0(0.0)	

Source: Field Survey, May, 2013.   *$p < 0.05$*

According to Table 13 a significant relationship was again obtained for the relationship between marital status and satisfaction with safety and security. From Table 11 it can be seen that a high percentage of tourists who were singles were more likely to be satisfied with hotel safety and security than the married. A high percentage of tourists who were married were found to be dissatisfied with the safety and security provided. The statistical inference of this result is that tourists who are single are more likely to be satisfied with hotel safety and security. According to Hall et al., (2003) single tourists by their nature and most especially solitary are more likely to be satisfied with safety and security as compared to the married with the fear of losing the partner. Therefore the married pay a particular attention to the safety and security than the single (Hall et al., 2003).

The results of test of relationship between tourists' education and satisfaction with safety and security revealed a non-significant relationship between the two variables. In spite of not attaining statistical significance it can be seen that tourists' with no or basic education were found to be more satisfied with safety and security than those with high education. From this result one can conclude that tourists' with less education are more likely to be satisfied with hotel safety and security.

Tourists' occupation as can be seen from Table 13 was not significantly related to satisfaction with hotel safety and security. Though the relationship between the variables was not significant, tourists who were employees were more satisfied with the safety and security provided by the hotel.

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On religion and satisfaction with safety and security, the results form Table 13 indicates that tourists who are Muslims are more likely to be satisfied with hotel safety and security than any of the other known religious faiths. This relationship was however not statistically significant.

Tourists' country of origin was found to be significantly related to satisfaction with hotel safety and security ($p < 0.05$). According to Table 13 a high percentage of tourists from developing countries were more satisfied with hotel safety and security than those from developed countries.

Correspondingly, the number of times of visit to the tourist destination was also found to be significantly related to satisfaction with hotel safety and security, with first time tourists and tourists with less number of visits being more likely to be satisfied with hotel safety and security than those with more visits to Ghana.

The test for relationship between occupation and satisfaction with hotel services was not statistically significant at the 0.05 level of significance ($p > 0.05$) as can be seen in Table 13. This implies that the two variables are independent of each other, that is, tourists' level of satisfaction with hotel service is not dependent on their occupation. In spite of not attaining statistical significance, it can be seen from Table 13 that a high percentage of tourists who are employees are more likely to be satisfied with hotel services.

4.4.2 Relationship between Tourists' Characteristics and Satisfaction with Staff Courtesy.

Table 14 shows the relationship between tourists' characteristics and satisfaction with staff courtesy. In Table 14, a significant relationship was recorded between the independent variables (tourists' characteristics): gender, age, marital status, country of origin, frequency of visit to Ghana, and satisfaction with staff courtesy. From Table 14, it can be observed that females are significantly more likely to be satisfied with staff courtesy than males. Tourists who were above 50 years, and those between the ages of 41-50 years were more satisfied with hotel staff courtesy than any of the other age cohorts. This implies that tourists who are relatively old have tend to be satisfied with hotel staff courtesy than those who are relatively young. According to the Table 14, tourists who are singles are more likely to be satisfied with hotel staff courtesy than those who are married.

Though this bivariate analysis reveals a non-significant relationship between the independent variables: tourists' education, occupation, religion, and the dependent variable: satisfaction with staff courtesy. It can be realized from the Table 14 that tourists' with no education, those who were unemployed, likewise those who were Muslims, were more satisfied with staff courtesy.

The results from Table 14 also reveals a statistically significant relationship between country of origin and number of visit to Ghana, and satisfaction with staff courtesy, with tourists' from developing countries and first time visitors being more likely to be satisfied with hotel staff courtesy.

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Overall this analysis has proven that tourists' satisfaction with hotel staff courtesy varies across their various demographic characteristics.

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Table 14: Tourists' Characteristics and Satisfaction with Staff Courtesy.

Variables	Categories	Level of Satisfaction			*P*-value
		Very satisfied n (%)	Satisfied n(%)	Unsatisfied n(%)	
Gender	Male	6 (15.0)	10(25.0)	24(60.0)	.000*
	Female	25(41.7)	35(58.3)	0(0.0)	
Age group	Up to 30	8(25.0)	6(18.8)	18(56.2)	.000*
	31 to 40	1(8.3)	5(41.7)	6(50.0)	
	41 to 50	2(25.0)	6(75.0)	0(0.0)	
	51 and above	20(41.7)	28(58.3)	0(0.0)	
Marital Status	Single	25(41.7)	35(58.3)	0(0.0)	.000*
	Married	6(15.0)	10(25.0)	24(60.0)	
Education	No formal education	3(75.0)	1(25.0)	0(0.0)	.202
	Up to high school	8(21.1)	19(50.0)	11(28.9)	
	Post high school	20(34.5)	25(43.1)	13(22.4)	
Occupation	Unemployed	1(25.0)	3(75.0)	0(0.0)	.321
	Self employed	13(32.5)	14(35.0)	13(32.5)	
	Employee	17(30.4)	28(50.0)	11(19.6)	
Religion	Christian	14(33.3)	16(38.1)	12(28.6)	.857
	Muslim	8(33.3)	12(50.0)	4(16.7)	
	Traditionalist	5(22.7)	12(54.5)	5(22.7)	
	Free thinker	4(33.3)	5(41.7)	3(25.0)	
Country of origin	Developing country	25(41.7)	35(58.3)	0(0.0)	.000*
	Developed country	6(15.0)	10(25.0)	24(60.0)	
Visits to Ghana	Once	8(38.1)	11(52.4)	2(9.5)	.000*
	Twice	3(12.0)	7(28.0)	15(60.0)	
	Three times and above	3(27.3)	3(27.3)	5(45.5)	
	None	17(39.5)	24(55.8)	2(4.7)	

Source: Field Survey, May, 2013.   *p < 0.05*

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4.4.3 Relationship between Tourists' Characteristics and Satisfaction with Physical Facilities.

Table 15 shows the relationship between tourists' characteristics and satisfaction with physical facilities of the hotel. According to Table 15, a significant relationship was recorded between the independent variables (tourists' characteristics): gender, age, marital status, country of origin, frequency of visit to Ghana and satisfaction with hotel physical facilities. Overall the statistical inference of this relational analysis indicates that the results obtained were not due to have occurred by chance and that any conclusions reached is evidence-based and empirically verifiable. From Table 15, it can be observed that females were more satisfied with the physical facilities of the hotel than males. Tourists who were above 40 years were also more satisfied with hotel physical facilities than any of the age cohort. This means that tourists who are relatively old tend to be satisfied with physical facilities of hotels than their counterparts who are relatively young.

According to the Table 15, tourists who are single, tourists from developing countries and first time tourists to Ghana tend be more satisfied with hotel physical facilities. Though this bivariate analysis also shows a non-significant relationship between the independent variables: tourists' religion, education and occupation, and the dependent variable: satisfaction with hotel physical facilities, it can be realized from the Table 15 that tourists' with no formal education, unemployed and are Muslims tend to be more satisfied with hotel physical facilities. In sum, this analysis proves that tourists' satisfaction with hotel physical facilities quality varies across their various demographic characteristics. Tourists' satisfaction with physical facilities of a hotel, thus, is to a large extent dependent on their biological and social backgrounds.

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Table 15:Tourists'Characteristics and Satisfaction with Physical Facilities.

Variables	Categories	Level of Satisfaction			P-value
		Very satisfied n(%)	Satisfied n(%)	Unsatisfied n(%)	
Gender	Male	1 (2.5)	13(32.5)	26(65.0)	.000*
	Female	7(11.7)	53(88.3)	0(0.0)	
Age group	Up to 30	1(3.1)	14(43.8)	17(53.1)	.000*
	31 to 40	0(0.0)	3(25.0)	9(75.0)	
	41 to 50	1(12.5)	7(87.5)	0(0.0)	
	51 and above	6(12.5)	42(87.5)	0(0.0)	
Marital Status	Single	7(11.7)	53(88.3)	0(0.0)	.000*
	Married	1(2.5)	13(32.5)	26(65.0)	
Education	No formal education	0(0.0)	4(100.0)	0(0.0)	.634
	Up to high school	4(10.5)	24(63.2)	10(26.3)	
	Post high school	4(6.9)	38(65.5)	16(27.6)	
Occupation	Unemployed	1(25.0)	3(75.0)	0(0.0)	.192
	Self employed	4(10.0)	22(55.0)	14(35.0)	
	Employee	3(5.4)	41(73.2)	12(21.4)	
Religion	Christian	1(2.4)	29(69.0)	12(28.6)	.328
	Muslim	2(8.3)	18(75.0)	4(16.7)	
	Traditionalist	4(18.2)	11(50.0)	7(31.8)	
	Free thinker	1(8.3)	8(66.7)	3(25.0)	
Country of origin	Developing country	7(11.7)	53(88.3)	0(0.0)	.000*
	Developed country	1(2.5)	13(32.5)	26(65.0)	
Visits to Ghana	Once	1(4.8)	18(85.7)	2(9.5)	.000*
	Twice	1(4.0)	8(32.0)	16(64.0)	
	Three times and above	0(0.0)	5(45.5)	6(54.5)	
	None	6(14.0)	35(81.4)	2(4.7)	

Source: Field Survey, May, 2013.   *p < 0.05*

4.5 Ways of Improving Hotel Service Quality.

The tourists were made to recommend or suggest ways of improving service quality in the hotel of study. The suggestions proposed by the tourists included, improved cleanliness, time consciousness, discreteness of clients information, supervision and adequate training of staff. Of these suggestions, the most cited by respondents was improved cleanliness (50%). This was followed time consciousness of staff (31%).

Table 16: Tourists' Suggestions on ways to Improve Hotel Service Quality.

Suggestions	Percentage (%)
Cleanliness must be improved	50
Staff must be time-conscious	31
Staff must be discrete with clients	10
Staff should be supervised	2
Staff must be adequately trained	7

Source: Field Survey, May, 2013.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Study.

The objectives of the study were to identify the determinants of tourists' satisfaction with hotel service delivery and to identify the relationship between tourists' characteristics and the overall satisfaction of tourists with regards to hotel service delivery. Earlier studies of tourists' satisfaction and hospitality have focused on identifying the characteristics, development, and management of hotel services as well as on investigating the demographic and travel behaviour characteristics of tourists who patronize hotel services (Hall et al., 2003; Lee, 2009; Master & Prodeaux, 2000).

From these studies, it was established that the identification of factors which determine tourists' satisfaction and an investigation of the relationship between tourists' characteristics and tourists' satisfaction was needed. It is argued that such research efforts would enable the tourism industry and more especially the hotel industry to better understand tourists and to formulate better strategies and planning about the hospitality service business. With these observations in mind, this current study was conducted.

5.2 Theoretical Underpinning.

From a theoretical perspective or standpoint, the concept of expectancy-disconfirmation theory was introduced to guide this study. Expectancy-disconfirmation theory is one of the most commonly adopted approaches used to

examine the customer satisfaction of consumers. Furthermore, it currently dominates the study of consumer satisfaction and offers a better explanation and relevance to the study. This study used expectancy-disconfirmation theory as a guiding framework.

5.3 Methodological Point of view.

From a methodological perspective, the Royal Lamerta Hotel in the Kumasi metropolis was selected as a research area because the hotel is one that is mostly patronized by tourists. Tourists, who resided in the hotel of study in the month of May, 2013 were surveyed. The survey instrument designed for the study was incorporated on Parasuraman et al., (1988) scale. The questionnaire consisted of tourists' demographic characteristics, travel expectations prior to their visit and tourists satisfaction with hotel services upon visit. A total of 100tourists were surveyed in the research area. Three main hypotheses were advanced based on the review of extant literature, and chi-square test of independence analysis was performed to test these hypotheses. Furthermore, chi-square analysis was used to identify the significant factors that influenced or predicted the overall level of tourists' satisfaction with hotel services.

5.4 Summary of Findings.

The demographic characteristics of the respondents were presented and analysed (see section 4.1).

Sixty percent (60%) of respondents were found to be females. Fifty-six (56) percent of respondents were over 40 years old. Most of the respondents were singles, had a high level of education, were employees, Christians and from developing countries. Most respondents were visiting the tourists' destination for the first time.

The study ascertained tourists' expectations of hotel services prior to their visit. On the whole, a high percentage of tourists indicated having high expectations with the quality of hotel services, which included; timeliness in service delivery, staff assistance, level of safety and security, comfort of facility and accessibility of physical facilities. A considerable number of respondents however had low expectations of services they anticipated receiving. Analysis of tourists' satisfaction with the hotel services provided revealed that a high percentage of tourists were satisfied with the services delivered.

The bivariate analysis using chi-square test of independence revealed a significant relationship between gender and tourists satisfaction with hotel service delivery. The relationship between country of origin and tourists satisfaction with hotel service delivery was also found to be statistically significant. A significant relationship was also found between the variables age and tourists satisfaction with hotel service delivery.

The relationship between tourists' characteristics and the various measures of service delivery (safety and security, courtesy of staff and physical facilities) revealed in addition that tourists' gender, age, marital status, country of origin and number of visits to Ghana are significantly related to safety and security. These characteristics were also found to be significantly related to staff courtesy and physical facilities of the hotel. Detail of the result reveal that tourists who are females; tourists above 50 years and those between the ages of 41-50 years; tourists who are single; tourists from developing countries and first time tourists to Ghana were more satisfied with the three measures of service delivery. Though this bivariate analysis also showed a non-

significant relationship between tourists' religion, education, occupation, and the three measures of service delivery, tourists' with no formal education, unemployed and those were belonged to the Islamic faith were more satisfied with hotel services delivered.

5.5 Findings of Hypotheses Testing.

Based on the objectives of the study and a thorough review of literature, three main hypotheses were advanced and tested at 0.05 level of significance. Chi-square test of independence was performed to test the hypotheses advanced.

The results of the chi-square test of independence analysis revealed that there was a significant relationship between gender and tourists' satisfaction with hotel service delivery. Therefore, more female respondents indicated high satisfaction than males respondents ($p< 0.05$). Furthermore, the results revealed that there was a significant relationship between tourists' country of origin and overall satisfaction with hotel service delivery ($p< 0.05$) respondents from developed countries being more likely to be unsatisfied with hotel service delivery. A significant relationship (p = 0.000) was also obtained for the relationship between age and tourists' satisfaction, with tourists belonging to the 51 or more years cohort being more likely to be satisfied with hotel service delivery. The second hypothesis of the study which predicted aged tourists being significantly likely to be satisfied with hotel service was therefore supported.

5.6 Implications for the Hotel Industry.

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with hotel service delivery. This study revealed that

there were differences in the overall satisfaction of tourists in terms of gender, age and country of origin, it is hoped that the results of the study will provide some insights that may help tourism marketers develop specific promotional strategies.

The study also revealed that female tourists were more satisfied with hotel services than male tourists. Therefore, hotel managers may keep this in mind as the existence of deferential preference of hotel services. These managers may use this knowledge to adapt in the right way their specific facilities, products and services of their customers according to gender.

The study in addition, assessed the level of expectation and satisfaction with hotel service delivery. This assessment will help the hospitality managers and marketers to maintain or enhance their strengths and improve on their weaknesses.

To conclude, in order to create effective marketing strategies for products and services in the tourism market and hospitality industry, a better understanding of tourists who visit tourists' destinations and who patronize hotel services is necessary.

5.7 Directions for Future Research.

The study provided a general picture of service quality factors that determine or predict tourists' satisfaction and the relationship between tourists' characteristics and tourists' overall satisfaction with hotel services. The study however, did not ascertain the relationship between tourist satisfaction and intention to revisit a hotel. Future research should investigate the relationship between tourists' satisfaction and intention to revisit hotels.

Future studies could be applied to other hotels using a similar research method so that a comparative analysis in different hotels can be explored (Hall et al., 2003).

5.8 Limitations of study

The study has noteworthy limitations. The limitation of the study lies in the area of differentiation between expectation and satisfaction in the minds of tourists. Since the study did not conduct pre- and post- evaluation of the service quality factors, respondents may have provided responses in a very similar way to both expectation and satisfaction, thus making the distinction less possible (Hall et al., 2003).

In spite of these limitations, the current study suggests and encourages additional directions and guidelines for future study.
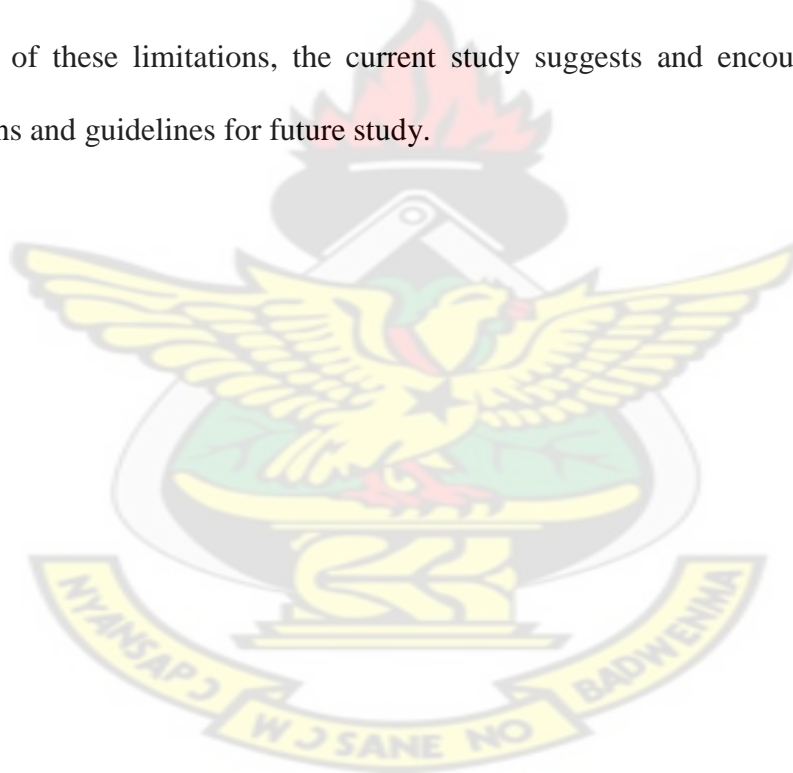
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APPENDIX A

DETERMINANTS OF TOURIST SATISFACTION WITH HOTEL SERVICE

DELIVERY

The purpose of this questionnaire is to assess the Determinants of tourist satisfaction with hotel service delivery in Royal Lamerta Hotel in Kumasi. Please note that your participation in the exercise is absolutely voluntary and your answer will be kept completely confidential for an academic project.

Please, read every statement carefully and tick the number that corresponds to answer. Use the following rating Scale. There is no right or wrong answer.

1. Gender: 1. Male [   ]   2. Female [   ]

2. Age Group : 1.Up to 30years [   ] 2.31-40 years [   ]3.41-50years old [   ]

    4. 51 years and above [   ]

3. Marital status: 1. Single [   ]   2. Married [   ]

4. Level of education:1. No education [   ]2. Up to high school [   ]

     3. Post- high school [   ]

5. Occupation: 1. Unemployed [   ]   2. Self Employed [   ]   3. Employee [   ]

6. Religion: 1. Christian [   ] 2. Muslim [   ]   3. Traditional [   ]

    4. Other (specify)……………………………………………………………

7. Which category of country do you come from? 1. Developing Country [   ]

    2. Developed Country [   ]

8. How many times have you been to Ghana? a. Once [   ] b. Twice[   ]

     c. Three times and above[   ]   d. None [   ]

9. How did you rate your expectation of the quality of hotel services in Ghana before this visit?

    a. High [   ]   b. Moderate [   ] c. Low [   ]

10. What was your expectation regarding the quality of service in Royal Lamerta Hotel?

    a. High [   ]   b. Moderate [   ] c. Low [   ]

11. Did you have any prior knowledge about Ghana before this visit?

    a. Yes [ ] b. No [ ] c Other (Specify)………………………………..………..

    If yes provide the source …………………………………….………………..

12. What was your expectation regarding timeliness of services in this hotel prior to this visit? a. High [ ]   b. Moderate [ ]   c. Low [ ]

13. How do you rate your expectation on ability of staff to assist you before checking into this Hotel?   a. High [ ]   b. Moderate [ ]   c. Low [ ]

14. How did you estimate the level of safety and security prior to visiting the hotel?

    (a)High [ ]   b. Moderate [ ]   c. Low [ ]

15. To what extent did you expect hotel facilities to be comfortable prior to your visit to this hotel?   a. High [ ]   b. Moderate [ ] c. Low [ ]

16. To what extent did you expect the physical facilities in this hotel to be accessible before your visit? a. High [ ]   b. Moderate[ ] c. Low[ ]

17. How will you rank the way staff explained issues to you for your understanding?

    a. Excellent [ ]   b. Very good [ ]   c Good [ ]   e. Poor [ ].

18. Based on the hotel service you have experienced will you visit this hotel again?

    a. Yes [ ] b. No [ ]

19. Will you recommend this hotel to others?

    a. Yes [ ]   b. No [ ]

20. How will you rank your satisfaction with the quality of services provided by the staff?

      a) Very satisfied [   ]   b. Satisfied [   ]   c Unsatisfied [   ].

21. What is your level of satisfaction with the following?

	Very satisfied	Satisfied	Unsatisfied
Safety and security provided			
Courtesy of staff			
assessment of physical facilities			

22. Do you have any suggestions regarding how to improve service delivery in this hotel?

      ………………………………………………………………………………

      ………………………………………………………………………………

23. How will you rate your overall quality of service delivered by this hotel?

      a. Excellent [   ]   b. Very good [   ] c. Good [   ] e. Poor [   ]