

## RESEARCH ARTICLE

## (Open Access)

# Comparative Study of Visitors' Satisfaction with Hospitality Services in Nigeria

GBEMISOLA ADELEYE, FOLUSADE AROWOSAFE, OLALEKAN TUNDE-AJAYI\*

Department of Ecotourism and Wildlife Management, Federal University of Technology Akure

## Abstract

Tourism has been globally recognized and described as one of the fastest developing industries, with huge impacts in economies all over the world. This study thus aimed to examine and compare visitors' satisfaction with hospitality services across two distinct destinations; Kainji Lake National Park and Ikogosi Warm Spring Resort by using structured questionnaire targeted at 197 visitors of the sites randomly. Data was thereafter collated, analysed and presented descriptively and inferentially. Results indicated that the visitors at both sites were satisfied more with the accommodation sector of the sites than other hospitality sectors. Results also indicated that visitors were mostly highly satisfied with Ikogosi Warm Spring Resort and fairly satisfied with Kainji Lake National Park. Further analysis indicated a significant difference in the overall satisfaction of the visitors with both sites indicating that the sites need to work further to improve the satisfaction of visitors which in turn leads to loyalty of the visitors and will thus improve the destinations' competitiveness in the tourism market.

**Keywords:** Tourism; Destination; Accommodation; Expectation; Visit; Leisure.

## 1. Introduction

Tourism has been globally recognized and described as one of the fastest developing industries, with huge impacts in economies all over the world both in terms of creating employment and also contributing to national Gross Domestic product [29]. The tourism sector has also been described as a major factor in economic systems all over the world [7] with records of highly important growth rate [1]. Due to this, governments and authorities globally have realized the major role of tourism as a significant driver of the economy and have thus continued to implement strategies to compete effectively in the tourism market worldwide [10]. Hospitality services refer to a number of sectors providing goods and services to consumers. The hospitality sector has been known to involve sectors like accommodation, food and beverage, entertainment, travel and tour [5]. Specifically, the tourism industry has recorded significant impact on sectors like accommodation, restaurants, crafts and travel/tours [23].

Visitors' satisfaction is one of the most researched subjects in the tourism industry because of its significance in the continuous existence and future of tourism goods and services [16]. Visitors satisfaction with service experienced at a destination refers to the visitors' total utilization of the experience which is determined by certain personal factors [5]. Visitors' satisfaction is a very important aspect of all tourism destinations as it improves destination image. This

explains why a lot of attention has focused on the term and measurement of consumer satisfaction [26].

Visitors' satisfaction has often been studied alone or channeled with other topics such as visitors' expectations as scholars have identified that there is a close relationship between satisfaction and expectation [3]. Visitors develop certain expectations before visiting a particular tourism destination and when these expectations are met, satisfaction is attained. Hence, successful tourism business is largely dependent on visitors' satisfaction which in turn produces visitors' loyalty to the destination [10]. Thus, satisfaction of visitors with tourism products and services depends on the visitors' expectations before travel and their experiences after travel. Satisfaction of a visitor is achieved when his or her experience exceeds his or her expectations concerning the destination [2]. Research on expectation level and satisfaction has huge importance on the tourism development at destinations [14] and as such, researchers have the belief that visitors' expectation directly influences perceived value and satisfaction [22].

There is a popular belief that visitors' satisfaction is germane to the continued growth and development of tourism industry [20]. Zabkaret *al.* [32] stated that researches on satisfaction have often been faced with the challenge of conceptual and practical grounds. As such, factors that determine visitors' satisfaction need to be further studied. It is known that tourism services attributes

\*Corresponding author: Olalekan Tunde-Ajayi; E-mail: tunde-ajayioa@futa.edu.ng

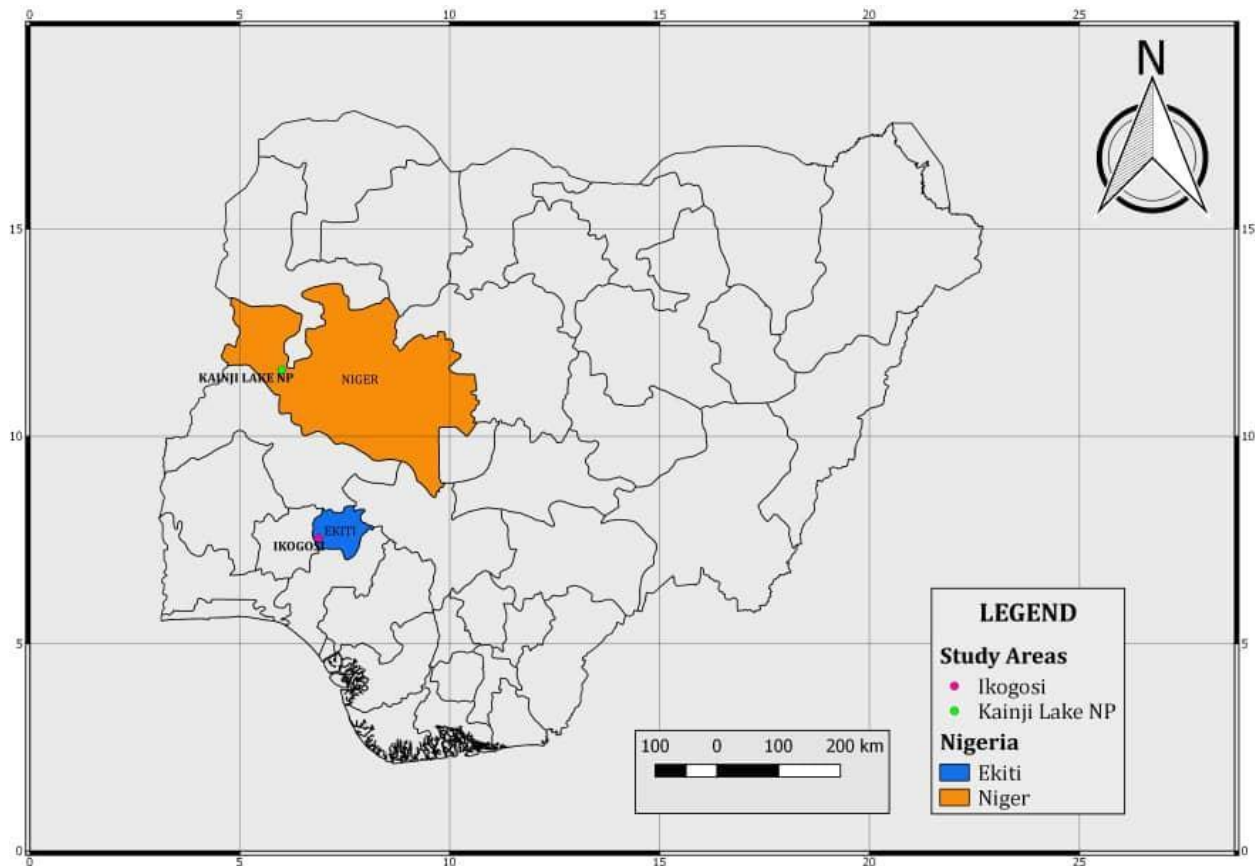
(Accepted for publication 18.12.2020 )

ISSN: 2218-2020, © Agricultural University of Tirana

have a strong relationship with visitors' satisfaction [11]. Hence, it is important to determine the main service that influences visitors' satisfaction in order to improve the competitiveness of national parks and recreational centers as a tourist destination. It is also important to determine and compare the differences (if any) in the hospitality services offered by the hospitality sectors in a national park and a tourism resort so as to ascertain the peculiar differences in satisfaction derived and the reasons which could be attributed to differences in environments and hospitality outlets available in each tourism destination.

## 2. Material and Methods

### 2.1. Description of Study Areas



**Figure 1:** Map of Nigeria showing the study areas

### 2.2 Sample Design and Sample Size

The population for this study was visitors to the national park and resort. In order to determine the sample size for the study, visitors' statistics for 2018 were obtained from both sites in order to ascertain the total number of visitors that visited the sites that year and Yamane (1967) method of sampling size determination was thereafter used to select a total number of 197 visitors for the study. 100 visitors at Ikogosi Warm Spring resort (45,000 visitors in 2018) and 97 visitors at Kainji Lake National Park (3092 visitors in 2018) were therefore selected proportionately.

The study was carried out at Kainji Lake National Park and Ikogosi Warm Resort, Nigeria. Kainji Lake National Park was gazetted in 1979 by merging two Game Reserves (Borgu and Zugurma Game Reserves) being the first National Park and the second largest of all the eight National Parks in Nigeria covering an area of 5,370.82km<sup>2</sup>. It is located between latitude 9° 40' and 10° 30'N and longitude 3° 30' and 5° 50'E.

Ikogosi Warm Springs and Resort is located in Ikogosi-Ekiti in Ekiti West Local Government Area of Ekiti State, Nigeria at longitude 7°35'38.9"E and latitude 4°58'52.6"N. The warm spring is a natural site with two separate springs flowing side by side without disturbing each other.

### 2.3 Data Sources and Data Collection Methods

This study made use of quantitative research method through the use of structured questionnaire directed at the visitors of the sites. The questionnaire was divided into four sections. First section captured the visitors' socio-demographic characteristics, second section captured their visit characteristics while the third section measured their satisfaction with hospitality services and fourth section assessed their expectation and needs at the sites. Visitors' expectations, needs and satisfaction were measured on a five point likert scale. This study made use of relevant literatures to construct variables in the questionnaire. Data was obtained across the two sites from January to June, 2019.

## 2.4 Data Analysis

Data was analyzed using statistical Package for Social Sciences version 23 and results were presented descriptively using frequency, percentage and tables. Inferentially, Independent T-test was used to determine the difference in the hospitality services between the sites and Pearson correlation was used to test the association between satisfaction and willingness to recommend the sites.

## 3. Results and Discussion

### 3.1. Socio-demographic characteristics

Table 1 presents the socio-demographic characteristics of the respondents at Kainji Lake National Park (KLNP) and Ikogosi Warm Spring Resort. Highest percentage of the visitors were females at KLNP (51.5%) and males at Ikogosi Resort (57%). This study reported more females visiting Kainji Lake National Park as supported by Karanikola et al. [12] who reported more females in their

findings but is in contrast with the report of more males visiting Ikogosi Warm Spring Resort. Highest percentage of the visitors were between age 21-30 years at KLNP (53.6%) and 51-60 years at Ikogosi Resort (31%). These age groups fall within the range of the second largest age group in Nigeria [4]. Also, majority of KLNP visitors had tertiary education (72.2%) and were Nigerians (99%) while majority of Ikogosi resort visitors had tertiary education (69%) and were Nigerians (97%). This finding further validates this research as educated people would be able to interpret the questions asked and is consistent with the study by Sangsun [21] that visitors' responses to physical conditions were highly influenced by education levels and income.

The visitors were mostly single at KLNP (75.3%) and married at Ikogosi resort (40%). Majority of KLNP visitors were businessmen (54.6%), Christians (81.4%) and have income of less than ₦30,000 while majority of Ikogosi resort visitors were self-employed (24%), Christians (46%) and have income of less than ₦30,000.

**Table 1:** Socio-demographic characteristics of the respondents

Variables	Kainji Lake National Park (N=97)		Ikogosi Warm Spring Resort (N=100)	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Gender				
Male	47	48.5	57	57.0
Female	50	51.5	43	43.0
Age				
<21 years	15	51.5	0	0
21-30 years	52	53.6	8	8.0
31-40 years	18	18.6	26	26.0
41-50 years	8	8.2	15	15.0
51-60 years	3	3.1	31	31.0
>60 years	1	1.0	20	20.0
Highest level of educational attained				
Primary	2	2.1	1	1.0
Secondary	23	23.7	13	13.0
Tertiary	70	72.2	69	69.0
No formal education	2	2.1	17	17.0
Others (specify)	0	0	0	0
Nationality				
Nigerian	96	99.0	97	97.0
Canadian	1	1.0	2	2.0
Indian	0	0	1	1.0
Marital status				
Married	24	24.7	40	40.0
Single	73	75.3	30	30.0
Divorce	0	0	23	23.0
Widow/widower	0	0	7	7.0
Others	0	0	0	0
Occupation				

Professional	4	4.1	21	21.0
Private sector employed	3	3.1	18	18.0
Retiree	5	5.2	17	17.0
Self-employed	21	21.6	24	24.0
Civil servant	11	11.3	11	11.0
Business man	53	54.6	9	9.0
Religion				
Christianity	79	81.4	46	46.0
Muslim	18	18.6	39	39.0
Traditional	0	0	15	15.0
Others	0	0	0	0
Income earned per month				
< 30,000	46	47.4	27	27.0
31,000-60,000	33	34.0	16	16.0
61000-90,000	12	12.4	20	20.0
91,000-120,000	1	1.0	2	2.0
121,000-150,000	2	2.1	6	6.0
151,000-180,000	1	1.1	14	14.0
Above 181,000	2	21.1	15	15.0

### 3.2 Visit characteristics

Table 2 presents the visit characteristics of the respondents at Kainji Lake National Park (KLNP) and Ikogosi Warm Spring Resort. 71.1% have visited KLNP once while 30% have visited Ikogosi Resort thrice. Majority of KLNP visitors visited for research (69.1%) while majority of Ikogosi Resort visitors visited for leisure (56%). The visitors have visited the national park once and travelled majorly for research which could be attributed to the research components and facilities embedded in the nature of a national park while they travelled to Ikogosi Warm Spring Resort mostly for leisure as evident in the recreational nature of the site and is consistent with Dutta [6] where 80% of the people visited a destination for recreation or leisure purpose. Also, highest percentage of KLNP visitors spent three nights (30.9%), travelled with tour groups (47.4%) by road (57.7%) while highest percentage of

Ikogosi Resort visitors spent two nights (42%), travelled with spouse (61%) by road (34%). The visitors visited Kainji Lake National Park with tour groups which could be attributed to them visiting for the purpose of research while they visited Ikogosi Warm Spring with their spouses which could be otherwise be referred to as a family member as supported by Puan and Zakaria [19] who reported that 61% of the respondents visited a tourist destination with their families. The visitors were also able to spend more than one night at the destinations because of the accommodation facilities present at the sites which will thus improve the revenue of the sites as visitors get to spend on accommodation together with the gate fee and expenses of the sites.

Furthermore, highest percentage of the visitors at KLNP heard about the site through travel agents and tour operators (41.2%) while highest percentage of the visitors at Ikogosi Resort heard about the site through radio (35%).

**Table 2:** Visit characteristics of the respondents

Variables	Kainji Lake National Park (N=97)		Ikogosi Warm Spring Resort (N=100)	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Number of visits				
Once	69	71.1	27	27.0
Twice	9	9.3	16	16.0
Thrice	6	6.2	30	30.0
More than thrice	13	13.4	27	27.0
Purpose of visit				
Business	1	1.0	11	11.0
Leisure	13	13.4	56	56.0
Research	67	69.1	29	29.0
Other	15	15.5	4	4.0
Duration of stay				
1 night	13	13.4	18	18.0

2 nights	11	11.3	42	42.0
3 nights	30	30.9	20	20.0
4 nights	10	10.3	14	14.0
1 week	17	17.5	4	4.0
More than 2 weeks	3	3.1	2	2.0
1 month	1	1.0	0	0
More than 1 month	12	12.4	0	0
Travel group				
Alone	7	7.2	8	8.0
With spouse	2	2.1	61	61.0
With relatives	7	7.2	19	19.0
With friends	8	8.2	7	7.0
With tour groups	46	47.4	3	3.0
With business associate	5	5.2	1	1.0
Others	22	22.7	1	1.0
Mode of transport				
Air	0	0	21	21.0
Road	56	57.7	34	34.0
Rail	3	3.1	16	16.0
Tourist bus	10	10.3	20	20.0
Personal car	4	4.1	3	3.0
Bus	24	24.7	6	6.0
Sources of information				
Radio	6	6.2	35	35.0
Television	6	6.2	29	29.0
Friends and relatives	11	11.3	15	15.0
Travel agent and tour operators	40	41.2	6	6.0
Print media	7	7.2	13	13.0
Other	27	27.8	2	2.0

### 3.3 Visitors' Expectation for Hospitality Services

Table 3 presents the visitors' expectation in Kainji Lake National Park measured in terms of tangibility in which "adequate security in lodges" had the highest mean (4.60) and "internet connectivity" had the lowest mean (3.65). In terms of reliability, the variables ranged from "service on time" which had the highest mean value (4.29) to right performance of service which had the lowest mean (4.01). In terms of responsiveness, "welcoming gesture to visitors" had the highest mean (4.53) and "Not frown or grumble at request" had the lowest mean (4.24). In terms of empathy, "Give visitors individual attention" had the highest mean (4.43) and "health treatment service" had the lowest mean (4.13).

Table 4 presents the visitors' expectation and needs in Ikogosi warm spring resort measured in terms of tangibility in which "modern facilities" had the highest mean (3.44) and adequate power supply had the lowest mean (3.26). In terms of reliability, "service at time" had the highest mean (3.99) while "interest and willingness to solve problems"

had the lowest mean (3.48). In terms of responsiveness, "not frown or grumble at request" had the highest mean (3.79) while "attentive to request" had the lowest mean (3.53). In terms of empathy, "give visitors individual attention" had the highest mean (3.68) while "understand specific problems of visitors" had the lowest mean (3.31).

The visitors expectation for hospitality services at both sites recorded adequate security in lodges, modern facilities, adequate power supply, cleanliness and attractiveness of the site as major factors that would encourage visitors to visit and be satisfied with the sites as supported by Wang and Davison [28] who concluded that visitors are generally satisfied with their experiences, and their satisfaction is determined by how well their actual experience matches their pre-conceived expectations. This findings is also supported by Tasci and Boyle, [24] that safety and security of a destination are seen to have a big impact on the level of satisfaction with a tourist trip. Destination attributes are important in sharpening visitors' satisfaction with tourist destination as also stated by Li *et al.* [15] that a crucial point for consideration in satisfaction studies is what are the

destination attributes that travellers identify as important to meet their expectations.

The visitors also stated that they had expectation for service on time at the study sites while stating they had need for quick and attentive staffs that were willing to solve their problems. These good qualities of service that should be seen in tourism destination staff would improve satisfaction for visitors and would encourage them to relate well with service providers as supported by Zhou [33] who outlined key determinants of visitor satisfaction as attraction features, which include various forms of activity for visitors, like catering, entertainment, activities for children, special events-fairs, concerts, performances, high quality of environment like cleanliness, aesthetics, and quality of

service, amenities-safe car park, clean toilets, and information.

Furthermore, the visitors expected the tourism service providers to welcome them with good gesture and they should be willing to help them while giving the visitors individual attention and understanding their specific problems. This shows the visitors are interested in the competency of the staffs and how well the staffs present themselves while offering services. This is in line with Okello and Yerian [17] who found out that for majority of tourists who travel, the quality of the individual's experience largely depends on the competency of the service provider.

**Table 3:** Visitors expectations of hospitality services at Kainji Lake National Park

Variables	Mean	St. Dev.	Ranks
<b>Tangibility</b>			
Adequate security in lodges	4.6	0.745	1
Adequate power supply	4.44	0.989	2
Clean and attractive	4.34	0.945	3
Dress well and appear neat	4.29	0.935	4
Modern facilities	4.24	1.008	5
Physical facilities	4.13	1.296	6
Transport services	3.86	1.338	7
Internet connectivity	3.65	3.86	8
<b>Reliability</b>			
Service at time	4.29	0.816	1
Quick and attentive staff	4.24	0.977	2
sincere interest and willingness	4.23	0.896	3
Prompt in service delivery	4.2	0.837	4
Management keep records	4.2	0.886	5
Right performance of service	4.01	1.141	6
<b>Responsiveness</b>			
Welcoming gesture to visitors	4.53	0.767	1
Staff is willing to help	4.41	0.8	2
Prompt service delivery	4.39	0.848	3
Never too busy to respond	4.36	0.819	4
Attentive to request	4.3	0.892	5
Not frown or grumble at request	4.24	0.998	6
<b>Empathy</b>			
Give visitors individual attention	4.43	0.912	1
Management understand specific problems	4.27	0.93	2
Management has staff that provides personal attention	4.23	0.963	3
Visitors best interest at heart	4.23	0.984	4
Health treatment service	4.13	1.067	5

**Table 4:** Visitors expectations of hospitality services at Ikogosi Warm Spring Resort

Variables	Mean	St. Dev.	Ranks
<b>Tangibility</b>			
Modern facilities	3.44	1.358	1
Adequate security in lodges	3.36	1.243	2
Reliable transport services	3.34	1.199	3
Internet connectivity	3.33	1.295	4
Physical facilities	3.33	1.28	5
Clean and attractive lodges	3.33	1.311	6
Properly dressed staffs	3.29	1.258	7
Adequate power supply	3.26	1.307	8
<b>Reliability</b>			
Service at time	3.99	1.227	1
Management keep records	3.63	1.383	2
Quick and attentive staffs	3.56	2.25	3
Prompt in service delivery	3.54	1.306	4
Right performance of service	3.52	1.267	5
Interest and willingness to solve problems	3.48	1.243	6
<b>Responsiveness</b>			
Not frown or grumble at request	3.79	1.209	1
Prompt service delivery	3.76	1.207	2
Willing to help	3.76	1.232	3
Welcoming gesture to suggestion	3.69	1.107	4
Not too busy to respond	3.69	1.107	5
Attentive to request	3.53	1.306	6
<b>Empathy</b>			
Give visitors individual attention	3.68	1.091	1
Give visitors personal attention	3.59	1.207	2
Operating hours convenient for visitors	3.58	1.232	3
Visitors best at heart	3.4	1.163	4
Health treatment services	3.35	1.336	5
Understand specific problems of visitors	3.31	1.22	6

### 3.4 Visitors' Satisfaction with Hospitality Services

Table 5 shows visitors' satisfaction with hospitality services at Kainji Lake National Park and Ikogosi Warm Spring resort with accommodation services having the highest mean value at Kainji Lake National Park (4.03) and Ikogosi Warm Spring (3.84) while entertainment services had the lowest mean value at Kainji Lake National Park (3.19) and travel services had the lowest mean value at Ikogosi warm spring (3.44). The study revealed that the visitors were satisfied most with accommodation services at both sites. This is in line with Frías-Jamilena *et al.* [9] that accommodation quality tends to enhance tourists'

perceived value towards their spending, and this will increase tourists' satisfaction level. The study also revealed that the visitors were satisfied with food, beverage and transport services at both sites and this could further improve their overall satisfaction with the sites as opined by Kim and Chen[13] that the issue of "food service experience" has been underestimated within the works studying tourist satisfaction. It is also supported by Yeoman *et al.* [31] who envisaged that the availability, affordability, and convenience of tourism transportation infrastructure

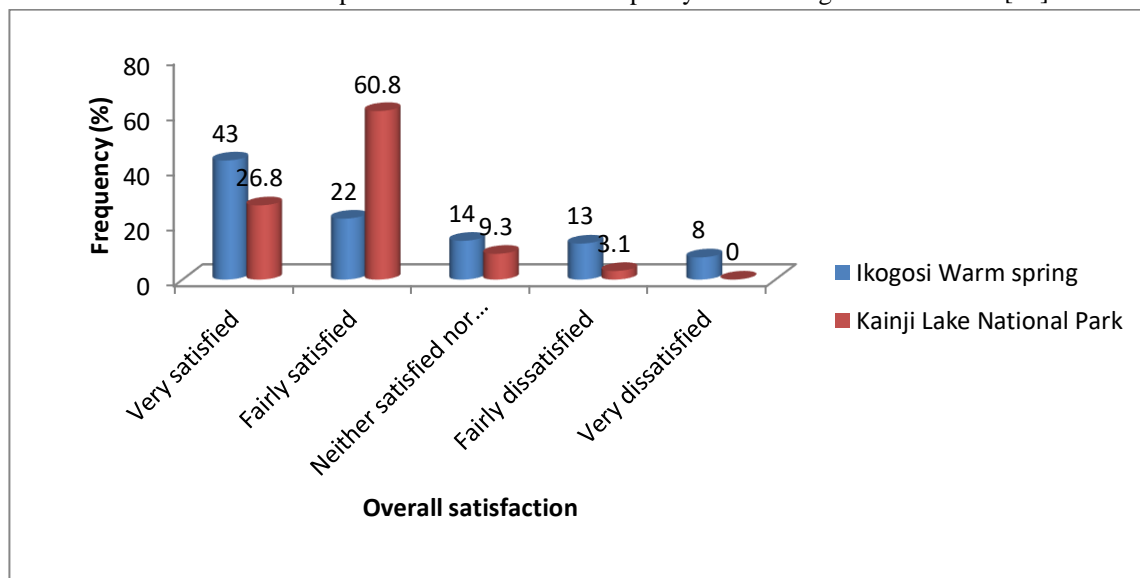
that enhance the accessibility quality of a destination tends to lead to better success of a tourism destination.

**Table 5:** Visitors' satisfaction with hospitality services

Variables	Kainji Lake National Park		Ikogosi Warm Spring Resort	
How satisfied were you with?	Mean	St. Dev	Mean	St. Dev
Accommodation services	4.03	0.335	3.84	1.22
Food and beverages	3.27	1.263	3.49	1.185
Entertainment	3.19	1.333	3.47	1.201
Travel services (transport, tour guides, etc.)	3.57	1.136	3.44	1.274

Figure 2 shows that 43% were very satisfied with services at Ikogosi and 8% were very dissatisfied with all the services provided while at Kainji Park, results indicated that the highest percentage were fairly satisfied with the services provided (60.8%) and 0% were very dissatisfied due to the difference in services and experiences offered at

both sites. The level of satisfaction with overall facilities at the sites would improve the image of the destination as visitors would have positive reports about the sites as opined by Flint *et al.* [8] that a higher level of consumer satisfaction can increase customer loyalty and improve the capacity of attracting new customers [25].



**Figure 2:** Overall satisfaction with the sites

Table 6 presents the T-test of difference between hospitality services at Ikogosi Warm Spring resort and Kainji Lake National Park. There is no significant difference in their satisfaction with accommodation services ( $p=0.201$ ), food

and beverage services ( $p=0.205$ ), entertainment services ( $p=0.117$ ) and travel services ( $p=0.046$ ). However, there is a significant difference in the respondents' overall satisfaction with hospitality services at the sites

( $p=0.035$ ). The hypotheses of this study which revealed that there are no significant differences in the visitors' satisfaction with accommodation, food and beverage, entertainment and transport services at both sites while there is a significant difference in their overall satisfaction with the sites could be attributed to differences in the experiences gained at both sites as supported by Walls *et al.* [27] that experiences tourists gained from the tourism activities are said to be crucial to differentiate the destination from their competitors.

**Table 6:** Difference between satisfaction with hospitality services at Kainji Lake National Park and Ikogosi Warm spring resort

Variables	Mean Ikogosi	Mean KLNP	Mean Difference	t	df.	Sig.
Satisfaction with accommodation services	3.84	4.03	-0.191	-1.285	175.453	0.201
Satisfaction with food and beverage services	3.49	3.27	0.222	1.273	195	0.205
Satisfaction with entertainment services	3.47	3.19	0.284	1.574	195	0.117
Satisfaction with travel services	3.44	3.57	-0.127	-0.738	195	0.461
Overall satisfaction with the sites	2.21	1.89	0.323	2.144	149.364	0.035



P<0.05

Table 7 presents the Pearson correlation relationship between overall visitors' satisfaction and willingness to recommend the sites. Since the p-value which is 0.000 is less than 0.05, there is a significant correlation between overall satisfaction and willingness to recommend the sites. The visitors' satisfaction has a positive relationship

with their willingness to recommend the sites to others. This is in line with Quet *al.* [18] that tourists who are satisfied with the travel experiences tends to create a positive image towards the destination, and in return they will recommend the destination to others.

**Table 7:** Relationship between overall satisfaction and willingness to recommend the sites

Variable	Correlation value (r)	Sig.	Decision
	Overall satisfaction		
Willingness to recommend	0.696	0.000	*

P<0.05

#### 4. Conclusions

This study concluded that all the hospitality services are essential for the satisfaction of visitors. Their overall satisfaction with the sites is primarily explained by the service aspect of the trip. Visitors' willingness to recommend the sites indicates their satisfaction with the services provided at the sites. It was also concluded that individual satisfaction varies as some were satisfied more with accommodation and least satisfied with the others, hence a need to generally improve on all services so as to facilitate a general satisfaction with the services.

Also, the study indicates that visitors were concerned about the safety and security of themselves and their property meaning that measures has to be taken to ensure they are well secured most especially for visitors coming from a far distance. Hence, it can be concluded that the effectiveness of service delivery by staffs and also facilities provided by the sites are very essential in the satisfaction of visitors and their intention to revisit and recommend the sites. This baseline information will help tourism destinations improve their competitiveness in the industry as they would be able to channel their resources into better ways of satisfying their visitors.

#### 5. Acknowledgements

The authors recognize and appreciate the cooperation of the entire management of Kainji Lake National Park and Ikogosi Warm Spring Resort for their efforts in making this research possible.

#### 6. References

- Adinegara GNJ: **Modelling of Tourist Satisfaction in Bali**. Binus Business Review 2018, **9**(3): 261-276.
- Aliman NK, Hashim SM, Wahid SDM, Harudin S: **Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island**. International Journal of Marketing Studies 2016, **8**(3): 173-188
- Biodun AB, Haji-Din A, Abdullateef AO: **The relationship between tourist expectation, perceived quality and satisfaction with tourism products**. Journal of international business management 2013, **7**(3), 158-164.
- Central Intelligence Agency (CIA) Nigeria. **The World Factbook**. The Centre Intelligence Agency 2015. Retrieved July 2, 2016, from <https://www.cia.gov/library/publications/the-world-factbook/geos/ni.html>.
- Chan, Hsu, Baum: **The Impact of Tour Service Performance on Tourist Satisfaction and Behavioral Intentions: A Study of Chinese Tourists in Hong Kong**, Journal of Travel & Tourism Marketing 2015, **32**(1-2): 18-33.
- Dutta T: **Visitor profile at Peshwe Zoo, Maharashtra**. Zoos' Print 2005, **20**(8): 13-16.
- Elaine YTC, Siti A: **Destination image as a mediator between perceived risks and revisit intention: A case of post- disaster Japan**. Tourism Management 2014, **40**: 382-393.
- Flint DJ, Blocker CP, BoutinJr, PJ: **"Customer value anticipation, customer satisfaction and loyalty: An empirical examination"**, Industrial Marketing Management 2011, **40**: 219-230.
- Frías-Jamilena DM, Del Barrio-García S, López-Moreno L: **Determinants of satisfaction with holidays and hospitality in**

- rural tourism in Spain the moderating effect of tourists' previous experience.** *Cornell Hospitality Quarterly* 2013, **54**(3), 294-307.
10. Gaki, Eleni; Kostopoulou, Stella; Parisi, Evangelia; Lagos, Dimitris: **The evaluation of tourism satisfaction in island destinations: The case of the Ionian Islands of Greece**, 56th Congress of the European Regional Science Association: "Cities & Regions: Smart, Sustainable, Inclusive?", 23-26 August 2016, Vienna, Austria, European Regional Science Association (ERSA), Louvain-la-Neuve
  11. Johann M, Panchapakesan P: **The perception of tourism product quality and tourist satisfaction: The case of package holiday travelers visiting Poland.** In *Proceedings of the XVI International Scientific Conference – Towards smart, sustainable, and inclusive Europe: Challenges for Future Development*, Turiba, TuribaUniversity 2015.
  12. Karanikola P, Tampakis S, Tsantopoulos G, Digbasani C: **The public zoo as recreation and environmental education area: visitors' perception and management implications**, *WSEAS Transactions on Environment and Development* 2014,**10**(1): 2-10.
  13. Kim JH, Chen JS: **"The effects of situational and personal characteristics on consumer complaint behavior in restaurant services,"** *Journal of Travel & Tourism Marketing* 2010, **27**: 96-112.
  14. Lather AS, Singh R, Singh KA: **Comparing the levels of expectation and satisfaction of Indian and foreign adventure tourists visiting India.** *Applied Studies in Agribusiness and Commerce – ABSTRACT*, Agroinform Publishing House, Budapest 2012, **6**(3-4), 5-14.
  15. Li H, Ye Q, Law R: **Determinants of customer satisfaction in the hotel industry: An application of online review analysis.** *Asia Pacific Journal of Tourism Research*, **18**(7), 784-802
  16. Naidoo P, Ramseook-Munhurrin P, Ladsawut, J: **Tourist satisfaction with Mauritius as a holiday destination**, *Global Journal of Business Research* 2010,**4** (2): 113-123
  17. Okello MM, Yerian, S: **Tourist satisfaction in relation to attractions and implications for conservation in the protected areas of the Northern Circuit, Tanzania**, *Journal of Sustainable Tourism* 2009, **17**(5), 605–625
  18. Qu H, Kim LH, Im, HH: **A model of destination branding: Integrating the concepts of the branding and destination image.** *Journal of Tourism Management* 2010, **32**, 1-12.
  19. Puan CL, Zakaria M: **Perception of visitors towards the role of zoos: a Malaysian perspective.** *International Zoo Yearbook* 2007, **41**:226–232.
  20. Sadeh E, Asgari F, Mousavi L, Sadeh S: **Factors affecting tourist satisfaction and its consequences.** *Journal of Basic and Applied Scientific Research* 2012, **2**(2): 1557- 2012.
  21. Sangsun P: **Environmental impact of tourism in KhaoYai National Park Thailand**, Graduate Studies of Texas A&M University 2010
  22. Song H, Van de Veen R, Li G, Chen J: **The Hong Kong tourist satisfaction index.** *Annals of Tourism Research* 2012, **39** (1), 459-479.
  23. Sulistyadi B, Wening N, Herawan T: **The impact of site attraction and service quality on loyalty through satisfaction: A case study in GunungSewunUnesco Global Geopark, Indonesia.** *GeoJournal of Tourism and Geosites*2019, **25**(2): 509-523. Doi:10.30892/gtg.25219-377.
  24. Tasci AD, Boylu Y: **"Cultural comparison of tourists' safety perception in relation to trip satisfaction,"** *International Journal of Tourism Research* 2010, **12**: 179-192.
  25. Uncles MD, East R, Lomax W: **"Good customers: The value of customers by mode of acquisition,"** in *Australasian Marketing Journal* 2013, **21**: 119-125.
  26. Vela'zquez MB, Saura IG, Molina MER: **Conceptualizing and measuring loyalty: Towards a conceptual model of tourist loyalty antecedents.** *Journal of Vacation Marketing* 2011, **17**(1), 65-81.
  27. Walls A, Okumus F, Wang Y, Kwun DJW: **Understanding the consumer experience:**

- An exploratory study of luxury hotels.** Journal of Hospitality Marketing & Management 2011, **20**(2), 166-197.
28. Wang Y, Davidson MC: **Chinese leisure tourists: Perceptions and satisfaction with Australia.** Tourism Analysis 2009, **14**(6): 737-747.
  29. World Travel and Tourism Council: Economic Impact Research 2013. Available at <http://www.wttc.org/>
  30. Yamane T: **Research methods: determination of sample size** 1967.
  31. Yeoman I, Robertson M, Ali-Knight J, Drummond S, McMahon-Beattie U: Festival and events management 2012. Routledge.
  32. Zabkar V, Brencic M, Dmitrovic T: **Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level.** Tourism Management 2010, **31**, 537-546.
  33. Zhou Z: **A survey of visitor satisfaction at Victoria Falls Rainforest.** African Journal of Hospitality, Tourism and Leisure 2018, **7**(1), 1-21.