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# **The Experiences of Persons with Physical Disability and Satisfaction in Selected Classified Hotels in Nairobi City County, Kenya**

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## **Abstract**

This study sought to determine the experiences of persons with physical disability (PwPDs) as hotel guests and the effects these experiences have on satisfaction in selected classified hotels in Kenya. The research was driven by five key objectives: to determine the influence of personal characteristics, trip-related factors, the physical environment within the hotels, human interactions, and policy compliance on the satisfaction of hotel guests with physical disabilities. A cross-sectional research design was selected for this study, as it permits an in-depth understanding of the relationships between different variables. The study focused on 44 hotel managers and employed snowball sampling to include 30 guests with physical disabilities. The participants were given semi-structured questionnaires, and the data gathered were then analyzed using both descriptive and inferential statistics. The statistical findings revealed an R squared value of 0.614, indicating that the independent variables under investigation jointly explained approximately 56.2% of the variance in satisfaction levels for guests with physical disabilities. Specifically, the study found that the physical environment within the hotels had a highly positive and statistically significant impact on guest satisfaction ( $\beta = .440$ ,  $p = .005 < .05$ ). Personal characteristics of the guests also played a critical role, positively affecting their satisfaction ( $\beta = .282$ ,  $p = .019 < .05$ ). Moreover, the quality of human interactions emerged as another important factor, with a positive and significant correlation to satisfaction ( $\beta = .284$ ,  $p = .015 < .05$ ). Trip-related factors, which include elements like the purpose of the stay and length of the visit, were also found to positively influence satisfaction ( $\beta = .249$ ,  $p = .046 < .05$ ). The study concluded that trip-related factors, human interactions, personal characteristics and the hotel's physical environment positively and significant affected satisfaction of guests with

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physical disability in selected classified hotels in Nairobi City County. The study thus recommended that hotels in Nairobi City County adopt ADA policies to make their amenities and services more accessible to persons with physical disabilities in order to enhance their satisfaction levels.

**Keywords:** *Persons with physical disabilities, hotel guest satisfaction, accessibility in hospitality, policy compliance in Hotels, Nairobi city county hotels*

## 1.0 Introduction

Hospitality industry caters for customers in offices, business places, guests seeking leisure and entertainment among other clients. However, there has been minimal attention paid to guests with disabilities. Guests with disabilities present a prospective clientele for the industry (Kim & Lehto, 2012). Persons with disabilities (PWDs) may have a significantly different travel experience which experience could involve challenges in transport and accommodation. Most guest rooms are not accessible to disabled people (Grech, 2016). Several limitations, obstacles, and access to the physical environment could still remain a major constraint encountered by PWDs, (UN report, 2019). Hotel owners may lack a clear understanding of the challenges faced by PWDs as hotel guests thereby losing out on this prospective market (Chikuta, du Plessis & Saayman, 2017). Most hotel service providers may not fully satisfy the special needs and wants in terms of special facilities including staircases, washrooms, bathrooms and furniture (Murungi, Ondigi, Khahiya & Abere, 2017). Hotels may possibly lack installed ramps, bathrooms and furniture designed to support the needs of the physically disabled guests (Var, *et al.*, 2011). Hotel service provision for guest with disabilities is a global issue.

Fifteen percent of the world's population or 1 billion persons live with disability (World Health Organization, 2018). Eighty percent thereof live in developing countries. The overall rate of PWDs in the US population in 2015 was 12.6%, with over half (51.1%) of this population being in the working ages of 18 – 64 years. Roughly 83 million persons have some form of disability in China (People's Daily, 2006; Wan, 2012). The average rate of disability varies from 10 percent to 20 percent of the population in western countries. One in five Canadians aged 15 or older about 6.2 million people have one or more disabilities (Chikuta, 2015; Morris, *et al.*, 2018). Economically active disabled persons spend approximately 25 billion Canadian dollars in travelling, (United Nations report, and 2019). The United States passed The Americans with Disabilities Act (ADA) in 1990 in an effort to provide a life of equality and freedom for PWDs, (Stonesifer & Kim, 2011). The ADA report outlines accessibility standards, specifications guidelines on handling persons with various forms of disability (Paez & Arendt, 2014).

There is a growing number of PWDs as consumers in the East and South Asia Pacific (ESAP) region (United Nations report, 2019). The exclusion of PWDs is likely to cause a ripple effect on a country's economy as witnessed in Morocco. Exclusion cost the economy approximately 2% of its GDP (Rohwerder, 2018). Specifications for disability amenities in Egypt include provision of; public washrooms, at least 1% of the available rooms for the disabled guests where lights in main reams can be controlled from the bed and appropriate corridors for wheelchair users, (Hussein & Jones, 2016). There still exists low level practice tools or legislative approaches to support accessibility within the hotel and lodging industry (Till, Leonard, Yeung & Nicholls, 2015). According to Abd-Elraof *et al.* (2018) a large proportion of star rated hotels in Egypt provide facilities for disabled guest.

There is a growing interest to travel to South Africa. However, hotel owners fail to comprehend the extensive range of challenges faced by PWDs in hotels, losing out on this significant market

opportunity (Vergunst, Swartz, Hem, Eide, Mannan, MacLachlan & Schneider, 2019). South Africa lacks facilities for people with disabilities, (Bisschoff, 2016). This could be attributed to ignorance towards the needs of guests with disabilities or lack of information thereof leading to a disregard of the potential economic contribution of PWDs in the hospitality industry. (Bisschoff & Breed, 2012). Survey by KNCPWD, (2008) indicates that 10 per cent of Kenyans experience some form of disability, 65 per cent of PWDs regard the environment as a major problem in their daily lives. Most hotels and hospitality service providers sectors may not fully satisfy the needs and wants of the disabled guests as most hotels lack the necessary facilities and are deficient of critical facilities supporting persons with disability, (Murungi et.al, 2017). Policies guiding the establishment of hotel facilities maybe inadequate. The outcome of improved accessibility will not only be economy based, but will also support the industry's social integration efforts towards PWDs.

### 1.1 Problem Statement

Hospitality services and facilities for the disabled persons are not well developed among hotels in Kenya including Nairobi City County. Most hotel service providers may fail to fully meet the needs and wants of the physically disabled guest in terms of special facilities such as staircases, washrooms, bathrooms and furniture. In addition, policies that guide the establishment of hotel facilities to suit the needs of the disabled guests may lack in most hotels, (Murungi *et al.*, 2017). There has been minimal attention paid to the market segment provided by guests with disabilities. The individual attitudes in the society and hotel industries are likely to be prejudiced towards PWDs, (Chepkwony, 2019). As travelers needs and expectations shift and new competitive threats emerge, hospitality companies ought to begin thinking beyond the traditional model to deliver new types of experiences, (MCKERCHER *et al.*, 2003; Israeli, 2011). Little attention is given towards understanding the PWDs as consumers.

Though hotels claim to be accessible, they may not be completely and easily accessible to PWDs. Their needs and capabilities are likely to be misunderstood thereby providing unsatisfactory experiences. Success is guaranteed for businesses whose employees are best prepared to cater for these persons by providing minimal messy interactions with huge satisfaction scores, (Wazzan, 2015). It is against this, that the study sought to analyze the experiences of PWDs and satisfaction in classified hotels and in identify the gaps that exist in the delivery of products and services in order to make hotels more sensitive to the needs of guests with disabilities.

### 1.2 Research Objectives

- i. To analyze the characteristics of PWDs that influence satisfaction in selected classified hotels in Nairobi City County.
- ii. To examine the trip related factors that influence satisfaction of guests with physical disability in selected classified hotels in Nairobi City County.
- iii. To explore the impact of hotels' physical environment on satisfaction of PWDs in selected classified hotels in Nairobi City County.
- iv. To determine the influence of human interactions on satisfaction for PWDs in selected classified hotels in Nairobi City County.
- v. To determine the moderating influence of the policy regulations on the relationship between the experiences of persons with physical disability (demographic characteristics, trip related factors, physical environment, human interaction) and the dependent variable (satisfaction of PWP).



### **1.3 Research Hypotheses**

- H0<sub>1</sub>: There is no significant relationship between personal characteristics and satisfaction of guests with physical disability in selected classified hotels.
- H0<sub>2</sub>: There is no significant relationship between trips related factors and satisfaction of guests with physical disability in selected classified hotels.
- H0<sub>3</sub>: Physical environment has no significant influence on satisfaction of guests with physical disability in selected classified hotels.
- H0<sub>4</sub>: Hotels' compliance with policy regulations has no significant influence on the relationship between independent variables and the dependent variable (satisfaction of PWDs) in selected classified hotels in Nairobi City County.

### **2.1 Theoretical Framework**

Two disability theories guided this study; system theory concept of disability and Social Model of disability.

#### **2.1.1 System theory concept of disability**

The system theory concept of disability was advanced by Michailakis (2003) and states that one is not born disabled but rather observed as one. To observe by the systems theory implies to begin by identifying the physical disability and strive to map them further out. It is through this distinction that the researcher will interpret the world, (Luhmann, 1995). Before starting the observation, the researcher will point out the hotel environment /system from which to observe the world. A distinction will also be drawn by differentiating the existing barriers while at the same time accepting the implication that the same also applies when the researcher makes a personal observation (Gustavsson, 2004). The researcher tried to choose perspective based on his/ her observation. The choice of distinction in the case of physical disability was in relation to a specific system; the hotel. It is not what we observe among the disabled that matters, it is what they can do.

#### **2.2.2 Social Model of disability**

The social Model of disability proposed by Hughes and Paterson (1997) states that it is the attitudes and society structures that make one disabled and not his/her medical condition. The barriers operating in society exclude and discriminate against persons with impairments thereby disabling them, (Anastasiou & Kauffman, 2013). The researcher views disability from a social perspective. This aids in turning the society's attention to adaptable practices that allow for accessibility and inclusivity. The social Model of disability perceives that the difficulties faced by PWDs arise from transport systems and services designed with a disregard of their needs. This model is dynamic and effective as it focuses on attitude, physical, and information barriers and tries to find solutions to these barriers (Slorach, 2014). In doing so, the social model of disability draws out an appropriate approach toward inclusion and equality. Not only for disabled persons but the entire society.

### **2.2 Empirical Review**

#### **2.2.1 Personal characteristics**

Physical disabilities could be born or acquired in the course of life. They affect mobility, physical capacity, stamina, or dexterity or sensory impairment. Personal characteristics include personality traits, and socio-demographic features like income, gender and age. Research findings indicate a variance between gender and satisfaction. In an effort to analyze the difference in service quality perception in men and women, Hernández, Tur, Peiró, and

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Moliner, (2010) findings indicated a difference in association of function between both genders. The emotional benefits related to the social interactions indicated a greater predictive power in women than it did in men. Though this research indicates of a variance in perceived experiences, it did not classify guests as being with or without disability.

Research indicates a difference in travel patterns in regards to income and age while marital status indicated contrary results, (Var, et al., 2011). However, the study failed to demonstrate the influence of the characteristics on guest satisfaction. Studies indicate low staff sensitivity training toward guests with physical disability. Thus, the need to determine its effect on satisfaction among PWDs, (Kim, Stonesifer and Han, 2012). More so, minimal literature exists to describe the relationship across different demographics and guest satisfaction among PWDs.

### **2.2.2 Trip related factors and satisfaction**

There are five accessibility dimensions that affect satisfaction of PWDs. These focus on food and beverage areas, public and recreation areas, and bath in rooms, (Tutuncu, 2017). Study results indicated that power and wheel chair users faced the most difficulties as hotel guests. The study focused on hotel facilities in USA that may be better equipped to serve persons with disabilities compared to local hotels in Kenya.

Experience, nature of travel, personal characteristics and physical journey indicate an impact on satisfaction for guests with mobility and visual impairments, (Yau, McKercher and Packer, 2014). In his research, Wazzan, (2015) noted that all guests complained about the ADA approved rooms. Several special needs guests indicated that the rooms allocated for PWDs were not 'accessible enough' and hotel staff lacked adequate knowledge about each guests' specific needs. Consequently, the need to determine effect of trip related factors on satisfaction of PWDs.

### **2.2.3 Physical environment and satisfaction**

PWDs are a growing consumer base for the hospitality industry and attending to them would be a huge contribution on the economy, (Sheth, *et al.*, 2019). Hotel services for the PWDs remain limited (Capitaine, 2016). Rooms, washrooms, walking stairs and sitting lounges are not designed to support guests with disabilities (Bharwani & Jauhari, 2013). This indicates a huge gap in analyzing the motives and anticipations of PWDs during the design process and the availability of disability specific services. Research findings in Nairobi, Kenya, indicated a deficiency of upgraded sports equipment (Murungi *et al.*, 2017). This led to inability for PWDs to fully participate in leisure activities during their hotel stay. However, the study failed to identify particular hotel facilities targeting guests with disabilities and their influence on satisfaction.

### **2.2.4 Human interactions and satisfaction**

Persons with disabilities tend to perceive service quality delivery differently compared to their well abled counterparts, (Kalargyrou, Barber and Kuo, 2018). This controlled experiment indicated less stereotyping among participants accompanied by close family members and friends than those without. This necessitates a study on impact of attitude on satisfaction of PWDs. Social interaction with friends and relatives have shown an impact on the well-being of disabled persons as indicated in a survey on social interaction and life satisfaction of PWDs in Italy, (Addabbo, Sarti and Sciulli, 2013). Hence this study's focus on the impact of human interactions on satisfaction of PWDs.

### **2.2.5 Policy regulation guidelines**

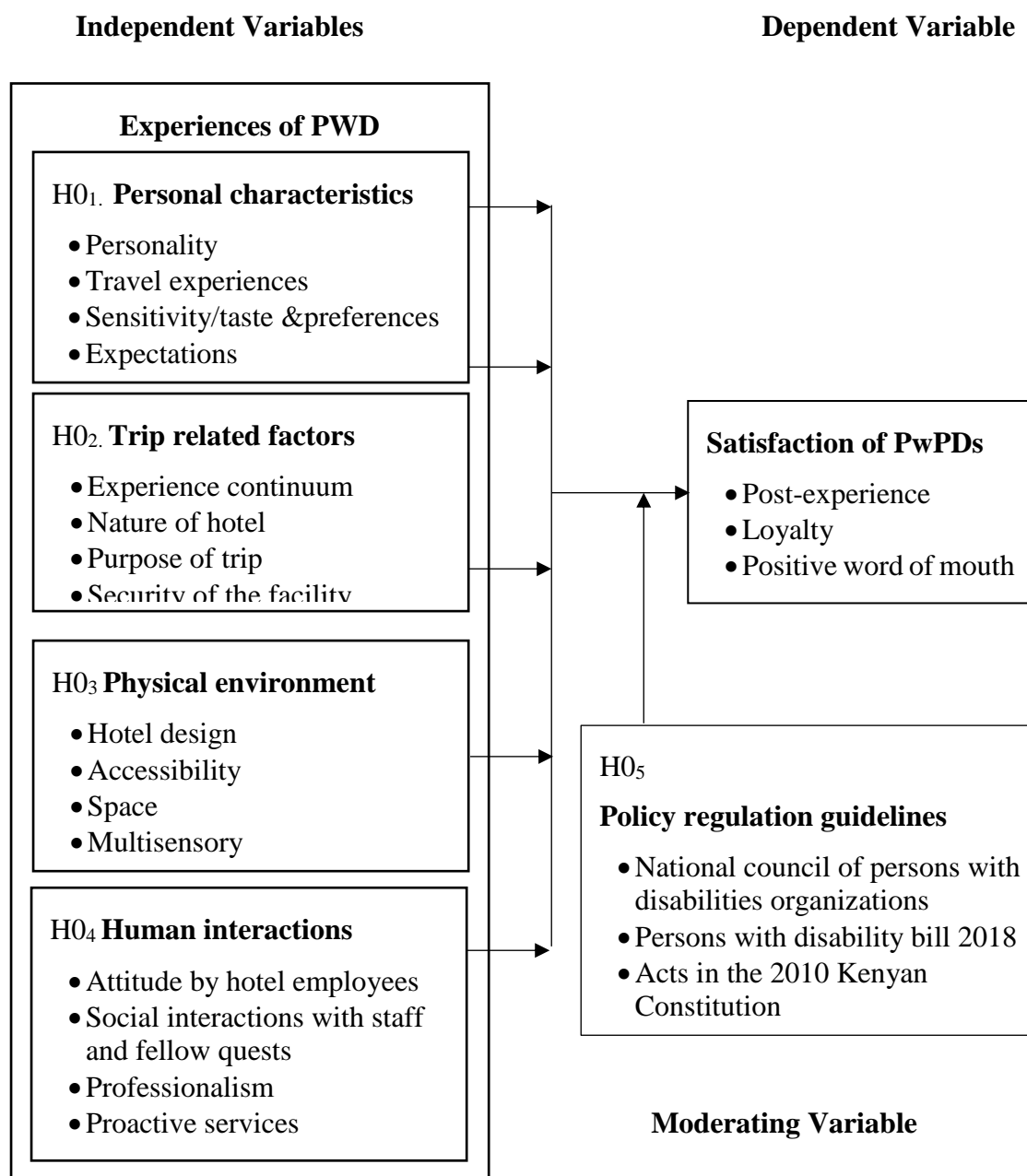
There's a shift in attention towards persons with mobility challenges who had been previously ignored. This is witnessed through socioeconomic policies targeting employment, equality and access to social services. Further on, Arthur (2016) asserts that many countries have outlined policies to facilitate remodeling of the constructed environment to allow accessibility for all. The Québec legislation (2001) requires hotels have 10 percent of the rooms accessible for persons with mobility challenges. This applies to all new and renovated facilities. Hotels are noncompliant in terms of innovating facilities for guests with disabilities. (Mangwiro, Zengeni, Mirimi and Chamunorwa, 2018). In Kenya, the Persons with Disabilities Act (2003) advocates for special facilities or modification of buildings, and other social facilities to support needs of the PWDs. Policy guidelines guiding hotel service provision for PWDs may differ from country to country hence a contextual gap.

### **2.2.6 Guest satisfaction booooo**

This is a psychological concept that involves feelings of comfort and pleasure as a result of one's expectations from a pleasing product or service (Khatutsky, Anderson & Wiener, 2016). Hospitality service providers' efforts are geared towards providing exceptional customer service in a manner that would satisfy, delight, create loyal customers who would eventually make recommendations to other prospective customers and return, (Wazzan, 2015). However, majority of hotels maybe deficient or lack facilities to accommodate the needs of differently abled guests (Pizam, Shapoval & Ellis, 2016). There's an approximated population of 50 million persons with disability, expected to double by 2030, (Poria, Reichel & Brandt, 2011). The growing population of PWDs is likely to majorly comprise of ageing persons. This market will gradually prove to be important for the continuing success of the hotel industry.

## **1.9 Conceptual Framework**

Figure 1 provides the conceptual interaction between consumer experiences of PWPDs (independent variable) and satisfaction in selected classified hotels (dependent variable).



**Figure 1: Conceptual Framework**

*Source: Michailakis (2003) and Hughes and Paterson (1997).*

### 3.0 Research Methodology

The study adopted a cross-sectional research design. The descriptive nature of the design facilitated the probe into the relationship between the experiences of PwPDs as hotel guests and satisfaction; the independent and dependent variables respectively. This design also provided a realistic assessment of the respondents' attitudes and behavior during the hotel stay, (Murungi, 2013). The study was carried out in Nairobi City County, Kenya. Due to the rising population in the city, there are many hotel outlets to cater to customers from offices, business places, and other people visiting the city. It is however not clear on the classified hotels' response to the needs of disabled guests on the provision of facilities and the policy regulations

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guiding the provision of these facilities. There are 11 five-star hotels, 19 three-star hotels, and 14 three-star hotels in Nairobi City County (Tourism regulatory Authority, 2020).

There are forty-four classified hotels in Nairobi City County, (Tourism regulatory Authority report, 2020). The unit of analysis was one hotel manager per hotel. Moreover, one NCPWD representative formed part of the target population. Approximately 0.4 million persons in Kenya experience some form of physical disability; representing a 4.2% prevalence rate. Out of these (400,000) about 1.1% live in Nairobi City providing a target population of 4,400 PWDs (Initiatives, 2020). PWDs face the most challenges while accessibility dimensions show a substantial influence on satisfaction during a hotel stay (Lee et al., 2021). However, no clear records exist on the number of PWDs who have visited hotels. Therefore, a total of thirty PWDs was selected as this is the minimum number of observations to conduct a valid statistical test, (Sharma, 2020). This study incorporated three samples; hotel managers, PWDs, and NCPWD representative. Since the entire population of hotel managers was small and manageable in terms of costs and time it permitted their inclusion in this study, (Lavrakas, 2008). One key NCPWD informant was also selected for the study.

All the selected classified hotels were included in the study, hence a survey of all forty-four selected classified hotels in Nairobi City County. Forty-four hotel managers and a representative from the NCPWD were purposively selected. According to Taherdoost (2016), purposive sampling allows the inclusion of participants in a study because they warrant inclusion. Snowballing sampling technique was used to select thirty hotel guests with disabilities visiting or having visited the selected classified hotels at the time of data collection. Since this group is hard to reach, existing subjects were requested to nominate further subjects known to them. Darcy (2010) employed snowballing to select a sample size of guests with disabilities in the study; disability, accessible tourism, and accommodation information preferences in Australia.

A paper-based semi-structured and online questionnaire comprising open-ended and closed-ended questions was used to collect data. In addition, interview schedules were employed to collect qualitative data since they yield a higher response rate compared to questionnaires and also provide comprehensive data which may not be possible to acquire by the use of a questionnaire. Quantitative data were analyzed through descriptive statistics and inferential statistics through simple and multiple regression. A 95% confidence interval was used to determine the overall significance of the model. Five percent (5%) is highly recommended for academic research (Fisher, 1955). Qualitative data were analyzed using thematic content analysis with a view of identifying patterns in the hotels' efforts to comply with ADA standards, themes, and meanings (Erlingsson & Brysiewicz, 2017).

#### **4.0 Findings and Discussion**

From the target population of 44 hotel managers and 30 guests, the researcher issued questionnaires to 66 respondents including 39 hotel managers and 27 guests with a physical disability. Seven respondents from the original target population (4 hotel managers and 3 guests) were involved in the pilot and as such not included in the final study. In addition, the Hilton hotel was not operational at the time of data collection and as such was omitted from the respondents resulting in a sample size of 39 managers and 27 guests. Out of the 39 questionnaires issued to hotel managers, 37 were dully filled and returned while 25 of the 27 guests issued with questionnaires filled their questionnaires. This presents a response rate of 93.9%.

Demographic results revealed that male guests were slightly more at 54% while female guests were 46%. Regarding age, 26.9% of the respondents were between 18 and 28 years, 23.1%

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were between 29 and 39 years while 15.4% were below 18 and did not take part in this study. In addition, a further 15.4% were between 40 and 50 years, 11.5% were above 61 years and 7.7% of the respondents were between the ages of 51 and 61 years. The results indicate that most (62%) of the respondents were not married. The results indicated that most (42%) of the respondents and secondary education while 35% had a primary school education as their highest attainment. Only 23% of the respondents had university or college-level qualifications. It was found that most (46%) of the respondents were self-employed, 39% were unemployed and only 15% were employed.

**Personal Characteristics and Satisfaction of Guests with Physical Disability**

**Descriptive Statistics Results**

Table 1 shows descriptive statistics on personal characteristics and satisfaction of guests with physical disability.

**Table 1: Descriptive Statistics on Personal Characteristics**

Statement	SD	D	UD	A	SA	Mean	Std. Dev.
I'd readily inform the hotel management on the way I'm treated in hotel facility.	0.00%	23.50%	9.80%	54.90%	11.80%	3.549	0.986
I pay great attention to the hotel services provided to me and whether they serve the needs of guests with physical disability.	11.80%	51.00%	0.00%	27.50%	9.80%	2.725	1.266
I am comfortable when extra attention is given by hotel staff to cater for my needs.	9.80%	43.10%	9.80%	27.50%	9.80%	2.843	1.223
I'm sensitive to the feelings of others while visiting hotels.	15.70%	33.30%	23.50%	27.50%	0.00%	2.627	1.058
I feel offended when hotel staff do not cater for my needs or that of other persons with disability.	2.00%	29.40%	13.70%	54.90%	0.00%	3.216	0.945
The quality of leisure and recreation hotel services to PWPDs are pegged on guests' ability to pay for them.							
Overall						2.939	1.142

The descriptive analysis results in Table 1 depicts that most (66.7%) of the respondents agreed that they would readily inform the hotel management about how they were treated in the hotel facility. With a mean score of 3.549 and standard deviation of 0.986, this implies that most PWPDs were willing to communicate their experiences, whether positive or negative, to hotel management. However, when asked whether they paid great attention to the hotel services provided to them and whether these services catered to guests with physical disabilities, the responses were more varied. A mean score of 2.725 and standard deviation of 1.266 was achieved, with only 37.3% of respondents agreeing or strongly agreeing with the statement. This might indicate that some PWPDs might not pay significant attention to the inclusivity of services.

Additionally, 37.3% of respondents agreed that they were comfortable when extra attention was given by hotel staff to cater for their needs. The mean score for this statement was 2.843 and standard deviation of 1.223, suggesting that some PWPDs might feel uncomfortable or singled out when receiving extra attention. Only 27.5% of respondents agreed or strongly agreed that they were sensitive to the feelings of others while visiting hotels. This statement received the lowest mean score, 2.627 (standard deviation of 1.058), indicating a relative lack of concern about others' feelings among these respondents. The majority of respondents (54.9%) agreed that they felt offended when hotel staff did not cater to their needs or the needs of other persons with disabilities. However, with a mean score of 3.216 and standard deviation of 0.945, and with no respondents strongly agreeing, this suggests that respondents had mixed feelings regarding this issue.

The overall mean score for personal characteristics was 2.939 and standard deviation of 1.142, which indicates that there are varied perceptions and feelings among PWPDs about their treatment in these hotels. This suggests that a one-size-fits-all approach may not work for all guests with physical disabilities, and hotels should consider individual characteristics and preferences when providing services. Future improvements could be made by soliciting and integrating feedback from PWPDs, tailoring services to their individual needs, and fostering a more inclusive environment that respects the dignity and independence of all guests.

*H<sub>01</sub>: There is no significant relationship between personal characteristics and satisfaction of guests with physical disability in selected classified hotels*

The hypothesis was tested using linear regression results and determined using p value. The acceptance/rejection criteria were that, if the p value is  $p < .05$ , then  $H_{01}$  is rejected but if it is  $p > .05$ , then  $H_{01}$  is not rejected. Results showed that the p-value was less than 0.05. The null hypothesis was therefore rejected and the alternative hypothesis adopted that, there is significant relationship between personal characteristics and satisfaction of guests with physical disability in selected classified hotels.

### **Correlation Analysis**

The correlation analysis results indicated a strong positive and significant relationship between personal characteristics and the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $r=0.501$ ,  $p<0.009$ ) at a 5% level of significance.

### **Trip-Related Factors and Satisfaction**

The second objective of this study was to examine the trip related factors that influence satisfaction of guests with physical disability in selected classified hotels in Nairobi City County. This section presents findings on the trip-related factors that may have influenced the satisfaction of PwPDs. These factors were based on the night stays, travel patterns, and purpose for travel.

### **Descriptive Statistics Results**

The respondents were asked to indicate their levels of agreement/disagreement with statements Table 2 shows descriptive statistics on trip related factors and satisfaction of guests with physical disability.

Table 2: Descriptive Statistics on Trip Related Factors

Statement	SD	D	UD	A	SA	Mean	Std. Dev
Hotel is easily accessible by well paved roads	0.00%	26.90%	19.20%	40.40%	13.50%	3.504	1.034
The hotel's rating and regulations consider the needs of Persons with Physical Dis ability	7.80%	21.60%	27.50%	23.50%	19.60%	3.555	1.230
The hotel supports and accepts guests with disability and this would make me come back to this hotel	0.00%	17.30%	13.50%	38.50%	30.80%	3.827	1.061
I sometimes face discrimination in regards to disability	0.00%	30.80%	11.50%	36.50%	21.20%	3.681	1.146
The hotel rates are higher for guests with disability.	0.00%	38.50%	21.20%	32.70%	7.70%	3.096	1.015
I have been previously denied accommodation as a result of my disability	0.00%	30.80%	40.40%	21.20%	7.70%	3.058	0.916
I feel there's high regard for the needs of persons with disability	15.4%	26.90%	26.90%	25.00%	5.80%	2.788	1.160
Hotels tend to consider the needs of business travel needs compared to leisure needs for persons with disability.	0.00%	23.10%	32.70%	38.50%	5.80%	3.269	0.888
The quality of leisure and recreation hotel services to PWPDs are pegged on guests' ability to pay for them	7.80%	13.70%	15.70%	54.90%	7.80%	3.412	1.080
<b>Overall</b>						<b>3.553</b>	<b>1.067</b>

The results in Table 2 show that the hotel's accessibility was rated relatively positively, with 53.9% of the respondents agreeing that the hotel was easily accessible by well-paved roads. The mean score for this statement was 3.504 (standard deviation of 1.034), suggesting a general level of satisfaction towards the hotel's accessibility. Additionally, 43.1% of the respondents agreed that the hotel's rating and regulations considered the needs of Persons with Physical Disabilities (PWDs), with a mean score of 3.555 (standard deviation of 1.230). This result implies that there is room for improvement to ensure the hotel's policies are more inclusive for PWDs. Moreover, majority of the respondents (69.3%) agreed that the hotel supported and accepted guests with disabilities, and this would encourage them to return to the hotel. The mean score for this statement was 3.827 (standard deviation of 1.061), indicating a positive attitude towards the hotel's support for guests with disabilities.

The findings further show that 57.7% of respondents agreed that they sometimes faced discrimination in regards to their disability, with a mean score of 3.681 (standard deviation of 1.146). This significant figure suggests that the issue of discrimination is prevalent and requires attention. When asked about the hotel rates for guests with disabilities, only 40.4% of respondents agreed that the rates were higher, resulting in a mean score of 3.096 (standard deviation of 1.015). This could be interpreted as a perception of financial discrimination against

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PWDs. Regarding the denial of accommodation due to disability, 28.9% of respondents agreed that they had experienced this. This result, with a mean score of 3.058 (standard deviation of 0.916), demonstrates a significant issue that needs to be addressed.

Only 30.8% of respondents felt that there was a high regard for the needs of PWDs. This relatively low level of agreement (mean score of 2.788, standard deviation of 1.160) suggests a general dissatisfaction with the level of consideration given to PWDs. Approximately 44.3% of the respondents agreed that hotels tended to consider the needs of business travel needs compared to leisure needs for PWDs. This is a middling result, with a mean score of 3.269 (standard deviation of 0.888), and suggests a potential bias towards business-related accommodations for PWDs.

Finally, 62.7% of respondents agreed that the quality of leisure and recreational hotel services for PWDs were dependent on the guests' ability to pay for them. The mean score for this statement was 3.412 (standard deviation of 1.080), indicating a perception that the quality of services for PWDs is tied to their financial capability. Overall, these results, with a mean score of 3.553 (standard deviation of 1.067), suggest a mixed response towards the accommodation of PWDs in the hotel industry. The results points to a general satisfaction with accessibility and support, but discrimination, both financial and otherwise, remains a significant concern. The findings also suggest that there is an imbalance in the consideration of business versus leisure needs for PWDs, and service quality being linked to financial capability. These insights imply that while progress has been made, there are still important areas for improvement to ensure equality for guests with disabilities.

While this research pointed out that most guests traveled alone, other countries have indicated different patterns with Portugal showing family as the most common option while personal assistants were preferred in Cyprus (Liasidou *et al.*, 2021). Moreso, other research findings differed by indicating that most PwPDs were accompanied by spouses or their children, (Ee Kim & Lehto, 2012). Previous findings have also argued that wheelchair users required a companion to enjoy a holiday and meet their needs (Özcan *et al.*, 2021).

*H<sub>02</sub>: There is no significant relationship between trips related factors and satisfaction of guests with physical disability in selected classified hotels.*

The hypothesis was tested using linear regression results and determined using p value. The acceptance/rejection criteria were that, if the p value is  $p < .05$ , then  $H_{02}$  is rejected but if it is  $p > .05$ , then  $H_{02}$  is not rejected. Results showed that the p-value was less than 0.05. The null hypothesis was therefore rejected and the alternative hypothesis adopted that, there is significant relationship between trips related factors and satisfaction of guests with physical disability in selected classified hotels.

### **Correlation Analysis**

The correlation analysis was carried out to evaluate the strength of the relationship between trip related factors and satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The correlation analysis results showed that there was a strong positive and significant association between trip-related factors and the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $r=0.649$ ,  $p<0.000$ ). The results are in agreement with the assertions by Wazzan (2015) who established that trip-related factors affect the satisfaction of physically challenged guests.

**The hotels’ Physical Environment and Satisfaction of PWPDs**

The third objective of the study was to explore the impact of hotels’ physical environment on satisfaction of PWPDs in selected classified hotels in Nairobi City County.

**Descriptive Statistics Results**

Table 3 shows descriptive statistics on hotels’ physical environment and satisfaction of PWPDs.

**Table 3: Descriptive Statistics on Hotels’ Physical Environment**

Statement	SD	D	UD	A	SA	Mean	Std. Dev.
The front desk is reachable by wheelchair users	0.00%	13.50%	5.80%	59.60%	21.20%	3.885	0.900
The hotel has rooms set aside rooms for guests with disabilities	0.00%	13.50%	17.30%	53.80%	15.40%	3.712	0.893
The hotel provides ramps for access to travel areas in the hotel required during their stay.	1.90%	13.50%	13.50%	57.70%	13.50%	3.673	0.944
The parking space set aside for PWPDs is well labeled	0.00%	7.70%	7.70%	46.20%	38.50%	4.154	0.872
Lobby washrooms are accessible for PWPDs	0.00%	5.80%	19.20%	55.80%	19.20%	3.885	0.784
The directions and signage are visible and easy to follow in this hotel	8.00%	4.80%	5.60%	32.80%	48.80%	4.096	1.208
The parking space set aside for PWPDs is well labeled	6.40%	7.20%	8.00%	36.00%	42.40%	4.008	1.174
The hotel has automatic doors to ease access	7.20%	4.80%	8.80%	39.20%	40.00%	4.000	1.157
The windows and doors knobs are at a reachable height	4.00%	4.00%	8.80%	40.00%	43.20%	4.144	1.014
There are properly fitted lifts and elevators for guests with assisting mobility devices	4.00%	0.80%	8.00%	45.60%	41.60%	4.200	0.925
Lights in the main room are controllable while on the bed	0.00%	4.80%	4.80%	54.40%	36.00%	4.216	0.747
The corridors are properly designed to support movement while using a wheelchair	1.60%	4.00%	11.20%	34.40%	48.80%	4.248	0.922
There are storage spaces set aside for wheelchairs and crutches	4.80%	4.00%	19.20%	28.00%	44.00%	4.024	1.111
Washrooms and toilets serve the needs of the physically disabled guests.	3.20%	1.60%	8.00%	46.40%	40.80%	4.200	0.898
<b>Overall</b>						<b>3.597</b>	<b>0.940</b>

As depicted by results in Table 3, the respondents generally indicated a high level of agreement regarding the physical environment of hotels being accessible and satisfactory for Persons with

Physical Disabilities (PWPDs) in Nairobi City County. In terms of specific features, majority (80.8%) of the respondents agreed that the front desk was reachable by wheelchair users. The mean score for this statement was 3.885 and standard deviation of 0.900, suggesting that the front desk's accessibility was satisfactory for most respondents. Similarly, 69.2% of respondents agreed that the hotel had set aside rooms for guests with disabilities. This had a mean score of 3.712 (standard deviation of 0.893), indicating that most respondents were satisfied with the provision of designated rooms.

For ramps, 71.2% of respondents agreed that the hotel provided ramps for access to necessary travel areas. This had a mean score of 3.673 (standard deviation of 0.944), which highlights the importance of such infrastructure in hotels for the satisfaction of PWPDs. The labeling of parking spaces set aside for PWPDs was highly rated, with 84.7% of respondents agreeing that it was well done. This resulted in a high mean score of 4.154 (standard deviation of 0.872), suggesting good visibility and accessibility of parking spaces for PWPDs.

Regarding lobby washrooms, 75% of respondents agreed that they were accessible for PWPDs. The mean score was 3.885 (standard deviation of 0.784), indicating general satisfaction with the accessibility of these facilities. Directions and signage visibility received a mean score of 4.096 (standard deviation of 1.208), with 81.6% of respondents agreeing that they were easy to follow. Automatic doors also scored highly, with 79.2% of respondents agreeing that they eased access. This resulted in a mean score of 4.000 (standard deviation of 1.157). The reachability of windows and door knobs was agreed upon by 83.2% of respondents, with a mean score of 4.144 (standard deviation of 1.014). The provision of properly fitted lifts and elevators was positively reviewed by 87.2% of the respondents, obtaining a mean score of 4.200 (standard deviation of 0.925). An impressive 90.4% of respondents agreed that the lights in the main room were controllable while on the bed, with a mean score of 4.216 (standard deviation of 0.747).

Moreover, the design of corridors also scored highly, with 83.2% of respondents agreeing they were properly designed to support wheelchair movement. The mean score was 4.248 (standard deviation of 0.922). Storage spaces for mobility aids such as wheelchairs and crutches were agreed to be adequate by 72% of the respondents, with a mean score of 4.024 (standard deviation of 1.111). Finally, the statement regarding functionality of washrooms and toilets for PWPDs was agreed upon by 87.2% of respondents, with a mean score of 4.200 (standard deviation of 0.898). Overall, the results revealed a mean score of 3.597 and standard deviation of 0.940, indicated a high level of satisfaction with the physical environment of the hotels for PWPDs. This implies that the hotels' efforts to be inclusive and accessible are generally successful, though there could be room for further improvements in some areas.

*H<sub>03</sub>: Physical environment has no significant influence on satisfaction of guests with physical disability in selected classified hotels.*

The hypothesis was tested using linear regression results and determined using p value. The acceptance/rejection criteria being; if the p value is  $p < .05$ , then  $H_{03}$  is rejected but if it is  $p > .05$ , then  $H_{03}$  is not rejected. Results showed that the p-value was less than 0.05. The null hypothesis was therefore rejected and the alternative hypothesis adopted that, physical environment has significant influence on satisfaction of guests with physical disability in selected classified hotels.

### **Correlation Analysis**

This study conducted correlation analysis to evaluate the strength of the relationship between hotels' physical environment and satisfaction of guests with physical disabilities in selected

classified hotels in Nairobi City County. The correlation analysis results depicted a strong positive and significant association between the hotels’ physical environment and the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $r=0.483$ ,  $p<0.000$ ) at a 1% level of significance.

**Human Interactions and Satisfaction of Guest with Physical Disability**

The fourth research objective was to determine the influence of human interactions on satisfaction for PWPDs in selected classified hotels in Nairobi City County. This section presents descriptive, correlation, regression analysis results and hypothesis testing.

**Descriptive Statistics**

Table 4 shows descriptive statistics on human interactions.

**Table 4: Descriptive Statistics on Human Interactions**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev.
The hotel staff address visitors courteously regardless of physical disability	12.80%	2.40%	4.80%	41.60%	38.40%	3.904	1.298
The hotel staff are willing to help guests with physical disability	4.00%	4.00%	8.80%	40.00%	43.20%	4.144	1.014
The staff are cautious of my feelings and desires	3.20%	0.80%	20.00%	33.60%	42.40%	4.112	0.969
The staff in this hotel were swift and prioritized my needs	2.40%	1.60%	7.20%	37.60%	51.20%	4.336	0.870
The hotel had considered the desired arrangements for persons with disabilities	3.20%	2.40%	9.60%	35.20%	49.60%	4.256	0.958
I am confident that the information provided by hotels and travel agents in regards to accessible facilities is adequate	3.20%	0.80%	8.00%	36.00%	52.00%	4.328	0.905
Other hotel guests treated me well during the hotel stay	6.40%	4.00%	13.60%	32.00%	44.00%	4.032	1.150
<b>Overall</b>						<b>4.183</b>	<b>1.003</b>

The descriptive analysis results in Table 4 show that human interactions in the selected classified hotels in Nairobi City County were generally satisfying for Persons with Physical Disabilities (PWPDs). Most respondents agreed that hotel staff addressed visitors courteously regardless of physical disability, with 80% agreeing with the statement. The mean score for this aspect was 3.904 and standard deviation of 1.298, indicating a generally positive perception of staff courtesy.

Additionally, majority (83.2%) of the respondents agreed that hotel staff were willing to help guests with physical disabilities. This was reflected in the relatively high mean score of 4.144 and standard deviation of 1.014, pointing to a perception of helpful and accommodating staff. The caution staff showed towards respondents' feelings and desires also scored highly, with



76% agreeing. The mean score of 4.112 and standard deviation of 0.969 suggests a perception of empathy and sensitivity among the hotel staff.

Similarly, most (88.8%) of the respondents agreed or strongly agreed that hotel staff were swift and prioritized their needs. This was one of the highest scores, with a mean of 4.336 and standard deviation of 0.870, reflecting efficient service delivery. Regarding the hotels' consideration of the desired arrangements for PWDs, 84.8% of respondents agreed with this statement. With a mean score of 4.256 and standard deviation of 0.958, this result implies that the hotels made appropriate accommodations for their guests with disabilities.

In terms of information provided about accessible facilities, a majority of respondents (88%) agreed that it was adequate. This statement received a mean score of 4.328 (standard deviation of 0.905), suggesting a high level of confidence in the information provided. When considering interactions with other guests, 76% of respondents agreed that they were treated well during their hotel stay. This was confirmed by a mean score of 4.032 (standard deviation of 1.150), indicating generally positive experiences with other guests. The overall mean score for human interactions was 4.183 with a standard deviation of 1.003, suggesting that the respondents were generally satisfied with the human interactions in these hotels. This implies that the staff in these hotels were courteous, willing to help, and sensitive to the feelings and needs of their guests with physical disabilities.

*H<sub>04</sub>: Human interactions do not influence satisfaction for PWDs in selected classified hotels in Nairobi City County.*

The hypothesis was tested using linear regression results and determined using p value. The acceptance/rejection criteria were that, if the p value is  $p < .05$ , then  $H_{04}$  is rejected but if it is  $p > .05$ , then  $H_{04}$  is not rejected. Results showed that the p-value was less than 0.05. The null hypothesis was therefore rejected and the alternative hypothesis adopted that, human interactions influence satisfaction for PWDs in selected classified hotels in Nairobi City County.

### **Correlation Analysis**

This study conducted correlation analysis to evaluate the strength of the relationship between human interactions and satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The correlation analysis results showed that there was a strong positive and significant association between human interactions and the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $r=0.755$ ,  $p<0.002$ ) at a 5% level of significance.

### **Policy Regulations**

The fifth objective of the study was to determine the moderating influence of the policy regulations on the relationship between the experiences of persons with physical disability (demographic characteristics, trip related factors, physical environment, human interaction) and the dependent variable (satisfaction of PWP).

### **Qualitative Analysis**

In an interview with facility managers, one manager indicated, “*The policy guideline training has made us reevaluate our services and facilities and we have developed a framework that considers the well-being and satisfaction of our guests.*” Additionally, when asked how policy guidelines address the needs of physically impaired guests, the responses indicated that the policy guidelines had helped hotels address the needs of their guests. A manager stated, “*The guidelines have enlightened us on some things we took for granted particularly about our*

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guests who are physically impaired.” Finally, when asked how the policies impacted the provision of hotel facilities and services for guests with disability, one manager indicated that *“The guidelines provide us with a benchmark on which we can measure ourselves in our quest to reach the international ADA standards.”*

On government and hotel industry’s efforts to work together to enact and implement policy guidelines for the establishment of hotels that serve all people including disabled guests. It was noted that *“The government through the Tourism Regulatory Authority has included inclusivity and accessibility for people with disabilities as part of the tests conducted when rating hotels in the country.”*

More than half the respondents in this study indicated they lacked training on dealing with PwDs in general. Though this differs with other studies that indicated basic training during induction, a notable gap was identified in the lack of set standards continuous training, (Kim *et.al* ,2012). Studies carried out in Scandic indicated that specialist trainings were conducted , with great emphasis placed on the diverse guests needs and expectations. Additionally, Scandic promotes a ‘hands-on’, heuristic approach to learning by conducting experiments in changing perspectives (*for example, once a year all employees are blindfolded or seated into a wheelchair and subsequently, their critical remarks are taken down and serve as the basis for prospective modifications*), (Paulina Godfrey, Zientara & Båk ,2019).

When asked about the law on disability in relating to guidelines and hotel requirements to offer disability-specific rooms, the NCPWD indicated that *“While there are guidelines in place, they cannot be properly enforced as they are seen mostly as recommendations as opposed to requirements.”* *“To encourage more hotels to adopt these guidelines, the government is considering moving government functions to hotels and venues that are accommodative and accessible to persons with disability.”*

The accessibility framework in Kenya like in many other countries through disability discrimination law, building codes and accessibility standards remains inadequate. In absence of these foundations in place to ensure access, and a firm agenda relating to disability across all levels of government and the private sectors, even the most effective advocates for inclusion will likely achieve ad hoc outcomes rather than strategic approaches as noted by, (Darcy, Cameron & Pegg, 2010).

### **Correlation Analysis**

This study conducted correlation analysis to evaluate the strength of the relationship between compliance with policy regulations and satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The correlation analysis results showed that there was a strong positive and significant association between compliance with policy regulations and the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $r=0.760$ ,  $p<0.002$ ) at a 5% level of significance.

Moderation results showed that the R squared after moderation by policy regulations was 0.810 which was greater than the non-moderated effect which had its R square being 0.614. The study thus found that policy regulations moderates half of the variables and does not moderate the other half.

*H<sub>05</sub>: Hotels’ compliance with policy regulations has no significant influence on satisfaction of PwPDs in selected classified hotels in Nairobi City County.*

The hypothesis was tested using linear regression results and determined using p value. The acceptance/rejection criteria was that, if the p value is  $p<.05$ , then H<sub>05</sub> is rejected but if it is

$p>.05$ , then  $H_{05}$  is not rejected. Based on the moderation results, the null hypothesis was rejected and the alternative hypothesis adopted that, hotels’ compliance with policy regulations has significant influence on satisfaction of PWPDs in selected classified hotels in Nairobi City County.

**Regression Analysis**

Regression analysis was carried out to establish the statistical significance and relationship between the independent variables and the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County.

**Table 5: Model Summary**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.784a	0.614	0.562		0.15162

a Predictors: (Constant), Trip-Related Factors, Human Interactions, Physical Environment, Personal Characteristics, Policy Regulations

The results in Table 5 show that the coefficient of determination (R squared) is 0.614 and the adjusted R squared of 0.562 at a 95% significance level. The R squared of 0.562 implies that trip-related factors, human interactions, personal characteristics, the physical environment and policy regulations jointly explain 56.2% of the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The remaining 43.8 percent of the variation in the dependent variable can be explained by other factors that were not part of the model used in the current study.

**Table 6: ANOVA Table**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.612	4	0.653	108.8	.000 <sup>b</sup>
	Residual	0.359	58	0.006		
	Total	2.972	62			

- a. Dependent Variable: Satisfaction
- b. Predictors: (Constant), Trip-Related Factors, Human Interactions, Physical Environment, Personal Characteristics, policy regulations

The results show that the model was statistically significant in explaining the influence of trip-related factors, the hotels’ physical environment, personal characteristics, human interactions and policy regulations on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County.

Table 7: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.122	0.314		0.389	0.701
	Physical Environment	0.440	0.143	0.423	3.084	0.005
	Human Interactions	0.284	0.107	0.306	2.652	0.015
	Trip-related Factors	0.249	0.118	0.291	2.11	0.046
	Personal Characteristics	0.282	0.114	0.303	2.471	0.019

a Dependent Variable: Satisfaction

Source: Field Data (2023)

The regression model therefore became;

$$Y = 0.122 + 0.440X_1 + 0.284X_2 + 0.249X_3 + 0.282X_4$$

Where:

Y= Satisfaction of Guests

X<sub>1</sub>= Physical Environment

X<sub>2</sub>= Human Interactions

X<sub>3</sub>= Trip Related Factors

X<sub>4</sub>= Personal Characteristics

Regression coefficients in Table 7 show that the physical environment had a positive and significant effect on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $\beta = .440$ ,  $p = .005 < .05$ ). The result implies that, a unit improvement in the physical environment results in an improvement in the satisfaction of guests with physical disability in selected classified hotels in Nairobi City County by 0.440 units. The result further implies that the hotel’s physical environment significantly affects the satisfaction of guests with physical disabilities. The results are in agreement with the assertions of (Bharwani & Jauhari, 2013) who revealed that the physical environment of hotels through factors such as washrooms, lifts, and rooms significantly affect the satisfaction levels of guests with a physical disability.

The study also found that human interactions had a positive and significant effect on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $\beta = .284$ ,  $p = .015 < .05$ ). This implies that, a unit improvement in human interactions results in an improvement in the satisfaction of guests with physical disability in selected classified hotels in Nairobi City County by 0.284 units. The result further indicates that human interactions significantly affect the satisfaction of guests with physical disability in selected classified hotels in Nairobi City County. The results correspond with the findings of Addabbo, Sarti, and Sciulli (2013) whose research indicated that social interaction positively impacted the satisfaction levels of guests with physical disabilities.



The regression coefficients also indicate that trip-related factors had a positive and significant effect on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $\beta = .249$ ,  $p = .046 < .05$ ). This shows that, a unit improvement in trip-related factors results in an improvement in the satisfaction of guests with physical disability in selected classified hotels in Nairobi City County by 0.249 units. This further implies that trip-related factors have a significant effect on the satisfaction levels of guests with physical disabilities in selected classified hotels in Nairobi City County. The results are in line with the findings of Wazzan (2015) who determined that trip-related factors affect the satisfaction of guests with disabilities.

Finally, the regression coefficients also indicate that personal characteristics had a positive and significant effect on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ( $\beta = .282$ ,  $p = .019 < .05$ ). These results infer that, a unit improvement in personal characteristics results in an improvement in the satisfaction of guests with physical disability in selected classified hotels in Nairobi City County by 0.282 units. Furthermore, personal characteristics significantly affect the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The results are in line with the findings of Kim, Stonesifer, and Han (2012) who established that personal characteristics and demographics affect the satisfaction levels of guests in hotels.

## **5.0 Conclusion**

Based on the findings, this study concludes that personalized approaches in service delivery for Persons with Physical Disabilities (PWPDs) yield higher levels of satisfaction. Additionally, the study concludes that generic, one-size-fits-all models fall short of addressing the diverse needs and expectations of PWPDs, pointing towards a crucial need for hotels to adopt a more individualized model of service.

The study also concludes that discrimination still exists as a major barrier, affecting both the treatment and cost experiences for guests with physical disabilities in selected classified hotels in Nairobi City County. This calls for a transformative approach in organizational culture and policy to root out discrimination in all forms, ensuring that hotels are not only accessible but also genuinely inclusive. Furthermore, while physical infrastructure is important, the human aspect of the guest experience cannot be understated. Positive and respectful interactions between staff and guests are a cornerstone of guest satisfaction in selected classified hotels in Nairobi City County. This suggests that staff training should focus not only on procedural know-how but also on empathy and effective communication.

The study further concludes that policy regulations have a significant impact on guest satisfaction, but their effectiveness is undermined by lax enforcement and insufficient staff training. Guidelines need to shift from being optional recommendations to mandatory requirements, coupled with robust enforcement mechanisms, to drive systemic change in classified hotels in Nairobi City County. Future improvements should be comprehensive, encompassing personalized service models, anti-discrimination measures, staff training in both skills and empathy, and stringent policy enforcement. By addressing these areas, hotels can substantially enhance the overall satisfaction and experience of guests with physical disabilities.

## **6.0 Recommendations**

The study revealed a strong relationship between personal characteristics and guest satisfaction. The study thus recommends that managements of these hotels should move away from a one-size-fits-all approach and strive for personalized services that cater to the unique

needs of each guest. This should include personalized welcome packs that contain accessibility information and equipment or specialized customer service training that prepares staff to understand the specific needs of guests with physical disabilities.

With trip-related factors accounting for significant variation in guest satisfaction, hotels need to focus on making all areas accessible, from the entrance and lobby to the rooms and facilities. Discrimination, both in treatment and cost, was noted as an issue. Hotels should thus strive to offer equitable services and amenities to guests with physical disabilities, including fair pricing and respectful interactions.

While the physical environment was found to be generally satisfactory, it only explained about 23.3% of the variation in guest satisfaction. Hotels therefore should aim to improve this by implementing features like voice-activated room controls, adjustable-height sinks, and other amenities that could make the stay more comfortable and convenient for guests with physical disabilities. Human interaction was a powerful determinant of guest satisfaction. This implies that there is a need for more focused staff training on how to interact respectfully and effectively with guests who have physical disabilities. The training should include aspects like understanding non-verbal cues, offering proactive assistance, and ensuring that all communications are clear and respectful.

The study highlighted gaps in policy implementation and enforcement. This calls for stronger collaboration between government agencies and the hotel industry to create and enforce guidelines that improve service delivery for guests with disabilities. The guidelines should be specific, measurable, and backed by a monitoring and evaluation system to ensure compliance. Given the crucial role of human interactions in guest satisfaction, it is recommended that policy mandates specialized training for all hotel staff in handling the needs and concerns of guests with physical disabilities. This training should be made a prerequisite for operating licenses for hotels.

The study indicated general satisfaction with the physical environment but also pointed to room for improvement. Policy should specify stricter building and facility standards for hotels to ensure full accessibility. This could range from the width of doorways to the height of amenities. Given the finding that discrimination still exists in terms of treatment and cost for guests with physical disabilities, anti-discrimination clauses should be stronger in hotel operation guidelines. Penalties for violating these clauses should be made more severe to deter discriminatory practices.

Policy should require periodic compliance checks to ensure that hotels are following the stipulated guidelines for accessibility and non-discrimination. The results of these checks should be publicly disclosed to keep hotels accountable and to inform potential guests of a hotel's commitment to inclusivity. Government policy should offer tax breaks or other incentives to hotels that demonstrate a high level of service quality for guests with physical disabilities. This will motivate hotels to go beyond the minimum requirements and aim for excellence in providing an inclusive guest experience.

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