DISSERTATION RESEARCH PROJECT

THE IMPACT OF QUALITY FOR ECOTOURISM SERVICES ON TOURIST ENGAGEMENT, COMMUNITY EMPOWERMENT AND ENVIRONMENTAL SUSTAINABILITY IN SAFARI LODGES OF ZIMBABWE

BY

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II

DEDICATION

I dedicate this dissertation to my beloved parents, siblings, Mufaro Chieko and friends for all their financial, spiritual, emotional assistance and lastly for being a powerful source of encouragement throughout my academic life.

ABSTRACT

This study investigates the relationship between the quality of ecotourism services and tourist engagement, community empowerment, and environmental sustainability in Safari Lodges of Zimbabwe. A questionnaire-based survey was conducted among tourists, generating 364 responses. Data analysis using SPSS (version 20) and SPSS AMOS revealed a positive relationship between ecotourism service quality and tourist engagement, and a significant impact on environmental sustainability. However, the hypothesis proposing a positive relationship between ecotourism service quality and community empowerment was rejected, suggesting that other factors may be at play. The findings have implications for Safari Lodge managers, policymakers, and tourism stakeholders seeking to promote sustainable ecotourism practices in Zimbabwe.

ACKNOWLEDGEMENT

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CHAPTER I

INTRODUCTION

1.0. Introduction

This project brings up several issues since marketing involves many fields of study. This study focuses specifically at one of the marketing fields, that is service marketing, taking a deep look in the tourism sector and how quality ecotourism activities at Zimbabwe safari lodges influence visitor involvement, community improvement, and environmental protection. The chapter includes context for the study, what issues it addresses, its goals, hypotheses, importance, meanings of key terms, and a summary.

1.1. Background to the Study

Ecotourism, which emphasizes responsible travel to natural regions that preserves the environment and enhances the well-being of locals, has grown to be a key segment within the tourism industry. Ecotourism services must be of a high caliber, to influence visitor experiences, promote community empowerment, and maintain environmental sustainability. In Zimbabwe, safari lodges offer a special environment in which these dynamics can be thoroughly examined.

The detrimental effects of mass tourism on indigenous cultures and natural habitats have given rise to ecotourism, it seeks to support conservation efforts and encourage ethical travel behaviors that benefit host communities as well as visitors, all the while protecting biodiversity. An essential part of this culture in Zimbabwe are safari lodges, which operate as centers for ecotourism endeavors displaying the nation's diverse animals and scenery.

The industry of eco-friendly touring in Zimbabwe, particularly in Safari Lodges, plays an important role in the country's economy and attempts to protect nature. Zimbabwe is known for its rich variety of living things, beautiful landscapes, and different wildlife, making it a perfect destination for tourists who care about the environment and want responsible and

sustainable ways to visit places while learning. However, even with the possible good things from ecotourism, there are challenges that need to be fixed to make sure it succeeds for a long time.

One key factors affecting Safari Lodges in Zimbabwe is the quality of ecotourism services provided to visitors. How good the services are directly affects how engaged tourists are, how local communities benefit, and how well the environment is protected at these lodges. Tourists nowadays want experiences that feel real and meaningful - ones that not only make them happy while traveling but also help nearby communities and efforts to keep nature healthy.

1.2. Statement of the Problem

Ecotourism is booming in Zimbabwe, but a key question remains unanswered: how exactly does the quality of service offered by safari lodges impact tourists, local communities, and the environment? While ecotourism's potential is undeniable, research specifically on Zimbabwean safari lodges is lacking. There's a gap in our understanding of how service quality affects tourist engagement (how involved tourists become with the lodge and its activities), community empowerment (how local communities benefit), and environmental sustainability (protecting the environment). This highlights the need for further research to bridge this knowledge gap.

1.3. Purpose of the Study

The primary purpose of this study is to examine the impact for quality of ecotourism services on tourist engagement, community empowerment, and environmental sustainability in Safari Lodges of Zimbabwe, through exploring these relationships, the research aims to provide valuable insights into the significance of service quality in the ecotourism sector and its effects on various stakeholders.

1.4. Research Objectives

The researcher would need to understand the following:

1. To examine the relationship between the qualities of ecotourism services offered by the safari lodges in Zimbabwe and how engaged tourists become with the lodge and its activities.

2. To determine how the quality of ecotourism services influences community empowerment in areas surrounding safari lodges in Zimbabwe.

3. To assess the impact of ecotourism service quality on environmental sustainability within the safari lodges of Zimbabwe.

1.5. Hypothesis

The following hypothesis have been proposed based on the research objectives:

H1: There is a positive relationship between the quality of ecotourism services and tourist engagement in the Safari Lodges of Zimbabwe.

H2: The quality of ecotourism services positively influences community empowerment in the Safari Lodges of Zimbabwe.

H3: The quality of ecotourism services has a significant impact on environmental sustainability in Safari Lodges of Zimbabwe.

1.6. Significance of the Study

This research is significant to:

1. Researcher

This work is being done as part of earning a Bachelor's Honors Degree in Marketing, so the student is completing it as part of their degree requirements. This research gives the researcher an opportunity to explore an important but not well-understood area. It allows for intellectual growth, improving research skills, and academic accomplishment.

2. Bindura University of Science Education

This study aligns with the university's commitment to academic excellence by contributing to its research profile and supporting the mission of addressing environmental challenges. It

demonstrates the school's dedication to research that promotes diversity, inclusion, and sustainability.

3. Safari Managers

Exploring how quality of ecotourism services affect visitors, community progress, and environment protection in Zimbabwe safari lodges is important for safari managers. It gives helpful understanding for improving guest experiences, empowering local people, and encouraging sustainability in the tourism business since, the findings of this study can inform policymakers, lodge managers, and other stakeholders in the tourism industry about the importance of quality for ecotourism services and their role in achieving sustainable tourism development

1.7. Assumptions

The study was based on the following assumptions, the respondents will provide accurate and reliable information in response to the survey questions. The selected target population and sample are representative of the broader ecotourism sector in terms of service quality, tourist engagement, community empowerment, and environmental sustainability and the research participants will have a thorough understanding of the ecotourism services provided by the Safari Lodges and their impact on various stakeholders.

1.8. Delimitation of the Study

The study focuses specifically on Safari Lodges in Zimbabwe and does not encompass other types of accommodations or regions and the research examines the impact of quality ecotourism services on tourist engagement, community empowerment, and environmental sustainability, without considering other factors that may influence these outcomes. The study also relies on self-reported data from tourists, community members, and lodge managers, which may introduce biases or limitations.

1.9. Definition of Term

Ecotourism

Ecotourism refers to a form of tourism that involves, visiting to natural areas and learning about the environment, support conservation efforts, and promote the well-being of local communities. Weaver (2008) argued that it focuses on responsible travel practices that reduces negative impacts on the environment whilst contributing to the preservation of natural resources.

Quality Ecotourism Services is the overall excellence and satisfaction derived from the services provided by Safari Lodges, including accommodation, guided tours, wildlife viewing, and other ecotourism experiences

Tourist Engagement

Tourist engagement refers to the active participation and interaction of tourists with the local culture, environment, and community during their travel experiences. Gursoy and Rutherford (2004) said it involves immersive activities that allow tourists to connect with the destination on a deeper level, fostering cultural exchange and mutual understanding. Kim and Lee (2019), described tourist engagement as the active participation of tourists in activities that enhance their travel experiences, promote cultural understanding, and contribute to sustainable tourism development."

Community Empowerment

Community empowerment refers to the process of enabling local communities to take control of their own development and improve their social, economic, and environmental conditions. Pretty & Smith (2004) argued that providing communities with the knowledge, resources, and skills necessary to make informed decisions and actively participate in shaping their future.

Environmental Sustainability

Environmental sustainability refers to the responsible use of natural resources ensuring equitable access to natural resources today without compromising the availability of those resources for future generations. It includes adopting practices that ensures minimal environmental impact, conserving biodiversity, and promote long-term ecological balance. Environmental sustainability denotes achieving a balanced state wherein current humanity's demands on natural systems can be met without depleting vital resources or degrading

ecosystems to the point that it hinders similar or greater needs of posterity. It involves responsible management of natural resources, reduction of environmental impact, and preservation of ecological balance. Leal Filho, Raath, Lazzarini, Vargas, de Souza, Anholon and Orlovic (2018) said environmental sustainability could be understood as the practice of using resources in a manner that ensures the future availability for the next generations whilst ensuring minimum negative impacts on ecosystems.

1.10. Summary

This chapter had laid foundation for the subsequent chapters of the dissertation, which will delve into the literature review, methodology, data collection, and analysis of findings from the study. In this chapter an introduction to the research topic, it highlighted background of this study, identifying the problem statement, also research objectives and hypotheses are presented, along with the significance of the study. The assumptions, delimitation and key terms were defined.

<center>**CHAPTER II**</center>

<center>**LITERATURE REVIEW**</center>

2.0. **Introduction**

This chapter will mainly examine the literature relating to the impact of the quality of ecotourism services on tourist engagement, community empowerment, and environmental sustainability in Safari lodges in Zimbabwe. A literature review is regarded as an essential step in most research since it allows the researcher to learn what other scholars have done in that field so far (Babbie, 2011). This chapter is going to focus on the various frameworks, which are theoretical frameworks, conceptual frameworks, and empirical evidence. This chapter is crucial because it provides an outline of all concepts of the study and illustrates different theories that may apply to this topic under study from other scholars. This chapter aims to position the study within the body of literature, thereby providing perspective for the reader and providing clarification on how the study fills a gap in the scholarly literature.

2.1 Theoretical Literature

Theories that support the relations between the constructs will be addressed, and a conceptual model will be developed to illustrate the relationships between the quality of ecotourism services, tourist engagement, community empowerment, and environmental sustainability in Safari lodges in Zimbabwe, based on the literature review. The following concepts have been integrated into the conceptual framework for a better understanding of the relationship between the quality of ecotourism services and tourist engagement, community empowerment, and environmental sustainability in Safari lodges in Zimbabwe

<center>7</center>

Ecotourism service quality and Tourist engagement

Expectancy Value Theory, proposed by Fishbein and Ajzen (1975), directly highlights the relationship between ecotourism service quality and tourist engagement suggesting that an individual's behavior is influenced by their belief in the likelihood of a certain outcome and the value they place on that outcome. In the context of ecotourism quality and tourism engagement, the theory posits that an individual's behavior is determined by their attitude towards the behavior itself (attitude towards ecotourism engagement) and their belief in the relationship between performing the behavior (engaging in ecotourism activities) and its outcomes (ecotourism quality).

Expectancy-Value Theory suggests that an individual's decision to engage in ecotourism activities depends on their attitude towards ecotourism engagement and their expectations regarding the quality of the experience they will receive. The theory suggests that a positive attitude towards ecotourism engagement, coupled with positive expectations about ecotourism quality, will lead to increased tourism engagement. Conversely, a negative attitude or negative expectations about ecotourism quality may deter individuals from participating in ecotourism activities. Expectancy-Value Theory also acknowledges that individuals may hold multiple attitudes and expectancy towards different aspects of ecotourism experiences. This theory can help in understanding what motivates tourists to engage in sustainable tourism practices and how these perceptions can be shaped to encourage greater engagement with high-quality ecotourism offerings. The theory takes into account both an individual's attitudes towards participating in ecotourism activities and their expectations about the resulting experiences.

Social Exchange Theory, proposed by Thibaut and Kelley (1959) is a social psychological perspective that explains how individuals perceive and assess their interpersonal relationships based on the costs and benefits they receive from these interactions. Social Exchange Theory suggests that people make decisions about their relations and interactions through evaluating the costs and benefits, with the goal of maximizing rewards and minimizing expenses. The rewards can be tangible, such as financial gains or material possessions, or intangible, such as emotional satisfaction or personal growth.

Ecotourism Services Quality and Community Empowerment

The direct relationship between ecotourism service quality and community empowerment is shown by Community-Based Tourism (CBT) Theory, as proposed by Bramwell and Lane (1993), which emphasizes the importance of ecotourism quality and community empowerment in sustainable tourism development. Active involvement of local communities in the planning, management, and benefits of tourism activities. Local communities involved in tourism development assure that tourism activities are culturally delicate, respecting the local customs and traditions, as well as to utilize resources in a sustainable manner. Local guides with extensive knowledge of the natural environment can lead visitors through protected areas, ensuring minimal impact on fragile ecosystems. Ecotourism can lead to community empowerment by providing economic opportunities for local people. Local communities can generate income that can be reinvested in community development projects or used for education or healthcare through the sale of handicrafts, home stays, or other tourism services. Economic empowerment can lead to increased self-confidence and decision-making power at the community level. Bramwell and Lane (1993) also stress the significance of collaborations between tourists, travel agencies, governments, non-governmental organizations, and local communities. Collaboration ensures that all interested parties are heard during the decision-making process and that they are working toward the same objectives of community empowerment and the development of sustainable tourism. The theory highlights the importance of ecotourism quality and community empowerment through active local participation in the design, administration, and advantages of tourism-related activities.

The Tourism Dependency Theory is a critical viewpoint on the socioeconomic effects of tourism on host communities. It was first put out by Clark and McNicoll (1979), but was popularized by Butler (1980). Comprehending tourist reliance theory can offer significant insights into the intricate correlation among ecotourism quality, community empowerment, and tourist reliance, particularly in the context of ecotourism, which is frequently marketed as an environmentally conscious and sustainable substitute for mass tourism. The theory

highlights the possibility of creating win-win scenarios where both nature conservation goals are met while ensuring positive socioeconomic outcomes for local communities involved in ecotourism ventures. Tourism Dependency Theory, as proposed by Butler (1980), suggests that the economic and social well-being of a community becomes heavily reliant on tourism as a primary source of income. The theory emphasizes the significance of making sure that communities benefit from tourism in a sustainable and fair way when it comes to ecotourism quality and community empowerment through creating jobs, protecting the environment, and fostering cross-cultural interactions. Ecotourism, which emphasizes ethical travel to natural regions that preserves the environment and enhances the well-being of locals, has the potential to encourage community empowerment. The link between ecotourism quality and community empowerment emphasizes how crucial it is to strike a balance between social and environmental sustainability and economic growth in order to provide favorable results for both communities and the environment. Ecotourism supports local communities' resilience and long-term well-being by empowering them and lowering their reliance.

Ecotourism Services Quality and Environmental Sustainability

Triple Bottom Line Approach, developed by Elkington (1994), which proposed that businesses should focus on not just financial profits but also social and environmental impacts, showed the direct link between ecotourism services and environmental sustainability. In the context of ecotourism, this means ensuring high quality experiences for visitors while also promoting environmental sustainability and benefiting local communities. The Triple Bottom Line suggests ensuring that ecotourism initiatives achieve a balance between environmental conservation, economic development, and social responsibility. Integrating the three pillars of sustainability into their operations, ecotourism providers can enhance the quality of their offerings while safeguarding natural resources for future generations. The Triple Bottom Line (TBL) considers three main aspects of sustainability: social, environmental, and economic.

1.Ecotourism and Environmental Sustainability: In ecotourism, environmental sustainability is the ethical use of natural surroundings to reduce adverse effects and protect

ecosystems for future generations. This covers actions like cutting back on trash production, preserving water, lowering carbon emissions, and safeguarding biodiversity.

2.In the context of ecotourism, economic sustainability refers to making sure that operations support the long-term financial stability of the communities they visit. This might entail fostering employment possibilities, assisting neighborhood companies, and producing revenue that can be used to fund community development and conservation initiatives.

3.Social Sustainability in Ecotourism: This concept highlights the value of developing a good rapport between visitors and the communities they are visiting. This entails encouraging intercultural dialogue and mutual understanding as well as honoring regional customs, cultures, and rights.

The quality of ecotourism experiences is closely linked to environmental sustainability. High-quality ecotourism offerings often prioritize environmental conservation efforts, such as wildlife protection, habitat restoration, and sustainable resource management. Maintaining a strong focus on environmental sustainability, ecotourism spots draw in travelers who prioritize environmentally-friendly practices and are eager for genuine and sustainable travel encounters

The Tourism Carrying Capacity Theory, developed by Fos (1973), posits that every destination has a limited capacity to absorb tourists without causing negative impacts on the environment. Destinations that cater to ecotourism can preserve excellent visitor experiences while safeguarding the environment by controlling visitor counts and activities. The Tourism Carrying Capacity Theory is a concept that suggests that there is a limit to the number of tourists that a destination can sustainably accommodate without causing harm to the environment or negatively affecting the quality of the visitor experience. It is critical to preserve a balance between the quality of tourism and environmental sustainability in the context of ecotourism. Overcrowding at a place can result in pollution, habitat damage, and greater strain on natural resources, degrading the quality of the visitor experience overall and damage the same ecosystems that ecotourism seeks to protect

Conceptual Model

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│  ECOTOURISM      │ ─────────────────┼──────▶│  EMPOWERMENT     │
│  SERVICES        │                  │       │                  │
└──────────────────┘                  │       └──────────────────┘
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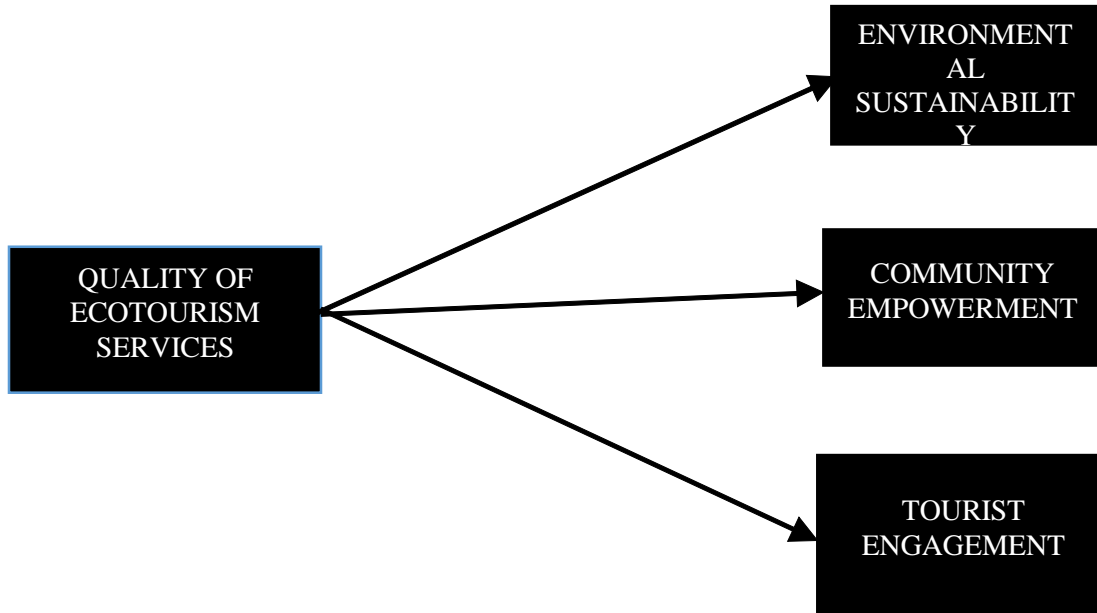
The above model propose how the quality of ecotourism services impacts tourist engagement, community empowerment, and environmental sustainability.

2.2 EMPERICAL EVIDENCE

Ecotourism Service Quality and Tourist Engagement

The quality of ecotourism services at the Safari lodges of Zimbabwe has a significant impact on tourist engagement. Huang and Choi (2021)) argued that, the level of service provided in eco-friendly accommodations directly influences how satisfied tourists are with their experience, ultimately influencing their level of engagement with the destination. Research conducted by Mupani and Tevera (2019) highlights that tourists are more likely to engage with a destination if they feel that their ecological and cultural needs are being met through the services provided by the Safari lodges. The level of personalization and attention to detail in ecotourism services can also enhance tourist engagement, as evidenced by the study conducted by So, King, and Sparks (2019). The study conducted by Johnson and Williams (2020) revealed a positive relationship between the ecotourism services quality and the level of tourist engagement in Zimbabwean Safari lodges. In a study

conducted by Messerli, Murniningtyas, Eloundou-Enyegue, Foli, Furman, Glassman, Licona, Kim, Lutz, Moatti, Richardson, Saidam, Smith, Staniškis, and van Ypersele (2019), it was found that there is a significant positive relationship between the quality of ecotourism services offered in Safari lodges in Zimbabwe and the level of tourist engagement. The study found that visitors were more likely to actively interact with the environment and local communities when they received top-notch services, such as competent guides, cozy lodgings, and sustainable practices.

Tourist engagement improve when they had a sense of personal connection to the wildlife and nature through personalized tours and interactions as suggested by Godinho, Martins and Pereira (2023). This implies that adjusting ecotourism offerings to suit personal tastes might improve visitor experiences and encourage higher levels of participation.

Tourists could look for experiences that offer them chances to engage with nature, enhance their cultural background, or give them a sense of adventure as said by Yen, Lin and Chen (2020). The pleasures that visitors gain from their encounters with the natural environment and local populations are largely dependent on the quality of ecotourism. Superior ecotourism experiences minimize adverse effects on the environment while providing visitors with one-of-a-kind and genuine interactions with nature as argued by Yen et al. (2020). Tourists may become more satisfied, engaged, and feel better after enjoying genuine and memorable experiences (Bamberg & Möser, 2007). On the other hand, poor ecotourism encounters might leave one feeling let down, unsatisfied, and even depressed (Yen et al., 2020). Tourists are more likely to interact constructively with the local community and the environment when they believe they are getting more out of their ecotourism experience that is, high-quality interactions at low costs than when they believe they are giving. Tourists may lose interest in travel or even have a negative influence as argued by Yen et al. (2020), if they believe they are not getting a fair return on their investment, such as through expensive but low-quality experiences at the destination or through their behaviors

The quality of ecotourism services in the Safari lodges of Zimbabwe plays a crucial role in determining tourist engagement. Providing high quality, eco-friendly personalized experiences, Safari lodges can enhance tourist satisfaction and encourage greater engagement with the destination, positive word-of-mouth referrals and subsequent visits may result from this.

Ecotourism Services Quality and Community Empowerment

Chikowore, Nyamukondwa, and Kambanje (2019) found that superior ecotourism services provide cash and jobs for nearby communities, opening up economic potential. Chikowore et al. (2019), argued that proficiently run lodges provide employment opportunities to natives in diverse capacities, including guides, cooks, housekeepers, and security staff, they mentioned that lodges support the local economy by often acquiring goods and services from nearby companies.

Better social services and infrastructure in the nearby communities might result from providing top-notch ecotourism services according to Chirisa and Mhlanga (2019), lodges have improved the living standards of locals in some places by investing in water delivery systems, health clinics, and schools.

Ecotourism may foster mutual understanding and cultural interchange between visitors and the surrounding inhabitants according to Mutandiro, Chivanga, and Makaza (2019), ecotourism promotes respect and understanding amongst visitors by providing them with the chance to learn about the practices, traditions, and beliefs of the host community. The authors pointed out that by hosting traditional dance performances and artisan sales, local communities might profit monetarily from tourists' exposure to their cultural heritage.

Responsible ecotourism may result in environmental conservation initiatives that help visitors and locals alike, Chimedza, Nyamukondwa, and Kambanje (2019) argued that certain resorts use sustainable tourism practices, including wildlife preservation, water

conservation, and waste management. These measures not only help to maintain natural resources but also enhance the quality of tourist experiences.

The level of community empowerment is impacted by the quality of ecotourism services provided by Safari lodges. Zulu, Sandøy, Moland, Musonda, Munsaka and Blystad. (2019) claim that when Safari lodges offer top-notch ecotourism services, it gives local populations job possibilities and promotes economic empowerment. Local populations' sense of pride and ownership over their natural resources increases when they participate in ecotourism activities, which promotes social empowerment as argued by Ngoma and Havice (2020. Ecotourism profits may be put back into community development initiatives as per Zamasiya, Nyikahadzo and Mukamuri (2021) which will empower the local populace even more.

Safari lodges that put sustainability and community involvement first in their ecotourism projects have greater success in empowering the local community (Khalil, 2019). Safari lodges may foster a feeling of agency and belonging among locals by including them in decision-making processes and enacting responsible tourism practices, which can result in long-term empowerment.

Ecotourism Services Quality and Environmental Sustainability.

The quality of ecotourism services in Safari lodges plays a critical role in promoting environmental sustainability by minimizing the negative impacts of tourism activities on the environment as researched Nanhapo and Muhwati (2019),. Providing well-managed and environmentally friendly services, Safari lodges can contribute to the conservation of natural resources and wildlife habitats. The provision of high-quality ecotourism services in Safari lodges not only enhances the overall visitor experience as per Tsuro and Chirenje (2020) argument they also fosters a greater appreciation for nature and conservation efforts that in turn, can lead to increased support for environmental protection initiatives and sustainable tourism practices.

Sustainable practices such as waste management, energy efficiency, water conservation, and wildlife preservation are important in order to reduce the ecological footprint of ecotourism operations since Muposhi (2019) argues that there is a clear correlation between the environment and the management practices and service quality of Safari lodges. Preserving the delicate balance between tourism and environmental preservation in Zimbabwean Safari lodges depends on the provision of top-notch ecotourism services. It is of importance to provide tourists with appropriate wildlife watching opportunities, educational programs and guided tours in order to raise their understanding of conservation concerns as argued by Nyamwanza, Mhlanga and Moyo (2020).

Safari lodges to interact with the local community in order to guarantee their involvement in conservation initiatives and a fair distribution of the advantages derived from tourism as suggested by McAllister and Chikukwa (2021) highlight community engagement as a vital component, through the provision of job opportunities, capacity building, and revenue-sharing systems, Safari lodges may effectively promote sustainable development and protect natural resources in communities.

Summary

In this chapter, the author has discussed the interrelationships between the quality of ecotourism services, tourist engagement, community empowerment, and environmental sustainability. He also discussed what previous researchers discovered.

<div align="center">**Chapter III**</div>
<div align="center">**Research Methodology**</div>

Introduction

This chapter delves into the research methodology employed in the study. It outlines the specific techniques and methods used to gather information and data from participants. The chapter also discusses the research approach, design, instruments, target population, sample selection, and sampling procedures. It further explains the measurement scales used and the data analysis methods, all while adhering to ethical considerations.

3.1 Research Design

A research design is a plan that consists of the techniques and methods used for analyzing the data and how the information can be gathered. Research design can also defined as a plan that clearly states the necessary procedures and techniques for collecting data and analyzing the desired information Zikmund, Babin, Carr and Griffin (2003) argue that it helps in researching and obtaining necessary answers to the topic under research. The design includes data collecting methods, research instruments to be used during the research period and how the data may be examined. In this case, the researcher used a casual research.

3.1.1 Casual research

Casual research can also called a casual-comparative design, was used to investigate whether a specific factor causes a certain outcome, in this case the design has to determine whether the quality of ecotourism services can actually causes changes the way tourist participates and community involvement(empowerment) as well as the environmental sustainability.

3.2 Target population

The target population consisted of those individuals who once visited the lodges as Cooper & Schindler (2014) defined target population as the complete set of individuals, objects or items from which a researcher wishes to collect data and to which a researcher wishes to be able to generalize his conclusion.

3.3 Sampling

Sampling is referred to picking sample from the target population so that the data, which is collected from the part of the group as per Skinner and Chamber, (2003) the sample can be used to pass a judgment about the larger group. Sample refers to the target population that is selected for the research. Saunders and Townsend (2016) defined sampling size as the wide variety of elements in a sample

Sample size

A sample size is the number of individuals or items in a selected sample. The large the sample, the more accurate it is as argued by Zikmund et al (2003) that large and more diverse the sample size is, the more correct the results will be. The researcher target population consist of 10 000 people so for the sample size he used Saunders et al (2016) to determine sample size.

Table 3. 1: Sample size for various population sizes at a 95% level of certainty

Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
1200	300	578	810	1071
2000	322	696	1091	1655
5000	357	879	1622	3288
10 000	370	964	1936	4899
100 000	383	1056	2345	8762

Source: Saunders (2016)

The table above shows how the researcher selected his sample size. The researcher utilized a table to determine the sample size for the study, which was based on the population size of approximately 10,000 visitors to the area. Consequently, the sample size for this research was determined to be 370, as indicated in Saunders' table.

Sampling techniques

Random sampling

The researcher applied simple and random sampling method. Random sampling gives each member of the population the same opportunity of being selected to participate. Random sampling is when every units in a clearly defined population has an equal chance of being counted in the sample as argued by Teddlie and Yu, (2007), ensures that each member had equal and independent chance of being selected.

3.4 Research Instruments

Research instruments refer to the tools employed for gathering data in a research investigation. There are several types of research instruments but the researcher chooses to use questionnaire and they are the most common. According to Cooper and Schindler (2003), a research instrument is a device used for systematic collection of data such as questionnaire, observation and interview schedule.

A questionnaire was used to collect data, Kumar and Sharma (2024) defined it as a research instrument consist of a set of questions to collect information from a respondent.

For the quality of ecotourism services, the researcher is going to adapt a modified SERVEQUAL (ECOSERV) Model by Yusof, Ali and Musa (2014). The model is widely recognized framework for measuring service quality, it consist some of the following dimensions namely reliability, assurance, tangibles, empathy and responsiveness. It was firstly developed by researchers Parasuraman, Zeithaml and Berry (1988) and then modified by Yusof et al in 2014.

Green Consumer Values was used to measure the environmental sustainability, The GREEN scale, a six-item measure developed Haws, Winterich, and Naylor (2010). Statements in the GREEN scale include expressions of concern for environmental impact and resource conservation. Consumers with high green consumption values tend to use financial resources wisely and reuse goods, creating a potential conflict when environmentally friendly products are more expensive or less effective.

Memorable Tourism Experiences (MTE) was used to measure tourist engagement, it was developed by Chandralal and Valenzuela (2015). The instrument consists of 34 items, each rated on a 5 likert scale to capture the depth and diversity of tourist experiences, helping to identify what makes a trip truly unforgettable and satisfying.

Community empowerment was measured using a measuring scale adapted from Kasmel and Tanggaard Andersen (2011), a tool used to assess the effectiveness and impact of community programs, such as the Safe Community program, developed safe community program ODCE. This questionnaire helps organizations and communities evaluate their initiatives, identify areas for improvement, and track progress towards their safety goals. The Safe Community program is a comprehensive approach to promoting safety and preventing injuries within a community. It typically involves collaboration between various stakeholders, including government agencies, non-profit organizations, businesses, schools, and residents. The program aims to create a safe environment through education, awareness campaigns, policy changes, and community engagement.

3.5 Data Collection Procedures

The researcher is going hand distribute questionnaire to the target population sample, then a brief introduction and explanation was provided on the questionnaire to give purpose of the research to the participants. In most areas participants were supposed to tick the appropriate responses. The questionnaire filling was supposed to take not more than 10 minutes to be completed. The identity of the participant was to remain anonymous

3.6 Data Presentation and Analysis

Data analysis is a process of examining and interpreting data to gain insights and make informed decisions, Creswell (2019) argued that it can be defined as the process of interpreting and drawing conclusions from set of data. The data collected was depicted in tabular format. Statistical Package for Social Sciences (SPSS version 20) and SPSS AMOS were employed to analyze the data and assess hypotheses.

3.7 Ethical Considerations

Ethical considerations were taken into account, in order to avoid conducting dishonest research, avoiding potential risks to participants, and avoiding harm to participants. Research ethics refers to the principles and standards that guide the code of research Research ethics also include respect for persons and informed consent.The researchers prioritized ethical conduct throughout the study. This meant avoiding dishonest research practices, minimizing risks to participants, and protecting them from harm. The study ensured respect for participants' autonomy through voluntary participation via a questionnaire. To safeguard confidentiality, the researchers kept collected data secure and anonymized (Resnik, 2019). Participants were assured that their information would only be used for academic purposes, as explained in an introductory message accompanying the questionnaire.

3.8 Chapter summary

In this chapter the researcher discussed about the research methodologies highlighting the research design, tools, data analysis method to be used in during the research, he also highlighted the measuring scale and instruments to be used.

CHAPTER IV

DATA ANALYSIS, PRESENTATION AND DISCUSSIONS

4.0 Introduction

 This chapter will discuss about data presented and analysis of findings of the study. The compiled data was analyzed with SPSS version 20 and SPSS AMOS version 26.0 to generate the results

4.1 Response rate

Response rate refers to the percentage of total participants who participated in a study compared to the total number of people who were eligible to participate as per Field, (2013). Response rate is the percentage of people who respond to a questionnaire response rate is an important metric in research studies as it indicates the level of engagement and participation among the target population. The questionnaires distributed were 370(three hundred and seventy) and only 364 we completed and the response rate was 98 %.

4.2 Demographic profile of the respondents

The demographic profile of respondents scrutinized the characteristics of those involved in the research. The following table displays the intricate details of these profiles.

Table 4. 1: Demographic profile frequency

		Frequency	%
GENDER	Female	146	40.1
	Male	218	59.9
	Total	364	100
AGE	18-25	115	31.6
	26-44	174	47.8
	45-60	63	17.3
	60 and above	12	3.3
	Total	364	100
MARITAL STATUS	SINGLE	144	39.6
	MARRIED	181	49.7
	DIVORCED	39	10.7
	Total	364	100
EMPOWERMENT STATUS	Employed	256	70.3
	Unemployed	108	29.7
	Total	364	100

Source: Primary source

The sample consisted of 370 people and 364 individuals who responded to the survey, with a response rate of 98%. The sample was in consistence of 218 males and 146 females, from 18 to 60 years. The demographic profile of the sample appears to be representative of the target population.

4.3 Unidimensionality

Unidimensionality refers to the idea that a set of observed variables (items) can be adequately explained by a single underlying latent variable or factor. Unidimensionality is the extent to which a set of observed variables can be explained by a single underlying dimension or factor as per Smith and Jones (2010). Factor analysis suggests that all the items or indicators of a construct are measuring the same latent trait or concept.

4.3.1 Ecotourism service quality

Table 4. 2: Factor Analysis results of ecotourism service quality

Item	Factor
The staff provides prompt services	0.883
Adequate transport systems are available	0.874
Information Centre provides relevant information	0.865
The staff provides accurate information	0.849
Neat appearance of the resort staff	0.848
The staff is willing to assist tourists	0.833
Variance Explained	73.76%
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.893
The Bartlett's test of Sphericity	.00
Reliability	0.944

Source: SPSS
Extraction Method: Principal Axis Factoring.

Principal factor analysis was conducted to investigate the underlying factor structure of the aforementioned scale. The data met criteria for factorizability, as evidenced by a significant Bartlett's Test of Sphericity (p<0.001) and a Kaiser-Meyer-Olkin Measure of Sampling Adequacy of 0.893, above the recommended 0.6 threshold. A single factor solution accounted for 73.76% of total variance explained. Reliability analysis yielded a Cronbach's alpha of 0.944, demonstrating excellent internal consistency among scale items. Thus, the results of the principal factor analysis support the unidimensionality of the scale under study and reliability analysis verified good scale reliability, suggesting the instrument coherently measures a single underlying construct.

4.3.2 Tourist engagement

Table 4. 3: Factor Analysis results for Tourist engagement

Item	Factor
It helped me to learn more about myself	0.899
It helped me to improve my self-confidence	0.895
Local guides were very informative and knowledgeable	0.871
Many aspects of the trip were novel to me	0.805
Local guides were very informative and knowledgeable	0.804
Local guides were always very supportive	0.803
Variance Explained	71.80%
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.911
The Bartlett's test of Sphericity	.00
Reliability	0.938

SOURCE: SPSS

The researchers investigated the questionnaire's structure using a statistical technique called principal factor analysis. This analysis checks if the items measure a single underlying concept. A statistical test (Bartlett's test) confirmed the data was appropriate for this analysis (p<0.001). Another measure (Kaiser-Mayer-Olkin) indicated good sampling adequacy (0.911). The analysis revealed that a single factor explained a large portion of the variance (71.80%). Finally, Cronbach's alpha, a reliability measure, yielded a high score (0.938), suggesting the questionnaire has good internal consistency.

Table 4. 4: Factor Analysis for Environmental sustainability

Item	Factor 1
It is important to me that the products I use do not harm the environment.	0.822
I am concerned about wasting the resources of our planet	0.82
I am willing to be inconvenienced in order to take actions that are more environmentally friendly.	0.773
I would describe myself as environmentally responsible	0.771
My purchase habits are affected by my concern for our environment	0.762
I consider the potential environmental impact of my actions when making many of my decisions.	0.735
Variance Explained	60.98%
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.874
The Bartlett's test of Sphericity	.00
Reliability	0.903

SOURCE: SPSS

The scale dimensionality of the above scale was examined using principal factor analysis. The data was suitable for factor analysis since the Bartlett test of sphericity was significant (p<0.001) and the Kaiser-Mayer-Olkin measure of sampling adequacy was 0.874. The total variance of 60.98% was explained using single factor. The Cronbach's reliability was 0.903, which indicated good internal consistency of the scale.

4.3.4 Community Empowerment

Table 4. 5: Factor Analysis for community empowerment

Item	Factor 1
The community work group is committed to solving local problems and is motivated to collaborate as a team.	0.885
There exists a group of community representatives that meets regularly to work on community goals and desired community outcomes	0.884
The community group has an active leader(s), who motivates and enthuses members of group.	0.812
A community work group is constituted, which cares for community problems, have active leaders and is committed to collaborate in solving the community's problems.	0.804
Variance Explained	71.79%
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.833
The Bartlett's test of Sphericity	.00
Reliability	0.91

SOURCE: SPSS

The scale dimensionality was examined using principal factor analysis. The analysis confirmed the data's suitability for factor analysis. Two tests supported this: a significant Bartlett's test ($p < 0.001$) indicating the data wasn't perfectly spherical (ideal for factor analysis), and a Kaiser-Mayer-Olkin measure of 0.833 suggesting sufficient sample size for the analysis. The results showed that a single factor explained a large portion of the variance (71.79%). Additionally, Cronbach's alpha, a reliability measure, yielded a high score (0.91), indicating the questionnaire has good internal consistency, meaning the items measure the same underlying concept effectively.

4.4 Measurement Model

A measurement model is a set of relationships between observed variables and latent constructs. It is an important component of structural equation modelling (SEM) and confirmatory factor analysis (CFA). Measurement models are essential in the sense that it demonstrate the relationship between latent constructs and observed variables. According to Bollen (1989), measurement models is used to assess the validity and reliability of measurements in research studies. Kline (2016) also emphasizes the importance of measurement models in understanding complex relationships among variables.

Key:
ET = Ecotourism service quality
TE = Tourist Engagement
CE = Community Empowerment
ES = Environmental Sustainability

Figure 4. 1 Measurement Model
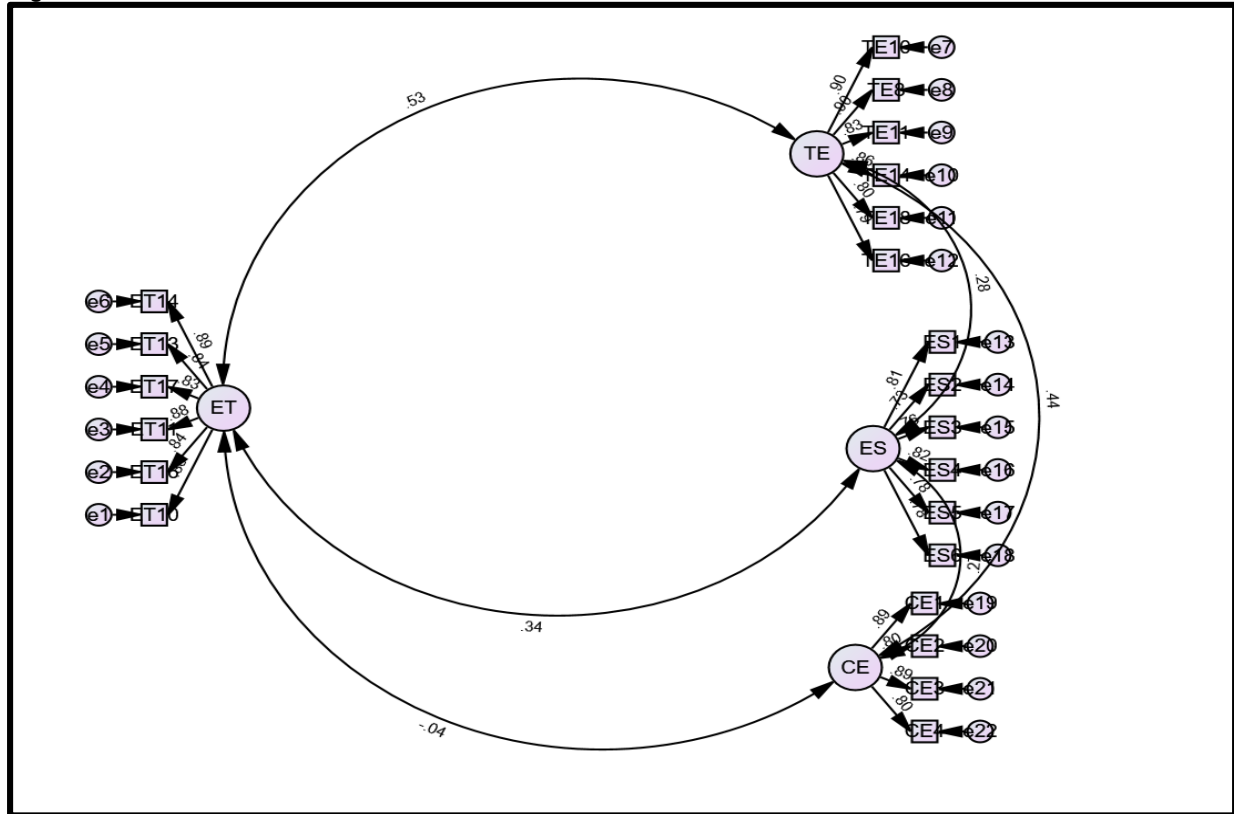
SOURCE: AMOS

The measurement model above shows that all the items loaded significantly to their respective factors, showing the presence of Convergent validity. Average Variance Extracted (AVE), was used to assess the Convergent and discriminant validity of our results. The table below shows the observations.

Table 4. 6: Composite Reliability, Average Variances Extracted and Shared Variance

Construct	Composite Reliability	AVE	SHARED VALUES			
			ET	TE	ES	CE
Ecotourism quality	0.94	0.74	1			
Tourist Engagement	0.93	0.61	0.2809	1		
Environmental sustainability	0.90	0.61	0.1156	0.0784	1	
community empowerment	0.91	0.72	0.16	0.176	0.0729	1

Convergent validity, this ensures the measures capture the intended concepts and all the research constructs had Average Variance Extracted (AVE) values exceeding 0.5, indicating they successfully captured their intended meanings. Reliability was also tested his reflects the consistency of the measures. The composite reliability scores for all constructs were above 0.7, demonstrating that the data collected is dependable.

4.5 Hypothesis Testing

SPSS Amos Software was used to conduct the Structural Equation Modelling (SEM) and to test the hypothesis of the study. Hypothesis testing refers to a statistical method used to make interpretations about a population basing on sample data as argued by Salkind (2010). The sample data was analyzed to determine whether there is enough evidence to reject the null hypothesis in favor of the alternative hypothesis.

Structural Model

Structural model refers to a representation of the relationship among constructs through a system of equations; the model is used to test hypotheses. This structural model helped me to separate the direct effects of quality for ecotourism quality on all the dependent variable from the indirect effects that may occur through other variables (Anderson & Rubin, 1956).

Figure 4. 2 Structural Model
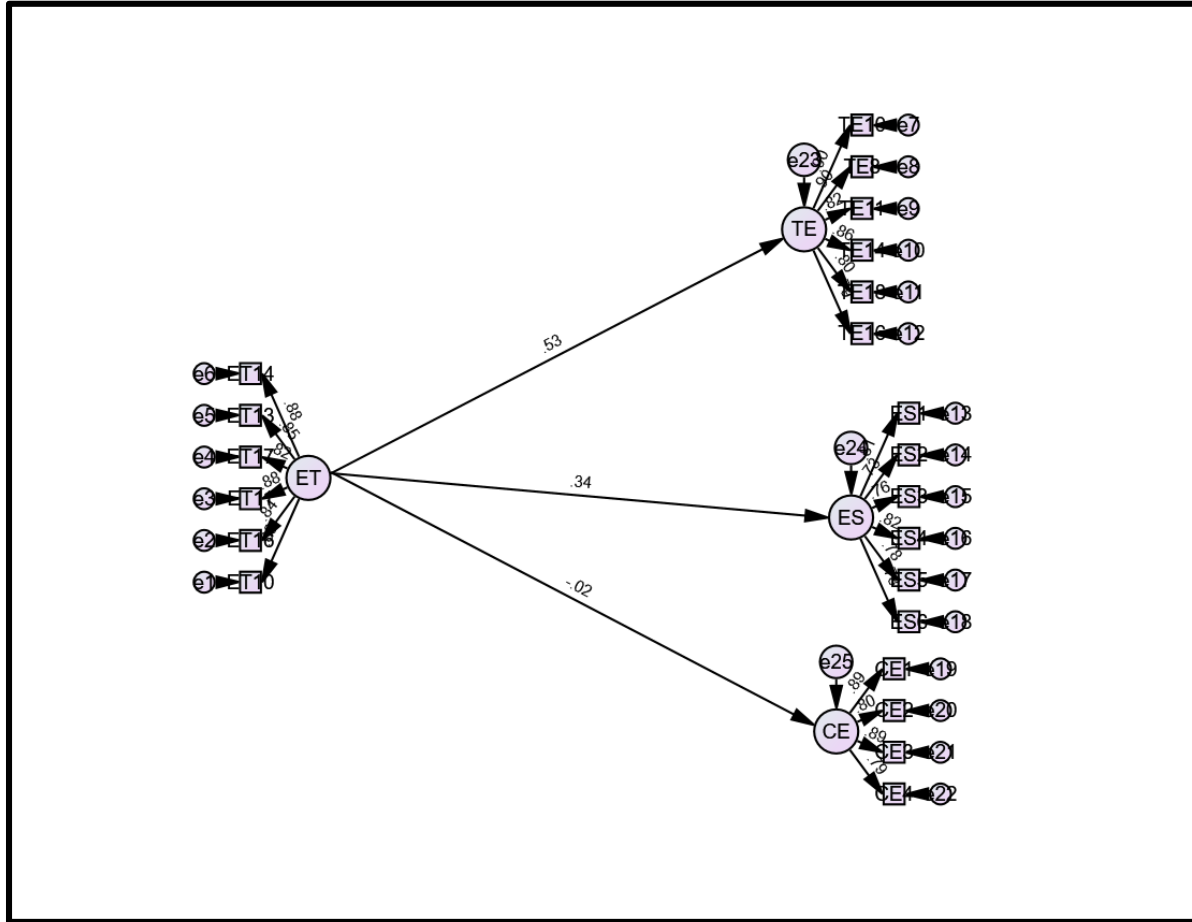
SOURCE: AMOS

Table 4. 7: Hypothesis testing result

Hypothesis		B	T	P	Decisions
H1	There is a positive relationship between the quality of ecotourism services and tourist engagement in the Safari Lodges of Zimbabwe.	.054	10.248	***	Accepted
H2	The quality of ecotourism services positively influences community empowerment in the Safari Lodges of Zimbabwe.	.044	-.369	.712	Rejected
H3	The quality of ecotourism services has a significant impact on environmental sustainability in Safari Lodges of Zimbabwe.	.046	6.149	***	Accepted

The first hypothesis of the study was that, "There is a positive relationship between the quality of ecotourism services and tourist engagement in the Safari Lodges of Zimbabwe" the

hypothesis was accepted. The test supported that, there is a positive relationship between the quality of ecotourism services and tourist engagement in the Safari Lodges of Zimbabwe

The second hypothesis was, "The quality of ecotourism services positively influences community empowerment in the Safari Lodges of Zimbabwe.", and the hypothesis was rejected. This means that the quality of ecotourism services does not positively influence community empowerment in the Safari Lodges of Zimbabwe. The regression between quality of ecotourism services and community empowerment was 0.712, which was significant at 0.05 level showing there are some latent factors that influences and mediate between ecotourism quality and community empowerment.

The hypothesis of the study was that "The quality of ecotourism services has a significant impact on environmental sustainability in Safari Lodges of Zimbabwe" this hypothesis was accepted. The acceptance of the hypothesis that "The quality of ecotourism services has a significant impact on environmental sustainability in Safari Lodges of Zimbabwe" indicates that through the study conducted, it was institute that there is indeed a substantial relationship between the qualities of ecotourism services provided in Safari Lodges in Zimbabwe and the environmental sustainability in those areas. The test decision implies that the data collected and analyzed during the research process has supported the idea that when ecotourism services are of high quality, they contribute positively to environmental sustainability within the Safari Lodges in Zimbabwe. The regression between ecotourism service quality and environmental sustainability was significant at 0.05 level.

4.6 Discussion

The research results supported the initial hypothesis. This means that when safari lodges prioritize high-quality ecotourism services, tourists tend to become more engaged with the lodge and its offerings. This translates into several positive outcomes for both tourists and the lodge itself.

Firstly, increased engagement can lead to longer stays. Tourists who are truly invested in the experience are more likely to extend their stay to participate in more activities, explore the surroundings further, and deepen their connection with the environment.

Secondly, higher quality services are likely to result in greater tourist satisfaction. When expectations are not only met but exceeded, tourists feel valued and appreciate the overall experience more. This satisfaction translates into positive reviews, recommendations to others, and a stronger desire to return in the future.

Finally, enhanced tourist engagement and satisfaction can ultimately lead to increased revenue for the lodge. Longer stays, repeat visits, and positive word-of-mouth recommendations all contribute to a more sustainable and profitable business model.

The second hypothesis was not accepted. This suggests that simply providing high-quality ecotourism services may not necessarily lead to greater community empowerment, such as economic benefits or decision-making power for local communities. Safari lodges need to explore alternative strategies to empower local communities, such as community-based tourism initiatives, capacity building programs, or revenue-sharing models.

This hypothesis was accepted meaning that higher quality ecotourism services are associated with greater environmental sustainability, such as reduced waste, increased conservation efforts, and responsible resource management. Safari lodges should prioritize environmental sustainability as a key aspect of their operations, and strive to improve their environmental performance to attract eco-conscious tourists. The research confirms a positive relationship between ecotourism quality and environmental sustainability. This is encouraging news for the future of responsible travel. Let's delve deeper into the implications of this finding.

Mutually Beneficial Relationship: High-quality ecotourism services prioritize responsible practices that minimize environmental impact. This can include waste reduction, resource conservation, and active participation in conservation efforts. These practices not only benefit the environment but also enhance the overall ecotourism experience. Tourists seeking authentic and sustainable travel are more likely to be drawn to lodges demonstrating a genuine commitment to protecting the natural world.

Attracting Eco-Conscious Tourists: By prioritizing sustainability, lodges can tap into the growing market of eco-tourists. This segment of travelers is willing to pay a premium for experiences that align with their values. Positive reviews and a strong reputation for

environmental responsibility can lead to increased bookings and a loyal customer base for the lodge.

Challenges and Considerations: While the positive relationship is clear, challenges remain. Implementing high-quality ecotourism practices can require initial investment in infrastructure and training. Striking a balance between guest comfort and responsible resource management is also crucial. Additionally, ensuring transparency and effectively communicating sustainability efforts to potential guests is vital.

Moving Forward: The research underscores the importance of integrating environmental sustainability into the core principles of ecotourism. Here are some key takeaways for stakeholders:

The research overall highlighted the importance of balancing economic, social, and environmental considerations in ecotourism development through focusing on high quality services, and environmental sustainability, safari lodges can contribute to a more responsible and sustainable tourism industry in Zimbabwe.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMANDATIONS

5.0 Introduction

This chapter will focus on the presentation of a comprehensive overview of the study, reflecting on the research questions and purpose. This section aims to provide a retrospective view of the research conducted, highlighting key aspects that have led to the findings and conclusions presented in the subsequent sections.

5.1 Summary

The ultimate goal of this study was to establish the relationship between ecotourism services and tourist engagement, community empowerment, and environmental sustainability. The objectives noted were to measure the relationship between the quality of ecotourism services and tourist engagement, community empowerment and to identify if the quality of ecotourism services influences environmental sustainability. Studies from past researchers were used for hypothesis development. A casual research design was employed, with a sample size of 370 participants. A questionnaire was used as a data collection instrument. The collected data was analyzed using the Statistical Package for Social Sciences (SPSS version 20) software and SPSS AMOS 26.
The research findings from the study revealed that there is a positive relationship between ecotourism service quality and tourist engagement. This suggests that when tourists perceive the ecotourism experience to be of higher quality, they tend to be more engaged and immersed in the destination.

The research further highlighted that the quality of ecotourism services has a significant impact on environmental sustainability in Safari lodges in Zimbabwe. The accepted hypothesis suggests that

the level of services provided in safari lodges can directly influence the environmental sustainability of the area.

The relationship between ecotourism service quality and community empowerment was rejected from the research study findings, suggesting that the quality of ecotourism services does not positively influence community empowerment in the Safari lodges in Zimbabwe. This could be because individuals with a strong connection to their ancestral heritage and traditions tend to place greater value on mental well-being and emotional regulation, leading to lower levels of stigma. This result might be due to a lack of community involvement, if local communities are not actively involved in the ecotourism initiatives, they may not feel empowered as argued by Kumar, Singh and Kumar (2020). The result may be because of the unequal distribution of benefits, since if the economic benefits of ecotourism are not distributed fairly among community members as argued by Dowling and Newsome (2019) it may lead to a negative result.

5.2 Conclusion

The researcher concluded that ecotourism service quality positively influences tourist engagement and has a significant impact on environmental sustainability. In conclusion, it is evident that ecotourism service quality positively influences tourist engagements. Therefore, it is crucial for the safari lodge operators to maintain high quality services in order to improve tourist engagement and maintain environmental sustainability. The findings of this research provide a foundation for future studies and highlight the importance of prioritizing service quality, and environmental sustainability in ecotourism initiatives.

5.3 Recommendations

Recommendations were made based on the research study results, for all the hypotheses. These recommendations include implementing training programs for staff to enhance service quality, investing in eco-friendly practices to support environmental sustainability, and conducting regular assessments to monitor tourist engagement levels. Additionally, collaboration with local

communities and conservation organizations can further enhance the overall success of ecotourism initiatives.

The researcher recommends the safari operators assess and improve their service quality, identify areas for improvement in terms of accommodation, dining, guided tours, environmental conservation efforts, and overall guest experience, and enhance the quality of their services to encourage tourist engagement. They also need to regularly monitor the impact of ecotourism services on tourist engagement and the local environment and adapt strategies and services as needed to maintain a positive relationship between the quality of ecotourism services and tourist engagement.

Operators for the safari lodges have to develop interactive and immersive experiences that allow active participation for tourists in ecotourism activities, including habitat restoration, wildlife monitoring, and community engagement projects.

I also recommend the operators promote sustainable practices that align with ecotourism principles, which include implementing renewable energy sources, waste management systems, water conservation measures, and eco-friendly procurement policies. They also have to provide opportunities for tourists to learn about the local ecosystem, wildlife, and conservation efforts during their stay and this can be done through educational programs, guided tours, and informative materials within the lodges.

These are recommendations for a rejected (unsupported) hypothesis that "the quality of ecotourism services positively influences community empowerment in the Safari Lodges of Zimbabwe." based on the findings from the research, further studies considering reformulating the hypothesis, identifying intermediate variables, and examining the potential role of intermediate variables that may mediate or moderate the relationship between the quality of ecotourism services and community empowerment. These could include factors such as local governance, community engagement strategies, or the distribution of economic benefits.

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APPENDIX A: CODED QUESTIONNAIRE

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

RESEARCH   QUESTIONNAIRE

Dear Participant

My name is Tinotenda Chitanda. I am a student at Bindura University of Science Education. I am carrying out a research on '**The impact of quality for ecotourism services on tourist engagement, community empowerment and environmental sustainability in Safari Lodges of Zimbabw**e'. This study is in partial fulfillment of my Bachelor`s degree in Marketing.

You will remain anonymous, I could significantly recognize your participant in this study. It contains five sections wherein responses will be indicated by means of a tick. All response you will provide are neither proper nor wrong. The facts that you are going to provide will be strictly used for educational purposes only. Every answer provided will be saved with confidentiality.

For further explanation regarding the study feel free to ask or contact me on 0777663543 or 0719533166. You can also get in touch with me on my email account on this address: chitandatg@gmail.com.

Section A: Demographics

This section contains questions about your gender, age, marital status and occupation. Please tick in the right box to indicate your response. Please do not include your name on this questionnaire.

1. Gender

Female	
Male	

2. Age

18-25	
26-44	
45-60	
60 and above	

3. Marital status

Single	
Married	
Divorced	

4. Occupation

Employed	
Unemployed	

SECTION B: ECOTOURISM SERVICE QUALITY

Use the scale provided below to tick the appropriate response indicating your personal opinion on the given statements.

1. Agree   2.Disagree   3.Neutral   4.Strongly Disagree   5.Strongly Agree

	STATEMENTS	Agree	Strongly Agree	Neutral	Disagree	Strongly Disgree
	Tangible sustainability					
ET1	Visual attraction and the appeal of natural attractions					
ET2	Non-crowded and unspoiled park					
ET3	Nature-based activities					
ET4	Minimal change to existing land forms and vegetation					
ET5	**Sustainable practices**					
ET6	Use of natural/local resources as equipment and facilities					
ET7	Emphasis on the recycling and reuse of products					
ET8	Development integrated with local environment/culture					
	Tangibility					
ET9	Physical facilities and equipment are visually aligned and in good condition					
ET10	Information Centre provides relevant information					
ET11	Adequate transport systems are available					

ET12	Accessibility of physical facilities and natural resources					
ET13	Neat appearance of the resort staff					
	Reliability					
ET14	The staff provides prompt services					
ET15	The staff provides on-time services					
ET16	The staff provides accurate information					
	Responsiveness					
ET17	The staff is willing to assist tourists					
ET18	The staff responds to tourists' question(s)					
ET19	The staff provides details regarding services and products offered					
	Assurance					
ET20	Tourists feel safe and secure					
ET21	The staff is consistently courteous					
ET22	The staff has the knowledge that is necessary to answer questions					

		Agree	Disagree	Neutral	Strongly Disagree	Strongly Agree
ET23	The establishment provides adequate safety facilities					
	Empathy					
ET24	The staff provides tourists with personal attention					
ET25	The staff understands the specific needs of tourists					
ET26	Conveniently located facilities and					
ET27	Comfortable facilities					
ET28	Adequate water supply					

SECTION C: TOURIST ENGAGEMENT

Use the scale provided below to tick the appropriate response indicating your personal opinion on the given statements.

1. Agree   2. Disagree   3.Neutral   4. Strongly Disagree   5.Strongly Agree

	Statement	Agree	Disagree	Neutral	Strongly Disagree	Strongly Agree
TE1	Authentic Local Experiences					
TE2	I closely experienced the actual local cultures					
TE3	I was exposed to authentic local villages and markets					

TE4	I could immerse myself in local festivals and other cultural ceremonies					
TE5	I visited authentic local restaurants/ food outlets					
TE6	It gave me an opportunity to experience the real day-to-day life of locals					
	Self-beneficial Experiences					
TE7	It helped me to acquire new skills					
TE8	It helped me to improve my self-confidence					
TE9	It helped me to develop my personal identity					
TE10	It helped me to learn more about myself					
	Professional Local Guides and Tour Operators					
TE11	Local guides were very informative and knowledgeable					
TE12	Social skills of local guides were very impressive					
TE13	Local guides were always very supportive					
TE14	Local guides were very informative and knowledgeable					
TE15	Social skills of local guides were very impressive					
TE16	Local guides were always very supportive					
TE17	Local tour operator services were outstanding					
	Novel Experiences					
TE18	Many aspects of the trip were novel to me					
TE19	The trip provided a unique experience for me					
TE20	It was an adventurous experience					
TE21	I felt I was in a different world during the trip					
TE22	**Local Hospitality**					

TE23	Local people I encountered were genuinely helpful					
TE24	Local people I encountered were genuinely friendly					
TE25	Local people I encountered were genuinely generous					
	Affective Emotions					
TE26	I felt very stimulated during the trip					
TE27	I was very pleased during the trip					
TE28	I felt very excited during the trip					
	Perceived Significance					
TE29	It was a special experience for me personally					
TE30	It was a once in a life time experience for me					
TE31	It was an extraordinary experience for me					
	Social Interactions with People					
TE32	I highly enjoyed the comradeship among my travel companions of the trip					
TE33	I enjoyed the trip very much because I was with a wonderful group of travelers					
TE34	It enhanced the existing bonds with my friends and travel companions					
	Serendipitous and Surprising Experiences					
TE35	I faced unplanned and unexpected good incidents/experiences during the trip					
TE36	I experienced certain random things that really surprised me during the trip					
TE37	I received unexpected benefits/advantages during the trip					
	Fulfillment of Personal Travel interests					

		Agree	Disagree	Neutral	Strongly Disagree	Strongly Agree
TE38	I engage in activities which I really wanted to do					
TE39	I visited the places where I really wanted to go					

SECTION D: ENVIROMENTAL SUSTAINABILITY

Use the scale provided below to tick the appropriate response indicating your personal opinion on the given statements.

1. Agree   2. Disagree   3.Neutral   4. Strongly Disagree   5.Strongly Agree

	Statements	Agree	Disagree	Neutral	Strongly Disagree	Strongly Agree
ES1	It is important to me that the products I use do not harm the environment.					
ES2	I consider the potential environmental impact of my actions when making many of my decisions.					
ES3	My purchase habits are affected by my concern for our environment					
ES4	I am concerned about wasting the resources of our planet					
ES5	I would describe myself as environmentally responsible					
ES6	I am willing to be inconvenienced in order to take actions that are more environmentally friendly.					

SECTION E: COMMUNITY EMPOWERMENT

Use the scale provided below to tick the appropriate response indicating your personal opinion on the given statements.

1. Not at all/ Very limited 2. Somewhat 3. Substantial 4.Almost entirely/ entirely

	Statements	Not at all/ Very limited	Somewhat	Substantial	Almost entirely/ Entirely
CE	There exists a group of community representatives that meets regularly to work on community goals and desired community outcomes				
CE	The community group has an active leader(s), who motivates and enthuses members of group.				
CE	The community work group is committed to solving local problems and is motivated to collaborate as a team.				
CE	I A community work group is constituted, which cares for community problems, have active leaders and is committed to collaborate in solving the community's problems.				

THANK YOU!!!!!

APPENDIX B: TURNITIN RESULT

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