

**EXPERIENCES OF PERSONS WITH PHYSICAL DISABILITY AND THEIR
SATISFACTION AMONG SELECTED CLASSIFIED HOTELS IN NAIROBI
CITY COUNTY, KENYA**

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To my parents Gerald Weru and Teresia Njenga, siblings Ken, Winnie, Martin, and Irene for their support throughout the development of this thesis. And to every child living with a disability, I hope you find the courage to dream.

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TABLE OF CONTENTS

DECLARATION	ii
DEDICATION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
ABBREVIATIONS AND ACRONYMS	xi
OPERATIONAL DEFINITION OF TERMS	xii
ABSTRACT	xiv
CHAPTER ONE INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Research Problem.....	3
1.3 Purpose of the Study	5
1.4 Objectives of the study	5
1.4.1 General Objective.....	5
1.4.2 Specific Objectives	5
1.5 Research Hypotheses.....	6
1.6 Significance of the Study	6
1.7 Scope of the Study.....	7
1.8 Limitations of the Study	8
1.9 Assumptions of the Study	8
1.10 Conceptual Framework	9
CHAPTER TWO LITERATURE REVIEW	11
2.1 Introduction	11
2.2.1 Conceptualizing Guest satisfaction	11
2.2 Empirical Review	13
2.2.1 Travel Psychographics and Satisfaction of PwPDs Guests.....	13
2.2.2 Trip Related Factors and Satisfaction of PwPDs Guests.....	15
2.2.3 Hotel’s Physical Environment and Satisfaction of PwPDs Guests	17
2.2.4 Hotel staff- Guest interactions and satisfaction of PwPDs Guests.....	18
2.3 Moderating Role of Accessibility Policies.....	19
2.4 Theoretical Framework	21
2.4.1 Universal Design Theory.....	21
2.4.2 Expectancy - Disconfirmation Theory	22

2.5 Summary of Literature and Research gaps	24
CHAPTER THREE RESEARCH METHODOLOGY.....	27
3.1 Introduction	27
3.2 Research Design	27
3.3 Study Area.....	28
3.4 Target Population	28
3.5 Sample Size and Sampling Techniques	29
3.5.1 Sample Size Determination	29
3.4.2 Sampling Techniques	31
3.5 Research Instruments	32
3.5.1 Questionnaires	32
3.5.2 Interview Schedule	32
3.6 Pre-testing.....	32
3.7 Validity and Reliability	34
3.7.1 Validity	34
3.7.2 Reliability	35
3.8 Data Collection Techniques	35
3.9 Data Analysis	36
3.9.1 Quantitative Data Analysis.....	36
3.9.2 Qualitative Data Analysis.....	37
3.10 Logistical and Ethical considerations.....	38
3.10.1 Logistical Considerations	38
3.10.2 Ethical Considerations.....	39
CHAPTER FOUR FINDINGS AND DISCUSSIONS.....	40
4.1 Introduction	40
4.2 Response Rate	40
4.3 Demographic Characteristics of Guests with Disability and satisfaction	41
4.3.1 Gender of Guests with Disability and Satisfaction.....	41
4.3.2 Age of Guests with Disability and Satisfaction.....	42
4.2.3 Marital Status of Guests with Disability and Satisfaction.....	42
4.2.4 Highest Education Attainment	44
4.2.5 Employment Status.....	45
4.4 Personal Characteristics and Satisfaction of PwPDs.....	46
4.4.1 Descriptive Results of Personal Characteristics	46
4.4.2 Testing of Hypothesis H ₀₁	48

4.5 Trip-Related Factors and Satisfaction	50
4.5.1 Descriptive Results of Trip Related Factors.....	50
4.5.2 Testing of Hypothesis H ₀₂	54
4.6 The hotels' Physical Environment and Satisfaction of PwPDs.....	56
4.6.1 Descriptive Results of Hotels' Physical Environment	56
4.6.2 Testing Hypothesis H ₀₃	58
4.7 Human Interactions and Satisfaction of Guest with Physical Disability	60
4.7.1 Descriptive Statistics of Human Interactions	60
4.7.2 Testing Hypothesis H ₀₄	63
4.8 Policy Regulations.....	64
4.8.1 Qualitative Analysis	64
4.8.2 Model Summary of Moderating Influence of Policy Regulations	66
4.8.3 ANOVA Analysis for the Moderating Influence of Policy Regulations.....	67
4.8.4 Testing of Hypothesis.....	67
4.9 Results of the General Objective.....	69
CHAPTER FIVE SUMMARY, CONCLUSION AND RECOMMENDATIONS	
.....	73
5.1 Introduction	73
5.2 Summary of Findings	73
5.2.1 Personal Characteristics and Satisfaction of Guests.....	73
5.2.2 Trip-Related Factors and Satisfaction of Guests	74
5.2.3 Physical Environment and Satisfaction	76
5.2.4 Human Interactions and Satisfaction.....	77
5.2.5 Moderating Influence of Policy Regulations.....	78
5.3 Conclusions	80
5.4 Recommendations for Policy and Practice.....	81
5.4.1 Recommendation for Practice	81
5.4.2 Recommendation for Policy	82
5.5 Recommendations for Further Research	83
REFERENCES.....	85
APPENDICES	92
Appendix 1: Letter of Consent	92
Appendix 2: Approval of Research Proposal	93
Appendix 3: Ethical Committee Approval	94
Appendix 4: NACOSTI.....	95

Appendix 5: Semi -Structured Questionnaire for PwPDs	96
Appendix 6: Interview Guide for Hotel HR Managers	101
Appendix 7: Map of Nairobi City County	103

LIST OF TABLES

Table 2. 1: Summary of Research Gaps.....	25
Table 3. 1: Sample Size Distribution	30
Table 3. 2: Reliability Results.....	35
Table 3. 3: Quantitative Data Analysis Plan.....	37
Table 4. 1: Descriptive Statistics on Personal Characteristics.....	46
Table 4. 2: Model Summary: Effect of Personal Traits on Guest Satisfaction.....	49
Table 4. 3: Regression Coefficients: Effect of Personal Characteristics on Satisfaction	49
Table 4. 4: Influence of Personal Traits on Guest Satisfaction.....	50
Table 4. 5: Descriptive Statistics on Trip-Related Factors	51
Table 4. 6: Model Summary: Effect of Trip-Related Factors on Guest Satisfaction...54	
Table 4. 7: Prediction Capability of Regression Model 2.....	55
Table 4. 8: Regression Coefficients: Effect of Trip-Related Factors on Satisfaction..55	
Table 4. 9: Descriptive Statistics of Hotels' Physical Environment.....	56
Table 4. 10: Model Summary: Effect of Hotels' Physical Environment on Guest Satisfaction.....	59
Table 4. 11: ANOVA: Effect of Hotels' Physical Environment on Satisfaction.....	59
Table 4. 12: Regression Coefficients: Effect of Hotel's Physical Environment on Satisfaction.....	60
Table 4. 13: Descriptive Statistics of Human Interactions	61
Table 4. 14: Model Summary: Effect of Hotels' Physical Environment on Guest Satisfaction.....	63
Table 4. 15: ANOVA: Effect of Hotels' Physical Environment on Satisfaction.....	63
Table 4. 16: Regression Coefficients: Effect of Human Interactions on Satisfaction .64	
Table 4. 17: Model Fitness for the Moderating Influence of Policy Regulations.....	66
Table 4. 18: ANOVA for the Moderating Influence of Policy Regulations	67
Table 4. 19: Moderating Influence of Policy Regulations.....	68
Table 4. 20: Model Summary: Effect of Experiences on Guest Satisfaction	69
Table 4. 21: ANOVA: Effect of Experiences on Satisfaction	69
Table 4. 22: Regression Coefficients: Effect of Experiences on Satisfaction	70

LIST OF FIGURES

Figure 1. 1: Conceptual Framework indicating the relationship between Experiences of PwPDs and Satisfaction.....	10
Figure 4. 1: Gender Distribution.....	41
Figure 4. 2: Age Profile	42
Figure 4. 3: Marital Status	43
Figure 4. 4: Highest Education Attainment	44
Figure 4. 5: Employment Status	45

ABBREVIATIONS AND ACRONYMS

ADA	:	Americans with Disability Act
DDA	:	Disability Discrimination Act
GDP	:	Gross Domestic Product
KNCPWD	:	Kenya National Council for Persons with Disability.
OECD	:	Organization for Economic cooperation and Development
PWDs	:	Persons with Disabilities
TRA	:	Tourism Regulatory Authority
UK	:	United Kingdom
UNs	:	United Nations
WHO	:	World Health Organization
WTTC	:	World Travel and Tourism Council

OPERATIONAL DEFINITION OF TERMS

Disability: This is the presence of a physical or mental impairment that, over time, adversely affects a person's ability to do daily responsibilities. The presence of this impairment may lead to inability to fully participate and enjoy hotel products and services.

Guests Experience: This term summed up the total interaction between hotel guests with disabilities and the hotel's staff and its facilities while consuming products and services. The study approached experiences from a subjective and cognitive response in respect to a specific time of consuming hotel products and services.

Impairment: This refers to the lack of or a notable alteration in one's physical make up, mental state or physiological processes. In this case, impairment referred to significant difference in the mobility function.

Persons with Disabilities: Hotel guests staying at a hotel or who had previously spent a night in a hotel in Nairobi.

Persons with Physical Disabilities: This applied to individuals with mobility restrictions, they may have required; the use of a wheelchair, assistance with walking; facilities that ease access such as ramps and lifts.

This term was also used to describe a guest who was disabled in such a way that it restricted the physical function of either of their limbs, hence restricting their basic motor capacity.

Hotel's physical environment: This applied to the hotels' amenities, facilities and structures whose presence or absence could have had an impact on accessibility. These included; accommodation facilities, stair cases, restaurant spaces, parking spaces, lifts and ramps.

Guest satisfaction: This study adapted the term to define all underlying factors that could contribute to a comfortable hotel stay with minimal or no barriers that could have led to an intention to return or recommendation to visit.

ABSTRACT

Hotels and other hospitality providers strive to offer services that will satisfy customers, leading to loyalty, positive referrals, and repeat business. This study focused on the experiences of persons with Physical disabilities (PwPDs) as hotel guests more so the impact these experiences had on their overall satisfaction in specific classified hotels in Nairobi County. The research was based on five objectives: analyzing the personal characteristics affecting the satisfaction of guests with physical disabilities, investigating trip-related factors influencing their satisfaction, assessing satisfaction based on the hotels' physical environment, examining the influence of human interactions on their satisfaction, and evaluating hotels' adherence to policy regulations in providing satisfactory experiences for individuals with physical disabilities in selected classified hotels in Nairobi City County. A cross-sectional research approach was selected due to its ability to investigate the link between variables. This approach facilitated an authentic evaluation of the respondents' behavior and attitudes as hotel guests. Hotels were chosen based on their classification, as this information is readily available on the Tourism Regulatory Authority website. Each hotel was represented by one hotel manager, resulting in a total of 44 hotel managers as the unit of analysis. The study also focused on guests with physical limitations staying at designated hotels during the study period. A snowball sampling strategy was used to choose thirty hotel customers with impairments who were staying at the specified category hotels. Twenty-seven individuals with physical disabilities took part in the research. 44 hotel managers and personnel from the NCPWD were selected using purposive sampling. Semi-structured questionnaires were issued to hotels' managers and guests with impairments. Quantitative data was analyzed by employing descriptive and inferential statistics. Inferential statistics applied simple and complex regression models to analyze the impact of personal characteristics, trip-related aspects, physical environment, human interactions, and hotels' policy compliance on the satisfaction of People with Physical Disabilities (PwPDs). At a 95% significance level, the data revealed a R squared of 0.614 and an adjusted R squared of 0.562. This revealed that in the selected hotels, PwPDs interactions with others, their demographic characteristics, the hotels' physical environment and trip related factors collectively accounted for 56.2% of the satisfaction thereby indicating a positive and significant impact. The study suggested that these hotels ought to implement ADA rules and improve their architectural designs to allow for unlimited access of their amenities and services for individuals with physical disabilities, aiming to increase their satisfaction levels.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Globally, persons with disabilities (PwDs) make up one of the largest minority groups, with an estimated one billion people, or about 15% of the world's population (World Health Organization, 2019). Despite 80% of PwDs living in developing nations, this group has considerable economic influence, with an annual spending power estimated at £273 billion. At the same time, the hospitality industry is a key driver of the world economy, generating USD 7 trillion in 2022 and recording a 9.1% growth in 2023 (WTTC, 2023). These figures show the growing importance of PwDs as consumers and the strong economic role of hospitality, highlighting an important area of intersection.

Participation of PwDs in travel and leisure has been rising across countries. In Canada, PwDs contributed CAD 25 billion to the economy in 2019 (UN Report, 2019). In the United States, they accounted for 12.6% of the population in 2015, with more than half being of working age (18–64 years). China reported about 83 million PwDs (People's Daily, 2006; Wan, 2012). Western countries generally record disability prevalence rates of 10%–20%, while in Canada alone, 6.2 million people aged 15 years or older live with disabilities (Morris et al., 2018; Makuyana et al., 2022). Globally, the UN (2019) estimates that economically active PwDs inject billions annually into the travel industry.

Exclusion of PwDs from tourism and hospitality results in notable socio-economic losses. For example, Morocco loses about 2% of GDP due to such exclusion (Rohwerder, 2018). Some governments have introduced accessibility standards for hotels. In Egypt, for instance, hotels are required to provide accessible restrooms,

ensure at least 1% of rooms are disability-friendly, and design corridors and lighting to support wheelchair users (Hussien & Jones, 2016). However, policies are often weakly enforced, and many hotels fail to meet accessibility standards (Till et al., 2015). Although Abd-Elraof et al. (2018) note that some Egyptian hotels provide accessible facilities, many African hotels, including those in South Africa, show limited awareness of PwDs' needs, leading to inadequate facilities and missed market opportunities (Bisschoff & Breedt, 2012; Mellinas, 2021).

In Kenya, PwDs form a significant part of the population. A national survey by the National Council for Persons with Disabilities (NCPWD, 2008) estimated that 10% of Kenyans live with disabilities, with 65% citing environmental barriers as a major challenge. Yet, many hotels and hospitality providers still lack the basic facilities required by PwDs, partly due to weak policy frameworks and poor enforcement (Murungi et al., 2017). This situation negatively affects guest comfort and satisfaction while limiting hotels' ability to benefit socially and financially from inclusion. Improved accessibility not only promotes social equity but also strengthens hotel performance. However, a limited understanding of PwDs' experiences among managers continues to constrain progress (Chikuta et al., 2017; Makuyana et al., 2022). In practice, many hotels in Kenya lack essential features such as accessible restrooms, staircases, and furniture, which restrict PwDs' full participation in hospitality services (Murungi et al., 2017).

Disability is a complex concept without a single universal definition. It is increasingly understood not only as a health condition but also as the result of barriers in physical and social environments (Misiewicz, 2004; Szewczyk & Zontek, 2018, 2019; Liu et al., 2023). Within Kenya, persons with physical disabilities (PwPDs) form the largest

subgroup of PwDs. For this study, physical disability is defined as a chronic, progressive, or non-progressive impairment of body parts such as the spinal cord, nervous system, or tissues (Miller, 1995). Such conditions often limit mobility and dexterity, and may also be associated with fatigue or secondary complications, creating barriers to accessing hospitality and travel services.

Research highlights that these barriers are multidimensional, including: (i) physical barriers in hotel design, (ii) attitudinal barriers in guest–staff interactions, (iii) trip-related challenges, and (iv) travel psychographics influencing perceptions and choices (Daniels et al., 2005; Tuli et al., 2023). While studies on this topic are growing, most focus on tourism in general, leaving limited evidence on hotel-specific experiences of PwPDs. Furthermore, accessibility policies—though well-intentioned—may influence how effectively hotels meet PwPDs’ needs.

Based on this background, the current study investigated the factors influencing satisfaction among PwPDs in selected classified hotels in Nairobi City County, Kenya. The study specifically examined travel psychographics, trip-related factors, hotel physical environment, and guest–staff interactions as independent variables, while considering policy regulations as a moderating factor.

1.2 Statement of the Research Problem

Although persons with disabilities (PwDs) are increasingly recognized as an important consumer group in global hospitality, many hotels in Kenya—and especially in Nairobi City County—still struggle to adequately meet their needs. Essential facilities such as accessible staircases, washrooms, baths, and furniture are often missing, making it difficult for guests with physical disabilities to enjoy hotel services (Murungi et al., 2017). In addition, hotel policies and regulatory frameworks often fail to fully address

accessibility, which results in service gaps and unmet expectations. As a result, the satisfaction levels of PwPDs as hotel guests remain unclear.

Research shows that this market segment has received little attention over time. Chepkwony (2019) observes that negative attitudes toward PwDs persist in both society and the hospitality sector, further limiting their inclusion. At the same time, hotels face increasing pressure to adapt to changing traveler needs, higher guest expectations, and greater competition (McKercher et al., 2003; Israeli, 2011; Hussein & Jones, 2016; Sarmah et al., 2024). Yet, PwDs are still not well understood as consumers with distinct travel patterns and service expectations.

Studies also reveal that some hotels present themselves as accessible but fail to provide facilities that are truly functional or user-friendly, leaving PwDs dissatisfied. Misunderstandings about their needs and abilities often result in poor service delivery and negative guest experiences. According to Wazzan (2015), hotels that properly train staff to provide inclusive services are more successful in improving customer satisfaction. However, many hospitality providers in Kenya have not invested sufficiently in this area.

While efforts have been made to improve accessibility in hotels, most have focused on physical modifications, with less emphasis on service quality (Adam, 2019). This means many hotels still fall short in both physical infrastructure and in the quality of guest–staff interactions—two key aspects that directly affect PwPDs’ satisfaction (Mangwiro et al., 2018). These gaps highlight the need to closely examine the experiences of PwPDs in classified hotels in Nairobi City County and to evaluate how well hotel facilities and services meet their expectations. To address this, the present study investigated PwPD guest satisfaction by analyzing travel psychographics, trip-

related factors, the hotel physical environment, and guest–staff interactions, while also considering the moderating effect of policy regulations.

1.3 Purpose of the Study

The purpose of this study was to examine the experiences and satisfaction of PwPDs in selected classified hotels in Nairobi City County, Kenya. Specifically, the study sought to investigate how travel psychographics, trip-related factors, the hotel physical environment, and hotel guest–staff interactions influence PwPD guest satisfaction. In addition, the study aimed to assess the moderating role of policy regulations in shaping the relationship between these determinants and PwPDs' satisfaction.

1.4 Objectives of the study

1.4.1 General Objective

To analyze the experiences and satisfaction of PwPDs in selected classified hotels in Nairobi City County, Kenya.

1.4.2 Specific Objectives

- i). To determine the influence of travel psychographics on the satisfaction of PwPDs in classified hotels in Nairobi City County.
- ii). To examine the effect of trip-related factors on the satisfaction of PwPDs in classified hotels in Nairobi City County.
- iii). To assess the influence of the hotel physical environment on the satisfaction of PwPDs in classified hotels in Nairobi City County.
- iv). To analyze the effect of hotel guest–staff interactions on the satisfaction of PwPDs in classified hotels in Nairobi City County.
- v). To evaluate the moderating role of policy regulations on the relationship between hotel services (travel psychographics, trip-related factors, physical

environment, and guest–staff interactions) and the satisfaction of PwPDs in classified hotels in Nairobi City County.

1.5 Research Hypotheses

H₀₁: Travel psychographics have no significant influence on the satisfaction of PwPDs in classified hotels in Nairobi City County.

H₀₂: Trip-related factors have no significant effect on the satisfaction of PwPDs in classified hotels in Nairobi City County.

H₀₃: The hotel physical environment has no significant influence on the satisfaction of PwPDs in classified hotels in Nairobi City County.

H₀₄: Hotel guest–staff interactions have no significant effect on the satisfaction of PwPDs in classified hotels in Nairobi City County.

H₀₅: Policy regulations do not significantly moderate the relationship between hotel services (travel psychographics, trip-related factors, physical environment, and guest–staff interactions) and the satisfaction of PwPDs in classified hotels in Nairobi City County.

1.6 Significance of the Study

This study is significant in several ways. First, it provides detailed insights into the accessibility barriers and biases experienced by PwPDs. Such knowledge is practically valuable to hospitality practitioners, especially managers of star-rated hotels in Nairobi City County. Tackling challenges such as inadequate facilities and insufficient staff training can improve service delivery while also helping hotels stay competitive in serving this unique and expanding market segment.

Second, the findings are useful to policy and regulatory bodies, including the Tourism Regulatory Authority (TRA). They can serve as a reference point in creating and enforcing accessibility standards for accommodation facilities. The study also lays the groundwork for developing accessibility guidelines and infrastructure improvement recommendations that can inform both government agencies and regulators.

Third, the research contributes to academic knowledge by adding to the hospitality literature on guest satisfaction among differently abled travelers. It provides empirical evidence and a basis for future research, while also supporting policy analysis. In doing so, it can guide the development of models for more inclusive service delivery in the hospitality sector.

Finally, by identifying existing gaps in accessibility, the study offers guidance to hotel developers and investors on the importance of incorporating accessibility into future projects. The recommendations may encourage the adoption of new technologies and innovative service practices that meet the needs of PwPDs, thereby promoting inclusivity and sustainability in Kenya's hospitality industry.

1.7 Scope of the Study

Because disabilities vary widely, this study focused only on PwPDs, particularly those with mobility challenges. It examined their experiences and satisfaction when accessing services in selected classified hotels (three-star and above) in Nairobi City County, Kenya.

The research specifically explored how four factors—personal traits (travel psychographics), trip-related aspects, the hotel's physical environment, and guest–staff interactions—influence the satisfaction of persons with physical disabilities. In

addition, the study considered the moderating role of policy regulations in shaping these relationships.

Methodologically, a mixed-methods approach was used. Quantitative data were gathered through surveys, while qualitative insights were obtained from interviews. The analysis involved descriptive statistics, regression analysis, and qualitative content analysis to determine how the experiences of persons with physical disabilities relate to their satisfaction with classified hotels.

1.8 Limitations of the Study

Some respondents were reluctant to share their experiences due to privacy concerns and the societal stigma associated with disability-related discussions. To overcome this, respondents were assured of confidentiality and encouraged to participate anonymously. Given the sensitivity of disability-related issues, some participants may have provided socially desirable responses. However, multiple measures were adopted, including ensuring anonymity and emphasizing voluntary participation to reduce bias.

1.9 Assumptions of the Study

This study was guided by several key assumptions. It was assumed that PwPDs participating in the study would provide truthful, accurate, and unbiased accounts of their experiences and satisfaction in classified hotels. The study assumed that PwPDs are sufficiently aware of their hotel experiences, including the barriers they face and their satisfaction levels, and could clearly express these during surveys. Additionally, it was assumed that the classified hotels selected (three-star and above) in Nairobi City County reflect the general characteristics of similar establishments in the region, making the findings relevant to the wider hospitality industry.

1.10 Conceptual Framework

The conceptual framework for this study was designed to show how the independent variables, dependent variable, and moderating variable are related. It is based on the idea that the satisfaction of PwPDs in hotels is shaped by personal, trip-related, environmental, and interpersonal factors, while policy regulations may either strengthen or weaken these relationships. The independent variables included:

- Travel Psychographics – personal traits, motivations, attitudes, and perceptions that influence PwPDs’ travel and hotel decisions.
- Trip-Related Factors – aspects such as travel planning, accessibility of transport, affordability, and convenience that may affect hotel experiences.
- Hotel Physical Environment – structural and infrastructural features like accessible staircases, ramps, washrooms, corridors, and furniture that support mobility and comfort.
- Hotel Guest–Staff Interactions – the attitudes, skills, and responsiveness of hotel staff when serving guests with physical disabilities.

The dependent variable was PwPD Guest Satisfaction, defined as the extent to which hotel facilities and services meet or exceed the expectations of persons with physical disabilities. The moderating variable was Policy Regulations, recognizing that accessibility standards, legal requirements, and enforcement mechanisms can influence how well hotels provide inclusive services. Effective or weak policy enforcement may therefore alter the relationship between hotel service factors (independent variables) and PwPD satisfaction (dependent variable).

In summary, the conceptual framework illustrated in Figure 1.1 suggests that satisfaction among PwPDs in classified hotels is determined by a combination of

individual, trip-related, environmental, and service-related factors, all shaped by the broader policy environment. This provides a comprehensive basis for analyzing accessibility and satisfaction in the hospitality sector.

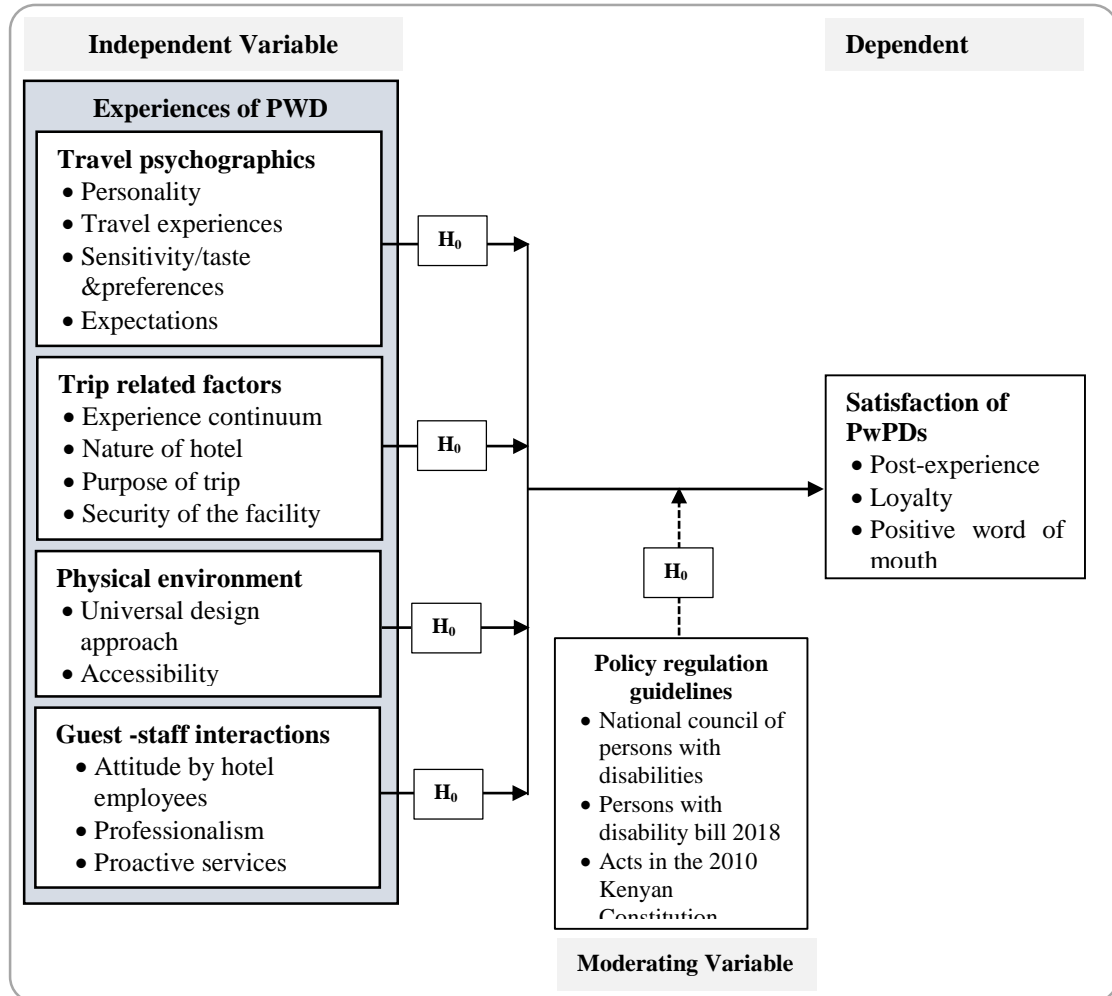


Figure 1. 1: Conceptual Framework indicating the relationship between Experiences of PwPDs and Satisfaction

Source: Framework deduced and modified from Michailakis (2003) and Hughes and Paterson (1997).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a comprehensive overview of the theoretical and empirical research. The empirical review was carried out under the following subheadings; travel psychographics of hotel guests with physical disabilities, hotel service provision for persons with physical disabilities, policy regulations and guest satisfaction. The theoretical review discussed the Universal Design (UD) and the Expectancy-Disconfirmation theories. Lastly, the chapter highlights the existing gaps based on the empirical literature.

2.2.1 Conceptualizing Guest satisfaction

The hospitality industry, as part of the broader service sector, provides both tangible products and intangible services. Guest satisfaction is strongly influenced by hotel facilities and the physical environment, as these shape both the location and quality of service delivery. Empirical studies show that facilities have a positive effect on guest satisfaction, while service quality often emerges as the strongest determinant, as seen in research from Indonesia (Bulolo & Setyaningrum, 2024).

Over time, the industry has experienced major transformations driven by technology, changing traveler preferences, and shifting economic and political conditions. Hotels have responded by placing greater emphasis on meeting guest needs and maintaining high-quality service delivery. Because guest expectations are dynamic, specialized knowledge in service provision—especially in guest–staff interactions—has become increasingly important. Continuous staff training is recognized as a key factor in sustaining service quality and enhancing guest satisfaction. Although not disability-

specific, research confirms that hotel facilities, amenities, and staff interactions are critical determinants of service quality (Vuković et al., 2023).

Studies focusing on disability, however, reveal persistent gaps in the hospitality industry's ability to provide satisfactory experiences to PwDs. While hotels often aim to serve all guests, they frequently fall short in addressing the needs of differently abled travelers. For PwDs, positive experiences are closely linked to accessible facilities, reliable transportation, and inclusive staff interactions (Lee et al., 2021).

Evidence from Ghana supports these findings, showing that factors such as cleanliness, appearance, price–value balance, safety and security, expected service quality, and comfortable amenities strongly influence guest decisions in star-rated hotels. The study also found that demographic characteristics shaped hotel choices. Importantly, while the research covered both able-bodied guests and PwDs, the key decision-making factors were largely the same across the two groups (Sarkodie et al., 2023).

Earlier studies in Hong Kong expanded the discussion by examining consumer experiences more broadly. Dong and Siu (2013) and Lee et al. (2021) identified the service environment and customer predispositions as important drivers of satisfaction but noted inconsistencies in how “experiences” were defined. Their studies, however, were focused on theme parks rather than hotels and did not adequately address the disability context.

Taken together, the reviewed literature shows that guest satisfaction is a multidimensional concept shaped by physical facilities, service quality, staff interactions, and the wider service environment. Most studies emphasize service quality and facilities as central to positive experiences (Bulolo & Setyaningrum, 2024;

Vuković et al., 2023). Disability-specific studies, however, highlight the added importance of accessibility, transportation, and inclusive staff engagement (Lee et al., 2021). Cross-country findings, such as those from Ghana (Sarkodie et al., 2023), suggest that while satisfaction factors are similar for both able-bodied and disabled guests, PwDs face unique barriers that are often overlooked. At the same time, gaps in the literature—including inconsistent definitions of “experience” (Dong & Siu, 2013; Lee et al., 2021) and limited disability-focused hospitality research—point to the need for more inclusive and context-specific studies. This makes the present study important, as it sought to fill these gaps by examining how personal traits, trip-related factors, the physical environment, and guest–staff interactions together influence satisfaction among persons with physical disabilities in Nairobi’s classified hotels.

2.2 Empirical Review

2.2.1 Travel Psychographics and Satisfaction of PwPDs Guests

Global demographic trends indicate a steady rise in the prevalence of disability, largely driven by population aging, the increase in non-communicable diseases, and longer life expectancy (Gutowska, 2015; McKercher & Darcy, 2018; Gillovic & McIntosh, 2020). Projections suggest that by 2050, approximately 1.2 billion people worldwide will be living with disabilities, underscoring the scale of this demographic shift. The World Health Organization (WHO) categorizes individuals over the age of 70 as partly disabled, reflecting the strong link between aging and functional decline. Scholars further emphasize that aging not only affects health but also mobility, independence, and participation in leisure activities such as travel (Szewczyk & Zontek, 2018; Liu et al., 2023).

In parallel, the structure of global travel demand has evolved. Recent tourism statistics show that family-unit travel accounted for nearly 54% of all trips in 2023, pointing to an increasingly diverse traveler base (Ferreira & Villares, 2024). This diversity presents opportunities and challenges for hospitality providers, particularly as the number of travelers with disabilities rises. Hotels, therefore, face the dual imperative of adapting physical infrastructure and redesigning services to meet the varied psychographic and demographic needs of their guests.

Travel psychographics—covering socio-demographic attributes such as age, gender, income, and marital status, as well as underlying motivations, attitudes, and personality traits—have been a focus of tourism research. Evidence suggests that these attributes influence both perceptions of service quality and overall satisfaction. For instance, Ogunnaike et al. (2022) reported gender-based differences, with women placing greater emphasis on emotional and social benefits in service evaluations, while men prioritized functional aspects. Age and income have also been found to influence travel behavior and satisfaction, although results across studies remain mixed. Var et al. (2011) showed that age and income significantly shaped travel choices, while marital status appeared less consequential, yet the study did not establish clear pathways linking these variables to satisfaction.

Despite these insights, much of the literature tends to treat tourists as a homogenous group, neglecting the unique experiences and expectations of persons with disabilities. While research acknowledges that psychographic characteristics affect satisfaction, few studies consider how these attributes interact with physical limitations to shape hotel experiences. As a result, the specific role of psychographics in determining the satisfaction of PwPDs remains poorly understood.

The reviewed literature highlights a clear gap: although psychographic factors such as age, gender, and income are recognized as influential in tourism behavior and satisfaction, there is limited empirical evidence on how these factors operate within the context of disability. Specifically, little is known about how personal characteristics intersect with physical limitations to shape the satisfaction of PwPDs in hospitality settings. This study addresses this gap by examining the relationship between travel psychographics and satisfaction outcomes of PwPDs in classified hotels.

2.2.2 Trip Related Factors and Satisfaction of PwPDs Guests

Persons with disabilities participate in tourism for a variety of reasons, but their engagement is heavily influenced by environmental and socioeconomic conditions. Research shows that PwPDs are both willing and able to travel when enabling factors such as financial resources, accessible accommodation, reliable transport, and the presence of companions are available (Özcan et al., 2021). This highlights the importance of financial and socioeconomic capacity, not only in determining whether travel is possible but also in shaping tourism-related decisions. In addition, studies emphasize the critical role of spatial and organizational enablers—including transport networks, adapted facilities, and professional support—that collectively facilitate leisure mobility for PwPDs. Evidence from wheelchair user interviews also identifies empathy, companionship, supportive legal frameworks, personal involvement, and education as key determinants of satisfaction and decision-making.

Despite these enablers, PwPDs continue to face significant barriers. Esfahani et al. (2022) report that many encounter obstacles in transportation and built environments, which restrict mobility, prolong travel times, and reduce trip frequency. These systemic and environmental challenges often compel PwPDs to rely on slower, less convenient

travel options, limiting their ability to fully participate in tourism. This reflects a persistent gap between policy aspirations for accessibility and the lived experiences of disabled travelers.

Accommodation-related barriers also remain a major concern. Inaccessible or unavailable facilities often force PwPDs to alter travel plans or cancel trips entirely (Stumbo & Pegg, 2010; Adam, 2019). Guest satisfaction is further influenced by personal traits, trip context, and the specific travel experience undertaken (Yau et al., 2014, as cited in Devile & Kastenholz, 2023). Even in hotels compliant with accessibility standards such as the ADA, dissatisfaction is frequently reported due to inadequately adapted rooms and limited staff awareness of PwPDs' needs (Wan, 2023). These findings underscore the decisive role of trip-related factors—including transport, accommodation, and staff interactions—in shaping travel satisfaction.

In summary, while the literature acknowledges the importance of financial resources, accessibility, and organizational enablers, notable research gaps remain. Much of the existing work has focused narrowly on physical accessibility, often overlooking psychosocial and experiential dimensions such as empathy, companionship, and service interactions. Moreover, most studies are highly context-specific, limiting the scope for generalization across cultures or settings. Few have examined how dynamic trip-related variables—such as destination type, travel purpose, or the quality-of-service encounters—interact to affect PwPDs' satisfaction. Addressing these gaps is crucial for building a more comprehensive understanding of how trip-related factors influence both satisfaction and tourism participation among persons with disabilities.

2.2.3 Hotel's Physical Environment and Satisfaction of PwPDs Guests

The principle of universal accessibility emphasizes that all individuals, including PwPDs, should have equal opportunities to participate fully in all areas of life, including travel and tourism. Despite this ideal, research continues to reveal shortcomings in hotel environments. For instance, accessible hotel rooms were often found to be poorly designed, overlooking ergonomic and anthropometric requirements that are essential for usability (Wazzan, 2015; Wan, 2023). Such design oversights undermine independence and dignity, even as inclusive design and universal access are widely advocated (Darcy & Dickson, 2009; Smith et al., 2022).

The United Nations World Tourism Organization (UNWTO) affirms that all people should be able to travel regardless of disability status. Yet, PwPDs often face barriers that limit their ability to enjoy tourism activities equally with others. In Cape Town, mobility restrictions were identified as a major challenge, along with the need for frontline staff to receive disability awareness training. This study also revealed that inclusive service delivery not only improves customer satisfaction but can also increase hotel profitability (Swanepoel et al., 2020).

Similarly, research in China showed that PwPDs pay close attention to barrier-free facilities, personalized services, and staff attitudes. Although many participants expressed positive views of hotel services, about 25% reported neutral or dissatisfied perceptions, particularly concerning accessible guestrooms and adapted amenities (Zhang & Yang, 2021). These findings are consistent with global frameworks: UNWTO (2013) recommends that hotels provide a reasonable number of fully accessible rooms, while the Convention on the Rights of Persons with Disabilities (CRPD, 2006) preserves the rights of PwPDs to equal participation, mobility, leisure,

and tourism. Assistive technologies (AT) are also recognized as critical enablers of access and independence in both social and recreational contexts (Smith et al., 2022).

Despite progress at the global level, gaps persist in understanding and practice. In Nairobi, research has shown that the lack of upgraded recreational equipment limits the participation of PwPDs (Murungi et al., 2017). However, this work did not specifically examine hotel amenities for PwPDs, nor did it assess how such facilities influence guest satisfaction.

In sum, literature consistently demonstrates that hotel physical environments significantly shape the satisfaction of PwPDs. While international studies point to recurring accessibility challenges, they also show that disability-aware design and service provision can enhance inclusivity and profitability. Nonetheless, most existing research is concentrated in developed or emerging economies, such as China and South Africa, with limited focus on Kenya. Specifically, there is little empirical evidence on how the physical infrastructure and accessible amenities of Nairobi's classified hotels affect satisfaction outcomes for PwPDs. This study therefore sought to fill this gap by examining the relationship between hotel environments and guest satisfaction among PwPDs in Kenya's hospitality sector.

2.2.4 Hotel staff- Guest interactions and satisfaction of PwPDs Guests

Interactions between hotel staff and guests play a major role in shaping guest experiences and satisfaction, especially for PwPDs. Research shows that the way employees behave during service encounters can either improve or reduce guest satisfaction (Khalida et al., 2017). Negative staff attitudes, in particular, have been noted as a key barrier to the participation and satisfaction of PwDs in hotels (Kim & Lehto, 2013).

Although physical accessibility is important, high-quality service also relies on staff readiness. Hotels that are physically accessible should ensure that their employees are well-trained to respond to different disability needs, including temporary impairments (Ferreira & Villares, 2024). For example, evidence from Malaysia indicates that both positive staff interactions and appropriate facilities are crucial factors influencing guest satisfaction (Padma & Ahn, 2020).

Similar results have been found in Ghana and Egypt, where studies highlight that staff training is vital for serving PwD guests effectively. Respondents in these studies emphasized the importance of employees being able to recognize disability-related needs and show awareness in their service delivery (Hussein & Jones, 2016).

Over the past decade, many studies have consistently stressed the importance of staff attitudes and the continuous need for disability awareness training. More recently, Ferreira and Villares (2024) argued that hotels should prioritize such training as part of accessibility. While research in Kenya remains limited, evidence from other countries strongly suggests that staff training is essential for creating inclusive and barrier-free hotel experiences.

2.3 Moderating Role of Accessibility Policies

People with physical disabilities are entitled to the same rights and freedoms as everyone else. However, ensuring that these rights are fully respected in daily life continues to be a challenge. Disability rights legislation has existed for more than thirty years. For example, the United Nations Report of 1991 highlighted that social and physical barrier forced PwPDs into poor living conditions that limited their participation in society (UNESCO, 1991:9). In 1993, the UN General Assembly

introduced 22 standard rules promoting equal opportunities, including a rule stressing the need for accessible and barrier-free tourism environments.

Research in Ghana applied the Universal Design concept, using both interviews and physical audits to assess hotel accessibility in Accra. The results showed that higher-rated hotels (four- and five-star) generally complied more with accessibility requirements than lower-rated, locally-owned hotels. Many smaller establishments failed to comply, often due to financial priorities and weak enforcement of disability regulations. In contrast, multinational hotel brands complied more frequently because of corporate standards, competitiveness, and the need to align with regulations (Adam, 2019; Odame et al., 2025). This indicates that in some cases, compliance is driven more by economic motives than by a genuine commitment to disability rights.

In Kenya, the Persons with Disabilities Act (2003) requires structural modifications in buildings and public amenities to accommodate PwPDs. The Act empowers the Council to enforce compliance through adjustment orders and prohibits denying access to services or premises on the basis of disability, except where safety is at risk. It also introduces fines for violations, such as discrimination or service denial. Despite these legal provisions, differences in policy enforcement across countries continue to create inconsistencies in accessibility standards within the hotel sector (Republic of Kenya, 2003).

Overall, accessibility policies play a key moderating role in shaping how hotels meet the needs of PwPDs. International frameworks such as the UN's standard rules highlight the importance of barrier-free tourism, but their impact depends heavily on enforcement and interpretation within local contexts. Findings from Ghana reveal major compliance gaps, particularly where oversight is weak or where decisions are

profit-driven. Kenya's legislation, meanwhile, provides more explicit protections and penalties for non-compliance. Yet, challenges in consistent enforcement remain across regions. This underscores the need for stronger monitoring, effective enforcement mechanisms, and the integration of accessibility into hotel practices not just as a business decision, but as a fundamental rights-based responsibility.

2.4 Theoretical Framework

Two disability theories guided this study; Universal Design Theory and Expectancy-Disconfirmation Theory.

2.4.1 Universal Design Theory

The concept of Universal Design (UD) emerged in the late 20th century through the work of architect Ronald Mace and his colleagues at North Carolina State University. Initially articulated in the 1980s and merged in the 1990s, UD advanced the idea that environments, products, and services should be inherently accessible to the widest possible range of individuals, regardless of age, ability, or background (Mace et al., 1991). Unlike approaches that rely on specialized modifications for PwDs, UD emphasizes inclusivity as a fundamental design principle embedded from the outset, thereby normalizing accessibility as an integral component of human-centered environments.

The framework of UD is anchored on seven principles: equitable use, flexibility in use, simple and intuitive use, perceptible information, tolerance for error, low physical effort, and appropriate size and space for approach and use (Center for Universal Design, 1997). Collectively, these principles provide a basis for eliminating physical and social barriers that hinder participation, while fostering equal opportunities in built and service environments. Within hospitality and tourism, UD highlights the

importance of designing hotels and related facilities in ways that naturally accommodate people with different abilities, reducing reliance on ad hoc adjustments.

The relevance of UD to the present study lies in its direct applicability to challenges faced by PwPDs in accessing hotel services and amenities. Its principles extend beyond structural elements such as ramps, elevators, or adapted restrooms, to also include staff training, service delivery, and compliance with accessibility policies. Furthermore, UD resonates with international and national frameworks, including the United Nations Standard Rules on the Equalization of Opportunities for PwDs (1993) and Kenya's Persons with Disabilities Act (2003), both of which position accessibility as a fundamental right rather than a discretionary service.

Accordingly, UD provides a comprehensive lens for evaluating how hotel environments and guest-staff interactions can be structured to promote inclusivity and enhance satisfaction among PwPDs. Its theoretical propositions also help situate accessibility policies as critical moderators influencing the quality-of-service experiences in the hospitality sector.

2.4.2 Expectancy - Disconfirmation Theory

The Expectancy–Disconfirmation Theory (EDT) was first introduced by Richard L. Oliver in the 1970s and further developed in his work on consumer satisfaction in 1980. It has since become one of the most widely applied theories in marketing, consumer behavior, and service quality studies. The central idea of EDT is that customer satisfaction results from a comparison between pre-consumption expectations and actual post-consumption experiences. When actual performance exceeds expectations, positive disconfirmation occurs, leading to satisfaction. In contrast, when performance

falls short of expectations, negative disconfirmation occurs, resulting in dissatisfaction (Oliver, 1980).

The theory highlights that satisfaction is shaped not only by service performance but also by the psychological process of expectation confirmation or disconfirmation. This makes EDT particularly valuable in service industries, where intangible factors—such as staff attitudes, service accessibility, and the overall experience—play a major role in shaping consumer perceptions. The model is also more effective when applied to specific consumer segments with distinct needs and expectations (Oliver, 1997).

In the context of this study, EDT provides a strong foundation for understanding how PwDs assess hotel services. PwDs form expectations based on prior experiences, accessibility requirements, and concerns about inclusion. When hotels meet or exceed these expectations—for example, through accessible facilities, supportive staff, and inclusive service practices—positive disconfirmation occurs, resulting in higher satisfaction, loyalty, and positive word-of-mouth. On the other hand, when expectations are not met—such as through inadequate infrastructure, physical barriers, or poorly trained staff—negative disconfirmation occurs, reducing satisfaction and discouraging repeat visits.

Previous research also shows that demographic factors such as age, education, and income can influence levels of satisfaction (Bin & Chunyou, 2008). For PwDs, these factors interact with accessibility challenges and individual expectations, making satisfaction outcomes more complex. By applying EDT, this study not only examines physical and policy-related barriers but also incorporates the psychological dimension of expectation management. Therefore, EDT is highly relevant to this study as it provides a comprehensive framework for analyzing the gap between what PwDs expect

from hotels and what they actually experience. This understanding can guide hotels in redesigning their services, strengthening inclusivity measures, and improving the satisfaction of guests with disabilities.

2.5 Summary of Literature and Research gaps

The reviewed literature highlights the increasing importance of inclusivity and accessibility in the hospitality sector, particularly for PwDs. Research shows that accessibility is not only a matter of human rights but also a key factor influencing customer satisfaction. The Universal Design Theory emphasizes that hotels can promote inclusivity by integrating accessibility features into both their physical spaces and service processes, thereby minimizing barriers for PwDs. Similarly, the Expectancy–Disconfirmation Theory focuses on the psychological process through which PwDs form satisfaction or dissatisfaction with hotel services, depending on whether their expectations are met, exceeded, or unmet.

Despite these insights, several gaps remain. First, much of the research addresses accessibility in general tourism, with limited focus on classified hotels, particularly in developing countries like Kenya. Second, while demographic and social factors are known to affect PwDs' satisfaction, they are rarely examined within hospitality-specific frameworks. Third, few studies combine structural accessibility (Universal Design) and perceptual satisfaction (Expectancy–Disconfirmation) in a single analysis. Finally, there is a scarcity of research in Kenya, and little is known about how classified hotels are adapting their services to meet goals of sustainability, inclusivity, and long-term competitiveness. Thus, this study aimed to address these gaps by examining the accessibility of classified hotels for PwDs in Kenya, using the dual theoretical

perspectives of Universal Design Theory and Expectancy–Disconfirmation Theory, while also considering contextual, organizational, and experiential factors that influence satisfaction outcomes. Table 2.1 presents the research gaps thematically organized around specific objectives.

Table 2. 1: Summary of Research Gaps

Specific Objective (Theme)	Authors Cited	What Existing Literature Says	Identified Gaps
To examine the influence of travel psychographics on the satisfaction of PwPDs in classified hotels	Gutowska (2015); McKercher & Darcy (2018); Gillovic & McIntosh (2020)	The global prevalence of disability is increasing due to aging populations and non-communicable diseases, creating a growing segment of disabled travelers.	Existing research emphasizes demographic trends but does not link them directly to satisfaction outcomes in hotel contexts.
	Szewczyk & Zontek (2018); Liu et al. (2023)	Aging reduces health, mobility, and participation in leisure activities such as travel.	Focus is on functional decline, with limited exploration of how aging-related psychographics influence hotel satisfaction for PwPDs.
	Ferreira & Villares (2024)	Family travel constitutes about 54% of global trips, highlighting diversity in travel demand.	Research emphasizes family-unit travel but neglects the experiences of PwPDs traveling alone or with companions.
	Ogunnaiké et al. (2022)	Gender differences affect travel choices: women tend to value emotional and social benefits, while men prioritize functional aspects.	Evidence exists on gendered travel satisfaction, but the interaction between gender and disability-specific needs remains underexplored.
	Var et al. (2011)	Age and income influence travel behavior, while marital status has less significance.	Studies often treat travelers as homogenous, overlooking disability-related distinctions in satisfaction outcomes.
	General Literature	Psychographic characteristics such as age, gender, income, and travel motivations influence satisfaction levels.	Few studies examine psychographics specifically in the disability context, leaving the PwPD perspective underexplored.
To assess how trip-related factors influence the satisfaction of PwPDs in hotels	Özcan et al. (2021)	Financial resources, accessible transport, and accommodation shape travel participation	Limited focus on interaction between financial capacity and satisfaction outcomes; few studies contextualized within hotel experiences
	Esfahani et al. (2022); Stumbo & Pegg (2010); Adam (2019)	Physical barriers in transport and built environments reduce mobility and force cancellations	Overemphasis on physical accessibility; neglect of psychosocial enablers and holistic travel experience
	Wan (2023); Yau et al. (2014, as cited in Devile & Kastenholz, 2023)	Even in ADA-compliant hotels, dissatisfaction arises due to poorly adapted rooms and untrained staff	Few studies link staff awareness, empathy, and service quality to PwPDs' satisfaction in hotels
	Wheelchair user interviews (as cited in Özcan et al., 2021)	Companionship, empathy, and legal support improve satisfaction	Often overlooked in mainstream accessibility research; rarely examined in hotel-specific contexts
	Devile & Kastenholz (2023)	Personal traits, trip context, and travel experiences shape outcomes	Few empirical studies explore interactive effects of trip-related variables on PwPDs' hotel satisfaction

Table 2.1: Continued

Specific Objective (Theme)	Authors Cited	What Existing Literature Says	Identified Gaps
To examine the effect of hotel physical environment on the satisfaction of PwPDs guests in classified hotels in Nairobi City County, Kenya	Wazzan (2015); Wan (2023)	Accessible hotel rooms often poorly designed, failing to meet ergonomic and anthropometric needs of PwPDs.	Limited focus on African contexts; little evidence on how such design gaps influence overall satisfaction outcomes of PwPDs in Kenya.
	Darcy & Dickson (2009); Smith et al. (2022)	Inclusive design and universal access widely promoted; assistive technologies (AT) critical enablers.	Few empirical studies link assistive technologies in hotels with PwPDs satisfaction, especially in Kenyan classified hotels.
	Swanepoel et al. (2020)	In Cape Town, mobility restrictions and lack of disability awareness training among staff limit accessibility; inclusivity can boost satisfaction and profitability.	Lack of similar studies in Nairobi's classified hotels to show how physical design and staff preparedness jointly affect satisfaction of PwPDs.
	Zhang & Yang (2021)	PwPDs in China value barrier-free facilities, staff attitudes, and adapted amenities, though many remain dissatisfied with guestrooms and facilities.	Most studies in Asia and developed contexts; no systematic assessment of how Nairobi's hotel amenities meet PwPDs' needs.
	Murungi et al. (2017)	Lack of upgraded recreational equipment in Nairobi limits PwPDs participation.	Study did not focus on hotel amenities; no link drawn between hotel infrastructure, accessibility, and satisfaction of PwPDs.
To examine the influence of hotel staff–guest interactions on the satisfaction of PwPDs guests	Khalida et al. (2017); Kim & Lehto (2013)	Staff behavior during service encounters significantly affects guest satisfaction; negative attitudes are barriers; positive interactions enhance experiences.	Limited evidence on the impact of staff attitudes on PwPDs satisfaction in Kenyan hotels.
	Ferreira & Villares (2024); Padma & Ahn (2020)	Staff training ensures readiness to respond to permanent and temporary impairments; physical accessibility alone is insufficient.	No local studies evaluating staff preparedness and its link to PwPDs satisfaction in Nairobi hotels.
	Hussein & Jones (2016); Ferreira & Villares (2024)	Continuous disability awareness training is crucial for inclusive service delivery.	Lack of empirical assessment on the implementation and effectiveness of disability training programs in Kenyan hotels.
	Padma & Ahn (2020); Hussein & Jones (2016)	Studies from Malaysia, Ghana, and Egypt emphasize that both trained staff and appropriate facilities improve satisfaction.	Existing evidence is mostly international; Kenyan context remains under-researched.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research design; study area; target population; sampling techniques and sample size; data collection instruments, pre-test results; data collection and analysis procedures; and logistical and ethical considerations.

3.2 Research Design

This study employed an embedded mixed-methods research design, integrating both quantitative and qualitative approaches to gain a thorough understanding of the research problem. An embedded design is ideal when one method provides the main data, while a secondary method is included to enhance interpretation and offer deeper insights (Creswell & Plano Clark, 2018). In this study, quantitative data were collected using structured questionnaires to assess the satisfaction levels of PwPDs concerning hotel physical environments and staff interactions. Qualitative data were embedded within the quantitative framework to support the quantitative results.

Embedding qualitative data strengthened the study's validity and explanatory depth. For example, qualitative insights clarified neutral or negative satisfaction responses from the surveys, offering practical guidance for hotel management to improve accessibility and service quality. This approach enabled a holistic examination of the links between hotel environments, staff interactions, and PwPDs' satisfaction, ensuring that both statistical patterns and personal experiences informed the study's conclusions (Plano Clark & Ivankova, 2016).

3.3 Study Area

The study was conducted in Nairobi City County, Kenya, a major urban center characterized by a rapidly growing population and a vibrant hospitality sector. The city hosts numerous hotel establishments catering to a diverse clientele, including business travelers, office workers, and tourists. According to the Tourism Regulatory Authority (2020), Nairobi City County is home to 14 three-star hotels, 19 four-star hotels, and 11 five-star hotels. This context makes Nairobi a suitable study area for examining the relationship between hotel physical environments, staff interactions, and the satisfaction of PwPDs.

3.4 Target Population

The target population for this study included PwPDs and staff members of classified hotels in Nairobi City County, Kenya. This population was selected to capture perspectives on both hotel physical environments and staff-guest interactions, which are essential for understanding guest satisfaction.

For the quantitative component, the focus was on PwPDs who had stayed or planned to stay in classified hotels within Nairobi City County. This group was selected to identify observable and generalizable patterns related to hotel accessibility, the adequacy of physical facilities, and overall satisfaction. For the qualitative component, hotel management was targeted to provide deeper insights into operational challenges, staff readiness, and policies guiding the accommodation of PwPDs. By combining these two groups—PwPDs and hotel staff—the study gained a comprehensive understanding of the interplay between hotel infrastructure, service provision, and guest satisfaction. This approach ensured that both measurable outcomes and contextual insights were

captured, supporting the development of practical recommendations for improving accessibility and service quality in classified hotels.

During the reconnaissance study, the target hotels comprised 13 three-star, 19 four-star, and 11 five-star establishments within Nairobi City County. Based on historical occupancy data and conservative assumptions regarding accessibility, an estimated 2% of hotel guests were considered to be PwPDs. Applying this proportion to average daily occupancies—30 guests for three-star, 49 guests for four-star, and 75 guests for five-star hotels—yielded a minimum estimated daily PwPD population of 54 guests across all selected hotels. Over a one-week reconnaissance period, this translated to approximately 378 PwPD guest visits, providing a reasonable baseline for sample selection and data collection in the study.

3.5 Sample Size and Sampling Techniques

3.5.1 Sample Size Determination

The sample size for this study was computed using the Slovin’s formula for finite populations of interest:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = sample size
- N = population size (378 PwPD guest visits)
- e = margin of error (commonly 5% or 0.05)

$$n = \frac{378}{1 + 378(0.05)^2} = \frac{378}{1 + 378(0.0025)} = \frac{378}{1 + 0.945} = \frac{378}{1.945} \approx 194.3$$

Rounded down, the minimum sample size required for the study was calculated as 194 PwPD guest visits. The sample was then proportionally distributed across hotel categories according to their relative PwPD populations, as follows:

Step 1: Computation of the total PwPDs per hotel category (daily average \times 7 days \times 2%):

- 3-star: 13 hotels \times 30 guests \times 7 days \times 0.02 = 54.6 \approx 55
- 4-star: 19 hotels \times 49 guests \times 7 days \times 0.02 = 130.34 \approx 130
- 5-star: 11 hotels \times 75 guests \times 7 days \times 0.02 = 115.5 \approx 116

Total PwPDs was 301.

Step 2: Proportional allocation to sample size (194):

$$\text{Sample per category} = \frac{\text{Category PwPDs}}{\text{Total PwPDs}} \times 194$$

- 3-star: $\frac{55}{301} \times 194 \approx 35$
- 4-star: $\frac{130}{301} \times 194 \approx 84$
- 5-star: $\frac{116}{301} \times 194 \approx 75$

The sample size computation and distributions are summarized in Table 3.1.

Table 3. 1: Sample Size Distribution

Hotel Category	Number of Hotels	Estimated PwPD Guests (Weekly)	Sample Size Allocation
3-star	13	55	35
4-star	19	130	84
5-star	11	116	75
Total	43	301	194

This proportional allocation ensured that the study captured a representative sample of PwPDs across all hotel categories, providing a solid foundation for both quantitative and qualitative data collection and analysis.

3.4.2 Sampling Techniques

This study used purposive and stratified sampling to select participants who could provide meaningful and reliable information on hotel accessibility and the satisfaction of persons with physical disabilities (PwPDs).

For PwPD guests, purposive sampling was used to include only those who had stayed in classified hotels in Nairobi City County and could give informed feedback on accessibility, facilities, and overall satisfaction. This approach ensured that participants had relevant experience, improving the accuracy of the survey data. The study also aimed to include a diverse group of participants in terms of age, gender, and type of physical disability, to capture a wide range of perspectives.

For hotel HR managers, purposive sampling was also applied to identify key informants who were knowledgeable about hotel operations, policies, and service delivery to PwPDs. HR managers were specifically chosen because they oversee staff training, policy enforcement, and the management of facilities for guests with disabilities. Their input was essential for understanding organizational practices, staff readiness, and challenges in providing inclusive services.

By using purposive sampling for both groups, the study collected rich, relevant data that addressed the research objectives, combining the measurable satisfaction levels of PwPDs with the operational insights of hotel staff.

3.5 Research Instruments

3.5.1 Questionnaires

A paper-based semi-structured questionnaire that entailed both open-ended and closed-ended items, as well as an online version was used to collect data. The questionnaire allowed for the timely collection of data from PwPDs and hotel managers and provided a balance between quantitative and qualitative data. The questionnaire was structured into sections A, B, C, D &E as per the research objectives.

3.5.2 Interview Schedule

Interview schedules were used to get qualitative data due to their greater response rate compared to questionnaires and their ability to provide in-depth data that may be challenging to obtain through questionnaires.

3.6 Pre-testing

Before the main data collection, both research instruments—the questionnaire for PwPDs guests and the interview guide for HR managers—were pretested to ensure clarity, reliability, and validity. Pretesting allowed the researchers to identify and correct potential issues, ensuring that respondents could understand and respond accurately to the questions.

Regarding the pretest of the questionnaire, a small sample of 15 PwPDs guests from hotels was used for the pretest. Participants were asked to complete the questionnaire, after which feedback was collected regarding four important aspects: 1) Clarity of questions (whether the wording was easily understandable and unambiguous), 2) Relevance of items (whether the questions appropriately addressed accessibility, staff interactions, and satisfaction), 3) Time taken to complete the questionnaire (to ensure it was not overly long or burdensome), and 4) Ease of responding to Likert-scale items

(to confirm respondents could accurately indicate their perceptions and satisfaction levels). Based on the feedback, minor revisions were made to improve question phrasing, logical flow, and response options, enhancing the overall usability and reliability of the questionnaire.

For the pretest of the interview guide, it was pretested with three managers HR managers from hotels not included in the main study. The pretest focused on three crucial aspects: 1) Comprehensibility of questions (ensuring that the language was clear and professional), 2) Relevance of prompts (confirming that the questions effectively captured information on staff training, accessibility policies, and service delivery for PwPDs), and 3) Duration of interviews (verifying that interviews could be completed within a reasonable timeframe without respondent fatigue). Feedback from the pretest led to refinements in question sequencing, removal of redundant items, and clarification of technical terms, ensuring that the interview guide would elicit detailed, relevant qualitative information.

Pretesting strengthened the content validity of the instruments, reduced potential measurement errors, and improved respondent comprehension. This process ensured that the instruments were suitable for the target population and capable of generating reliable and meaningful data for both quantitative and qualitative analysis.

3.7 Validity and Reliability

3.7.1 Validity

Face validity was employed in this study to ensure validity of the research instruments.

It was ensured through the following steps:

1. Expert Review: Draft versions of the questionnaire and interview guide were reviewed by research supervisors. These experts evaluated whether the items appeared to adequately capture PwPDs' satisfaction, hotel accessibility, and staff-guest interactions. Their feedback helped refine the wording, remove ambiguous items, and ensure that each question was understandable and appropriate for the target population.

2. Pretesting with a Small Sample: The instruments were pretested with a small group of PwPDs guests and hotel HR managers similar to the main study population. Respondents were asked whether the questions were clear, relevant, and easy to interpret. Any items that caused confusion or were perceived as irrelevant were revised or eliminated.

3. Alignment with Study Objectives: Each item was carefully linked to specific research objectives to ensure that, at first glance, it was evident which aspect of the study it addressed. This strengthened the face validity by making the instrument appear purposeful and logically structured.

4. Clarity and Simplicity: The language of the instruments was kept simple, concise, and free of technical jargon, so that respondents could easily understand the questions without misinterpretation. This further enhanced the perception that the instruments were measuring the intended constructs.

3.7.2 Reliability

In this study, reliability was assessed using Cronbach's alpha coefficient, which measures internal consistency among questionnaire items that are intended to assess the same construct. The results summarized in Table 3.2 revealed that all alpha coefficients were above the cut-off value of 0.70, demonstrating reliability for all the constructs (Hair et al., 2010).

Table 3. 2: Reliability Results

Variable	Number of items	Cronbach alpha	Comments
Physical Environment	15	0.719	Reliable
Human Interactions	6	0.720	Reliable
Trip Related Factors	9	0.832	Reliable
Personal Characteristics	9	0.812	Reliable
Satisfaction Levels	7	0.766	Reliable

3.8 Data Collection Techniques

The quantitative data for this study were collected from PwPDs who had either visited or were currently staying in classified hotels within Nairobi City County. A structured questionnaire was employed as the primary data collection instrument. To administer the questionnaires, researchers first sought and obtained permission from the selected hotels to engage PwPDs. The questionnaires were then distributed directly to the participants. Where necessary, assistance was provided to accommodate specific disabilities, such as reading support or large-print copies of the questionnaire.

The qualitative component of the study targeted HR managers or personnel responsible for guest services in the selected classified hotels. A semi-structured interview guide was used to collect data, focusing on key areas such as hotel policies and practices for accommodating persons with physical disabilities (PwPDs), staff training and

awareness programs, and the challenges and strategies involved in providing inclusive services.

Key informants were contacted through email or telephone to schedule interviews at times that were convenient for them. Interviews were conducted either face-to-face or virtually, with participants' consent obtained for audio recording, and detailed notes were taken to complement the recordings. Open-ended questions encouraged participants to provide comprehensive responses, including specific examples, insights, and experiences related to hotel accessibility and guest satisfaction.

3.9 Data Analysis

Two types of data analysis were completed: quantitative and qualitative.

3.9.1 Quantitative Data Analysis

The quantitative data collected from PwPDs were first cleaned and coded to ensure completeness and consistency. Data entry was done using Statistical Package for the Social Sciences (SPSS) Version 30. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were computed to summarize respondents' demographic characteristics, perceptions of hotel physical environments, staff-guest interactions, and overall satisfaction levels.

Inferential statistics were then used to examine the relationships between variables. Specifically, multiple linear regression analysis was used to determine the predictive influence of the independent variables on overall satisfaction of PwPDs. The significance level was set at $p < 0.05$. The analysis plan per objective is tabulated in Table 3.3.

Table 3. 3: Quantitative Data Analysis Plan

Objective	Variable(s)	Type of Analysis	Statistical Test
To determine the influence of travel psychographics on the satisfaction of PwPDs	Travel psychographics (motivation, preferences, expectations)	Descriptive & Inferential	Mean, SD, Multiple regression
To examine the effect of trip-related factors on the satisfaction of PwPDs	Trip-related factors (duration, companions, travel frequency, purpose)	Descriptive & Inferential	Mean, SD, Multiple regression
To assess the influence of the hotel physical environment on the satisfaction of PwPDs	Physical environment (accessibility, facilities, amenities)	Descriptive & Inferential	Mean, SD, Multiple regression
To analyze the effect of hotel guest–staff interactions on the satisfaction of PwPDs	Staff-guest interactions (attitude, assistance, responsiveness)	Descriptive & Inferential	Mean, SD, Multiple regression
To evaluate the moderating role of policy regulations on the relationship between hotel services and satisfaction of PwPDs	Policy regulations (accessibility policies, legal requirements) moderating the relationship between hotel services and satisfaction	Inferential	Moderated regression analysis (interaction terms)

3.9.2 Qualitative Data Analysis

The qualitative data collected from key informants, specifically Human Resource (HR) managers of classified hotels, were analyzed using narrative analysis. This approach allowed the researchers to explore and interpret the stories, experiences, and perspectives of HR managers regarding hotel accessibility, staff–guest interactions, and policies affecting PwPDs. The analysis followed these steps:

1. **Data Familiarization:** Audio-recorded interviews were transcribed verbatim, and the transcripts were read multiple times to gain a deep understanding of the content and context.
2. **Coding and Categorization:** Significant statements, recurring themes, and patterns were identified and coded. Codes were organized under the study’s thematic areas corresponding to the research objectives, such as staff training, accessibility, guest satisfaction, and policy implementation.
3. **Narrative Construction:** Using the codes, the researchers reconstructed the stories of each participant, highlighting key experiences, perceptions, and

practices regarding the accommodation of PwPDs. This involved preserving the sequence and context of events to maintain the authenticity of participants' accounts.

4. **Interpretation and Synthesis:** The narratives were analyzed to identify commonalities, differences, and insights related to hotel services and guest satisfaction. Interpretations were linked to the study objectives, allowing the qualitative findings to complement and enrich the quantitative results.
5. **Presentation:** The results were presented in a descriptive, story-like format, supported with direct quotes from participants. This provided a rich, contextual understanding of how hotel policies, staff attitudes, and physical environments influence the experiences of PwPDs.

3.10 Logistical and Ethical considerations

Before commencing data collection procedures, the researcher evaluated both logistical and ethical considerations as required by the research process.

3.10.1 Logistical Considerations

For the purpose of performing the research, authorization letters were received from Kenyatta University Graduate School, the Kenyatta University Ethical Clearance Committee and a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI). The researcher then visited the study environment to familiarize and create rapport with the selected hotels' management and Staff. During the data collection exercise, copies of the above documents and an introduction letter were availed to the hotels' management.

3.10.2 Ethical Considerations

Ethical considerations were a key part of this study to protect the rights, dignity, and well-being of all participants. Before taking part, participants were fully informed about the study's purpose, objectives, and procedures. Written and verbal consents were obtained. Participants were assured that joining the study was completely voluntary and that they could withdraw at any time without any negative consequences. In addition, confidentiality and anonymity were strictly maintained. Participants' personal information was protected, and codes were used instead of names. All data were used solely for academic purposes. Participants were reminded of their right to withdraw from the study at any point, reinforcing the voluntary nature of participation. All data, including questionnaires and interview transcripts, were securely stored in password-protected digital files and locked cabinets, accessible only to the research team. Throughout the study, participants were treated with respect and sensitivity.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter provides the response rate and respondent demographics, pre-test results, diagnostic tests, descriptive and inferential data analysis and discussion of findings based on the study objectives.

4.2 Response Rate

A total of 150 structured questionnaires were administered to PwPDs who had visited or were staying in classified hotels in Nairobi City County. Out of these, 98 questionnaires were fully completed and returned, yielding a response rate of 65.3%, which exceeds the generally acceptable minimum threshold of 60% for survey research. This high response rate is indicative of participants' willingness to provide feedback on their hotel experiences and satisfaction levels, ensuring that the quantitative data collected were sufficient for meaningful analysis.

For the qualitative component, in-depth interviews were conducted with HR managers from selected classified hotels. Interviews were carried out until data saturation was reached, meaning no new themes, insights, or patterns were emerging from successive interviews. A total of 12 key informants participated, which was deemed adequate to capture the perspectives of hotel management on staff–guest interactions and the policies affecting accessibility for PwPDs. Data saturation ensured the credibility and richness of the qualitative findings.

4.3 Demographic Characteristics of Guests with Disability and satisfaction

This study ascertained the respondents' demographic characteristics based on gender, age, marital status, employment status as well as the highest education attained. Moreover, the role of these characteristics on satisfaction was also determined.

4.3.1 Gender of Guests with Disability and Satisfaction

One of the demographic features of PwPDs as hotel guests was their gender distribution and the findings were as presented in Figure 4.1.

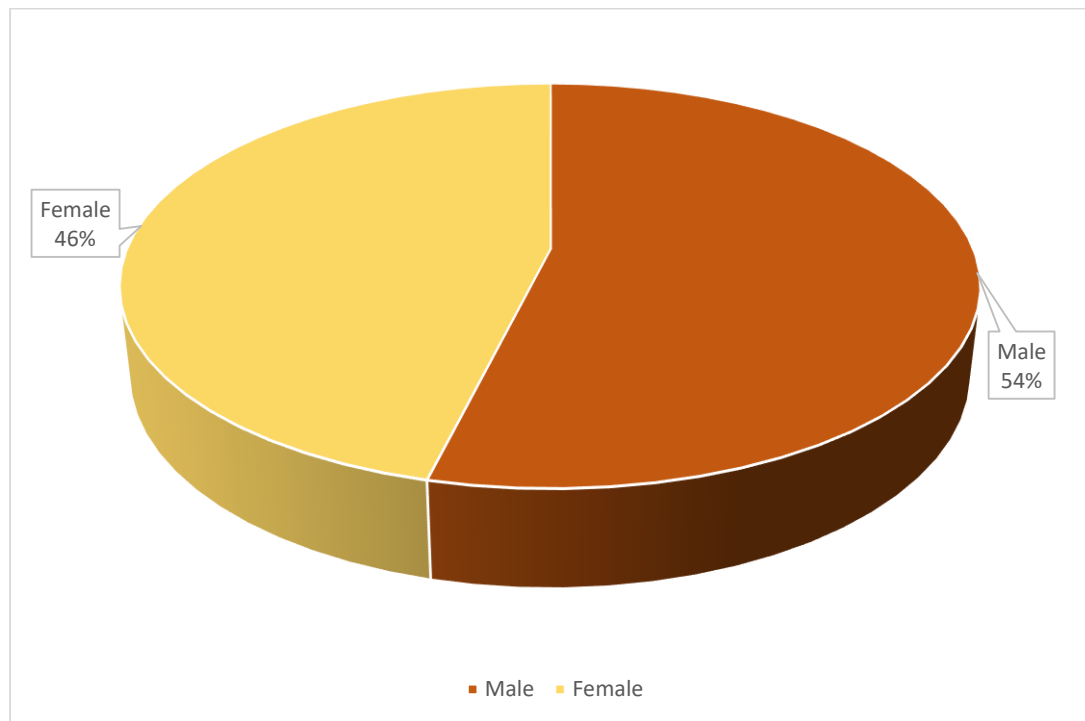


Figure 4. 1: Gender Distribution

The results show that male guests were slightly more at 54% while female guests were 46%. The distribution across both genders was even, indicating almost equal participation in the study. The balanced gender distribution enhanced the representativeness of the study, ensuring that the perspectives of both male and female PwPD guests were adequately captured. This reduced gender bias in the analysis of satisfaction, staff interactions, and hotel accessibility.

4.3.2 Age of Guests with Disability and Satisfaction

In addition, the study sought to determine the ages of the respondents. The results are presented in Figure 4.2.

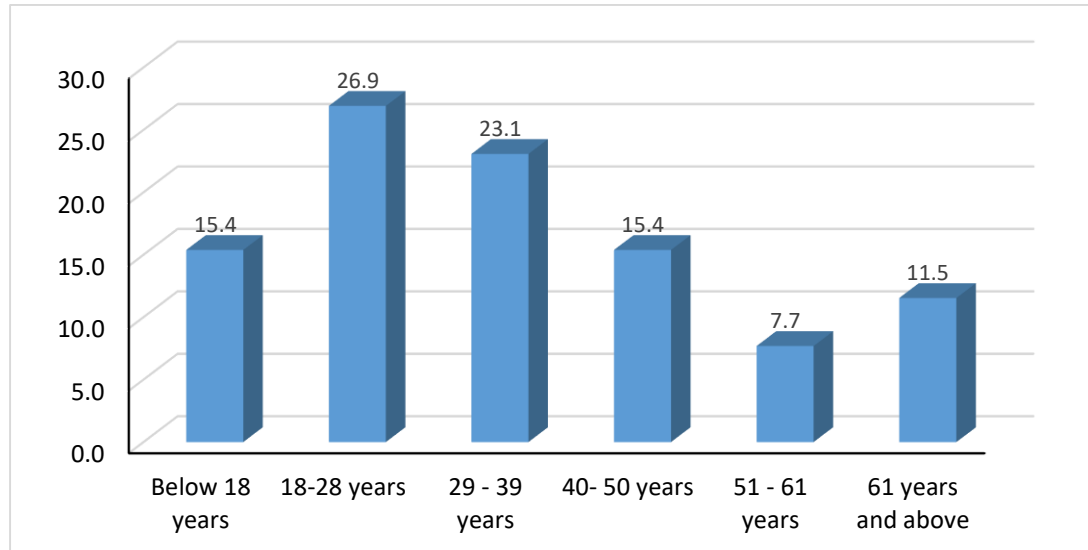


Figure 4. 2: Age Profile

According to the survey results, 26.9% of participants were between the ages of 18 and 28, 23.1% were between the ages of 29 and 39, and 15.4% were under the age of 18 and did not participate. In addition, 15 percent of the survey respondents were in the range between 40 and 50, 11 percent were older than 61 years, and 7 percent were between the ages of 51 and 61 years. The high proportion of younger participants (18–39 years) indicated that hotel experiences and satisfaction levels are largely reflective of younger PwPD guests. Their perceptions may emphasize modern accessibility needs, technology use, and service expectations.

4.2.3 Marital Status of Guests with Disability and Satisfaction

The marital status of hotel guests with disabilities was also determined and the results are presented in Figure 4.3 below.

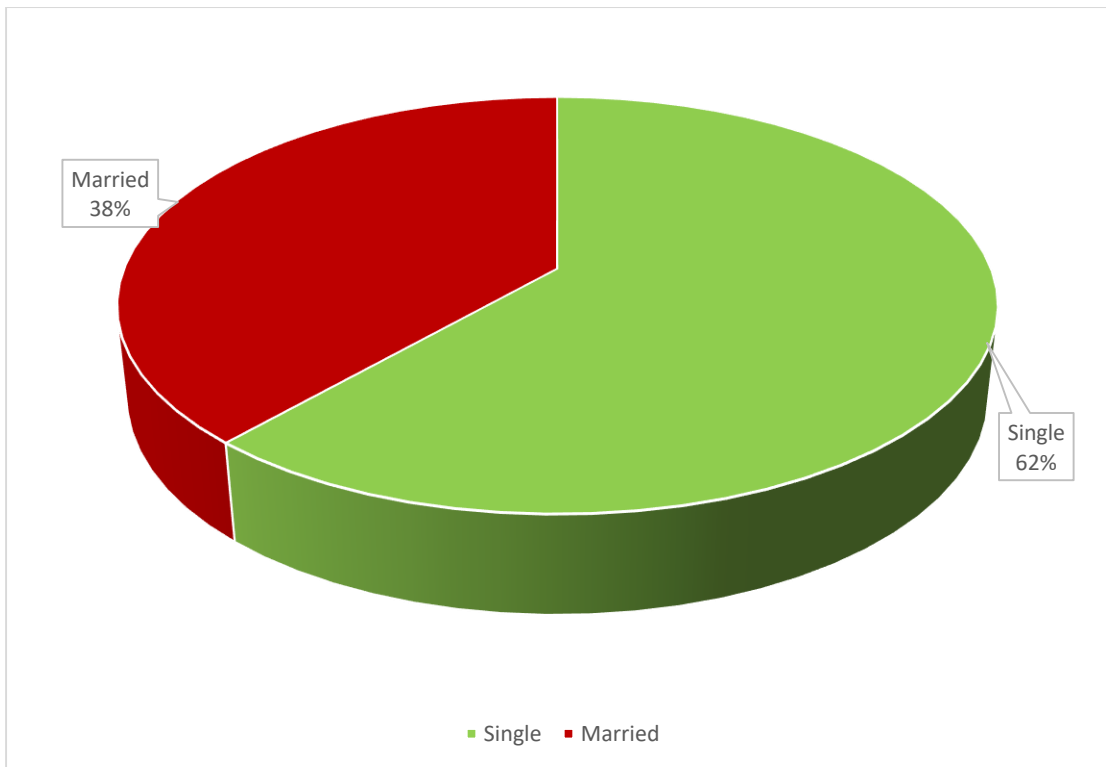


Figure 4. 3: Marital Status

The results indicated that 62% of guests were single and 38% were married. This finding suggests that the majority of PwPDs visiting or staying in classified hotels in Nairobi City County were unaccompanied by spouses or family members. This may have implications for how hotels design services and interactions, as single guests might rely more on staff assistance and accessible facilities compared to married guests who may have support from their partners. Additionally, it indicates that the study's insights into satisfaction, accessibility, and staff interactions are more reflective of the experiences of single PwPDs, which could inform targeted strategies for improving service delivery and inclusive experiences for solo guests with disabilities.

4.2.4 Highest Education Attainment

The respondents' their highest academic qualifications were as presented in Figure 4.4 below.

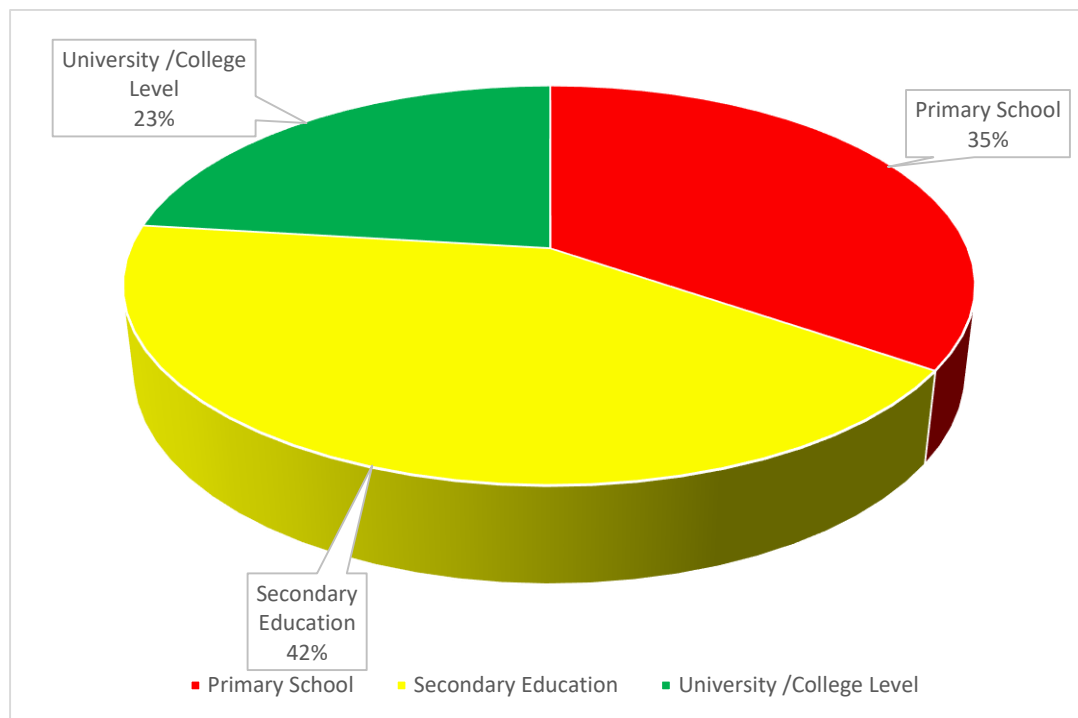


Figure 4. 4: Highest Education Attainment

The findings, indicate that most of the interviewees (42%) had completed secondary education, while the remaining 35% had completed primary school as their greatest level of education. Twenty-three percent of those who participated in the survey had degrees from universities or colleges. Hotels need to ensure that information, signage, and instructions are accessible and easily understood by guests with varying literacy levels. Guests with higher education may have higher expectations regarding service quality, accessibility, and inclusivity, which could influence their satisfaction. Besides, hotel staff need to be prepared to interact effectively with guests across different educational backgrounds, ensuring that assistance is clear, respectful, and tailored to individual needs.

4.2.5 Employment Status

The study also sought to ascertain the respondents' the employment status. The findings are as illustrated on Figure 4.5

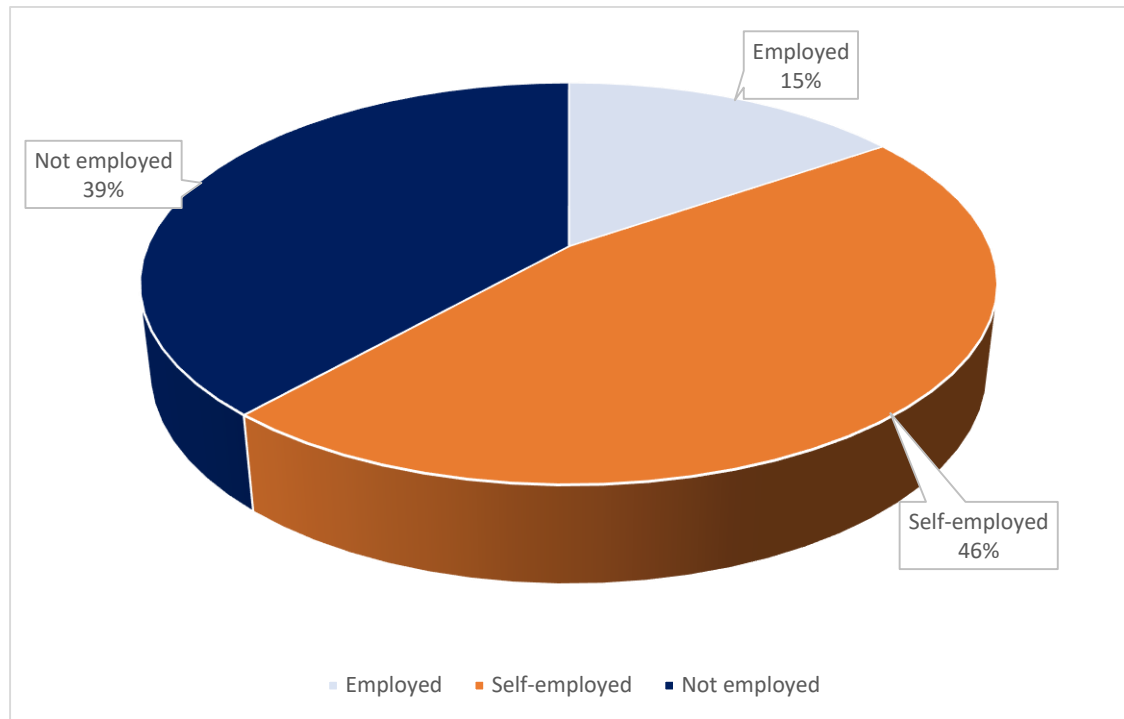


Figure 4. 5: Employment Status

The findings indicated that 46% of the respondents were self-employed, 39% were unemployed and only 15% were employed. This implied that only a small percentage had formal employment, while almost half of the respondents' considered self-employment and a lesser 15% had some form of formal employment. This highlighted the unwillingness or inability of employers to hire people with disabilities. This may be a result of most employers not having put in place the necessary facilities to accommodate employees with disabilities and the lack of skills on the part of PwPDs.

4.4 Personal Characteristics and Satisfaction of PwPDs

The first objective was to analyze the personal characteristics of PwPDs that influence satisfaction in selected classified hotels in Nairobi City County.

4.4.1 Descriptive Results of Personal Characteristics

Table 4.1 shows responses for descriptive statistics on personal characteristics and satisfaction of guests with physical disability.

Table 4. 1: Descriptive Statistics on Personal Characteristics

Statement	SD	D	UD	A	SA	Mean	Std. Dev.
I'd readily inform the hotel management of the way I'm treated in the 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 is pegged on guests' ability to pay for them.							
Overall						2.939	1.142

Based on the descriptive analysis results presented in Table 4.2, the majority of respondents (66.7% of them) concurred that they would not hesitate to alert the management of the hotel about the manner in which they were handled while they were staying at the hotel. The fact that the mean score was 3.549 and the standard deviation was 0.986 suggests that the majority of PwPDs were eager to share their experiences to hotel management, regardless of whether those experiences were favorable or negative.

The respondents, on the other hand, were more variable when they were questioned whether they paid a great deal of attention to the hotel services that were offered to them and whether these services catered to guests who had physical limitations. It was determined that the statement received a mean score of 2.725 and a standard deviation of 1.266, with only 37.3% of respondents agreeing or strongly agreeing with the statement. It is possible that this would suggest that certain PwPDs do not devote a considerable amount of attention to the inclusiveness of the services they provide.

In addition, 37.3% of those who participated in the survey said that they felt more at ease when the staff at the hotel paid further attention to accommodating their requirements. The mean score for this statement was 2.843, and the standard deviation was 1.223, which indicated that some people with disabilities may have feelings of being singled out or uncomfortable when they are given additional attention. The percentage of respondents who agreed or strongly agreed that they were attentive to the feelings of others while staying in hotels was only 27.5%. With a mean score of 2.627 and a standard deviation of 1.058, this statement obtained the lowest possible score, suggesting that these respondents shown a relatively low level of care for the feelings of others.

Fifty-four-point nine percent (44.9%) of those who participated in the survey stated that they took offence when hotel staff failed to cater to their requirements or the needs of other people who identified as having impairments. Nevertheless, the fact that there was no respondent who strongly agreed with the statement, along with the fact that the mean score was 3.216 and the standard deviation was 0.945, indicates that respondents had conflicting opinions about this matter.

Due to the fact that the overall mean score for personal characteristics was 2.939 and the standard deviation was 1.142, it can be deduced that people with disabilities who stay in these hotels have a variety of perspectives and sentiments regarding the amount of treatment they receive. The implication of this is that a one-size-fits-all strategy might not be effective for all visitors who have physical limitations. Therefore, hotels ought to take into account the specific qualities and preferences of each individual guest when offering services. In the future, improvements could be addressed by asking and incorporating feedback from people with person-centered disabilities (PwPDs), adapting services to the specific requirements of each individual, and cultivating an environment that is more inclusive and respects the dignity and independence of all visitors.

4.4.2 Testing of Hypothesis H₀₁

H₀₁: There is no significant relationship between personal characteristics and satisfaction of guests with physical disability in selected classified hotels

The p-value was used to assess whether or not the hypothesis was correct, and the results of the linear regression were presented in Table 4.6. If the p-value is $p < .05$, then the null hypothesis (H_{01}) is rejected; but, if the p-value is $p > .05$, then the null hypothesis (H_{01}) is not rejected under the acceptance/rejection criteria. Table 4.2 presents the

findings, which indicate that the p-value was lower than 0.05. Consequently, the alternative hypothesis was accepted and the null hypothesis was rejected which stated that there is a strong association between personal qualities and the level of satisfaction experienced by guests with physical disabilities staying in certain designated hotels.

Table 4. 2: Model Summary: Effect of Personal Traits on Guest Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698 ^a	.487	.484	.37407

a. Predictors: (Constant), Personal Characteristics

As shown, personal characteristics were found to be satisfactory in explaining the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The R coefficient of 0.698 indicated that personal characteristics correlated 69.8 per cent with satisfaction. A coefficient of determination (R-squared) of 0.487 was in support of this. This means that personal characteristics explained 48.7 per cent of the variations in satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. Table 4.3 provides the analysis of the variance (ANOVA) results.

Table 4. 3: Regression Coefficients: Effect of Personal Characteristics on Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.92	1	55.92	90.59	.000 ^b
	Residual	58.87	96	0.613		
	Total	114.79	97			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Personal Characteristics

Based on the findings shown in Table 4.3, it can be concluded that the model exhibited good prediction capacity. Additionally, the findings suggest that personal traits are a good predictor in offering an explanation for the level of happiness experienced by visitors with physical disabilities who were staying in certain classified hotels in Nairobi City County. This was supported by a F statistic of 90.59 and a reported p-value of $p < .001$, which was lower than the conventional probability significance level

of $p < .05$, indicating that personal characteristics were significant in predicting the level of satisfaction experienced by guests with physical disabilities staying in selected classified hotels in Nairobi City County. The regression coefficient results are presented in Table 4.4.

Table 4. 4: Influence of Personal Traits on Guest Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		β	Std. Error	Beta		
1	(Constant)	1.126	.228		4.940	.000
	Personal traits	.322	.057	.698	12.709	.000

a. Dependent Variable: Satisfaction

In accordance with the study's findings, there was a strong and positive correlation between the satisfaction of visitors with physical disabilities and their personal characteristics in selected classified hotels located in Nairobi City County ($\beta=0.322$, $p < .001$). This suggests that a one-unit improvement in personal qualities will result in a 0.322-unit improvement in the degree of satisfaction experienced by visitors with physical disabilities staying at selected classified hotels in Nairobi City County, provided that all other parameters remain same.

4.5 Trip-Related Factors and Satisfaction

The researchers intended to explore the trip-related variables that have an impact on the level of happiness experienced by tourists who have a physical disability while staying at certain classified hotels in Nairobi City County. This was the second stage of the research project. The findings of this section represent the trip-related aspects that may have played a role in the level of satisfaction experienced by PwPDs. The night stays, travel patterns, and the reason for trip were the criteria considered this analysis.

4.5.1 Descriptive Results of Trip Related Factors

Table 4.5 shows responses for descriptive statistics on trip-related factors and the satisfaction of guests with a physical disability.

Table 4. 5: Descriptive Statistics on Trip-Related Factors

Statement	SD	D	UD	A	SA	Mean	Std. Dev
The hotel is easily accessible by well-paved roads	0.0%	26.9%	19.2%	40.4%	13.5%	3.504	1.034
The hotel's rating and regulations consider the needs of Persons with Physical Dis ability	7.8%	21.6%	27.5%	23.5%	19.6%	3.555	1.230
The hotel supports and accepts guests with disabilities and this would make me come back to this hotel	0.0%	17.3%	13.5%	38.5%	30.8%	3.827	1.061
I sometimes face discrimination regarding disability	0.0%	30.8%	11.5%	36.5%	21.2%	3.681	1.146
The hotel rates are higher for guests with disabilities.	0.0%	38.5%	21.2%	32.7%	7.7%	3.096	1.015
I have been previously denied accommodation as a result of my disability	0.0%	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 disabilities.	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
Overall						3.553	1.067

With 53.9% of the respondents agreeing that the hotel was easily accessible by well-paved roads, the findings of the survey are presented in Table 4.5. These results point to a generally positive rating towards hotel accessibility. With a mean score of 3.504 and a standard deviation of 1.034, this statement indicates that there is a general level of satisfaction regarding the accessibility of the hotel. Furthermore, with a mean score of 3.555 and a standard deviation of 1.230, 43.1% of the respondents believed that the hotel's grading and regulations took into consideration the requirements of people who have physical disabilities (PwPDs). According to this finding, there is opportunity for improvement in order to ensure that the policies of the hotel are more inclusive for people with disabilities.

Furthermore, 69.3 percent of those who participated in the survey believed that the hotel provided assistance and acceptance to visitors who had impairments, and that this would encourage them to return to the hotel. There was a positive attitude towards the hotel's help for guests with disabilities, as indicated by the mean score of 3.827 (standard deviation of 1.061), which indicates that this statement received a positive rating.

With a mean score of 3.681 and a standard deviation of 1.146, the findings also reveal that 57.7% of respondents agreed that they had experienced prejudice on occasion as a result of their impairment. Based on this considerable statistic, it appears that the problem of prejudice is widespread and calls for attention. With a mean score of 3.096 and a standard deviation of 1.015, the percentage of respondents who agreed that the hotel prices for guests with disabilities were higher was only 40.4%. This resulted in a mean score of 3.096. One interpretation of this is that people with disabilities are subjected to a perception of financial discrimination. In terms of the refusal to provide accommodations on the basis of a disability, 28.9% of respondents acknowledged that they had personal experience with this. This result, which has a mean score of 3.058 and a standard deviation of 0.916, suggests that there is a severe problem that needs to be addressed.

Only thirty-eight percent of those who participated in the survey noted that there was a great concern for the requirements of people with disabilities. With a mean score of 2.788 and a standard deviation of 1.160, this relatively low level of agreement indicates a general discontent on the level of consideration that is given to people with disabilities. When compared to the demands of people with disabilities for leisure travel, hotels prefer to prioritize the needs of business travelers, according to around

44.3% of those who responded to the survey. With a mean score of 3.269 and a standard deviation of 0.888, this is a result that falls somewhere in the middle, and it indicates that there may be a potential bias towards business-related adjustments for people with disabilities.

In conclusion, 62.7% of respondents were in agreement that the ability of guests to pay for leisure and recreational hotel services for people with disabilities was a significant factor in determining the quality of those services. This statement received a mean score of 3.412, with a standard deviation of 1.080, which support the belief that the quality of services provided to people with disabilities is constrained by their financial means. These findings have a mean score of 3.553 and a standard deviation of 1.067, indicating a multifaceted reaction to the accommodations provided for PWDs in the hospitality business. The findings indicate that there is a broad sense of contentment with regard to accessibility and support; yet, discrimination, whether it is financial or otherwise, continues to be a serious worry.

According to the findings, there is also an imbalance in the assessment of business vs leisure needs for people with disabilities, and there is a connection between the quality of service and the financial capability of the individual. In light of these realizations, it is clear that although there has been progress made, there are still significant areas that require improvement in an effort to guarantee equality for guests who have impairments.

However, other countries have shown differing patterns, with Portugal suggesting that family was the most common option, while personal assistants were chosen in Cyprus (Liasidou et al., 2021). This research pointed out that the majority of guests travelled alone, but other countries have shown alternative patterns. Furthermore, other study

results indicated that the most persons previously diagnosed with postpartum depression were accompanied by their husbands or their children (Kim & Lehto, 2012).

Previous research findings have also suggested that wheelchair users need a companion in order to fully enjoy their vacation and fulfill their requirements (Özcan et al., 2021).

4.5.2 Testing of Hypothesis H₀₂

H₀₂: There is no significant relationship between trips related factors and the satisfaction of guests with physical disability in selected classified hotels.

To determine the influence of trip-related factors on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County, regression analysis was conducted. Table 4.6 presents the summary of regression model.

Table 4. 6: Model Summary: Effect of Trip-Related Factors on Guest Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.421	.418	.39742

a. Predictors: (Constant), Trip-Related Factors

As presented in Table 4.6, trip-related factors were found to be satisfactory in explaining the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The R coefficient of 0.649 indicated that the trip-related factors correlated 64.9 per cent with satisfaction. A coefficient of determination (R-squared) of 0.421 provided evidence for this, implying that trip-related factors explained 42.1 per cent of the variations in satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. Table 4.7 provides the analysis of the variance (ANOVA) results.

Table 4. 7: Prediction Capability of Regression Model 2

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.28	1	48.28	69.90	.000 ^b
	Residual	66.40	96	0.692		
	Total	114.68	97			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Trip-Related Factors

Table 4.7 showed a statistical significance of the model. In addition, the findings suggest that trip-related parameters adequately describe the happiness of physically disabled visitors at certain classified hotels in Nairobi City County through prediction. The results showed that trip-related factors significantly predicted satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County, with a F statistic of 69.90 and a reported p-value of p .001, which was lower than the standard probability significance level of $p < .05$. Regression coefficients results are presented in Table 4.8.

Table 4. 8: Regression Coefficients: Effect of Trip-Related Factors on Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		β	Std. Error	Beta		
1	(Constant)	.854	.284		3.005	.003
	Trip-Related Factors	.767	.069	.649	11.123	.000

a. Dependent Variable: Satisfaction

Results show that trip-related factors were positively and significantly related to the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ($\beta=0.767$, $p < .001$). This implies that a unit improvement in trip-related factors will lead to an improvement in the level of satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County by 0.767 units all other factors remained unchanged.

4.6 The hotels' Physical Environment and Satisfaction of PwPDs

The study's third aim was to look at how several classified hotels in Nairobi City County's physical environment affected the satisfaction of PwPDs. This research set out to examine a subset of classified hotels in Nairobi City County in an effort to better understand how these establishments accommodate people with disabilities.

4.6.1 Descriptive Results of Hotels' Physical Environment

Table 4.9 shows responses for descriptive statistics on hotels' physical environment and satisfaction of PwPDs.

Table 4. 9: Descriptive Statistics of 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-labelled	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-labelled	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 is 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 physically disabled guests.	3.20%	1.60%	8.00%	46.40%	40.80%	4.200	0.898
Overall						3.597	0.940

Table 4.9 shows that most respondents in Nairobi City County agreed that hotels should make an effort to ensure that guests with physical disabilities have an accessible and pleasant stay. Among the specific amenities, 80.8% of people who took the survey felt that the front desk could be easily accessed by wheelchair users. Most respondents were satisfied with the front desk's accessibility, as indicated by the mean score of 3.885 and standard deviation of 0.900 for this statement. The majority of responders (69.2%) also agreed that the hotel has designated rooms for disabled guests. Overall, respondents gave this a positive review, with a mean score of 3.712 and a standard deviation of 0.893.

When asked about ramps, 71.2% of people said the hotel had them for easy access to important places. The significance of such amenities in hotels for the happiness of PwPDs is demonstrated by the mean score of 3.673 with a standard deviation of 0.944. With 84.7% of respondents thinking it was done properly, the labelling of parking places reserved for PwPDs was highly regarded. The high standard deviation of 0.872 and mean score of 4.154 indicate that parking places for PwPDs are easily visible and accessible. When asked if the lobby restrooms were accessible for people with disabilities, 75% of people said yes. Overall, people were pleased with how easy it was to use these facilities, with a mean score of 3.885 and a standard deviation of 0.784.

With an average score of 4.096 and a standard deviation of 1.208, 81.6% of people who took the survey said the directions and signage were straightforward to follow. A whopping 79.2% of people who took the survey said that automatic doors made it easier to go in and out. With a standard deviation of 1.157, the mean score came out to be 4.000. With an average score of 4.144 and a standard deviation of 1.014, 83.2% of respondents agreed that the handles and windows should be within easy reach. A mean score of 4.200 (standard deviation of 0.925) was achieved by the provision of properly

fitting lifts and lifts, which was positively rated by 87.2% of the respondents. With a mean score of 4.216 (standard deviation of 0.747), an astounding 90.4% of respondents agreed that the main room lighting could be controlled while on the bed.

In addition, 83.2% of people who took the survey said the hallways were well-designed to accommodate wheelchairs. Scores ranged from 4.248 on the mean to 0.922 on the standard deviation. With a mean score of 4.024 and a standard deviation of 1.111, 72% of the participants believed that the storage spaces provided were sufficient for mobility aids like crutches and wheelchairs. In conclusion, 87.2% of respondents agreed with the statement about the functionality of PWPD washrooms and toilets, with a mean score of 4.200 and a standard deviation of 0.898. The results showed that PwPDs were generally satisfied with the physical environment of the hotels, with an average score of 3.597 and a standard deviation of 0.940. While there may be opportunities for improvement in certain areas, this typically indicated that the hotels were making an attempt to be accessible and inclusive.

4.6.2 Testing Hypothesis H₀₃

H₀₃: Physical environment has no significant influence on the satisfaction of guests with a physical disability in selected classified hotels.

Regression analysis was conducted to determine the influence of hotels' physical environment on the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. Table 4.10 presents the regression model summary.

Table 4. 10: Model Summary: Effect of Hotels’ Physical Environment on Guest Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.233	.229	.45749

a. Predictors: (Constant), Hotels’ Physical Environment

As presented in Table 4.10, the hotels’ physical environment was found to be satisfactory in explaining the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The R coefficient of 0.483 indicated that the hotels’ physical environment correlated at 48.3 per cent with satisfaction. A coefficient of determination (R-squared) of 0.233 provided evidence for this. This implied that hotels’ physical environment explains 23.3 percent of the variations in satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. Table 4.11 provides the analysis of the variance (ANOVA) results.

Table 4. 11: ANOVA: Effect of Hotels’ Physical Environment on Satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	26.72	1	26.72	29.08	.000 ^b
	Residual	88.49	96	0.921		
	Total	115.21	97			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Hotels’ Physical Environment

Table 4.11 shows that the model had a substantial statistical result. Also, for some classified hotels in Nairobi City County, the findings suggest that the physical environment is a strong indicator of how satisfied guests with physical disabilities are with their stay. The results showed that the physical environment of hotels significantly predicted the satisfaction of guests with physical disabilities in a few classified hotels in Nairobi City County. The F statistic of 29.08 and a reported p-value of p .001, which was lower than the standard probability significance level of $p < .05$ was in support of this. The regressions of coefficient results are as presented in Table 4.12.

Table 4. 12: Regression Coefficients: Effect of Hotel’s Physical Environment on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	β	Std. Error	Beta		
1 (Constant)	1.951	.287		6.797	.000
Hotels’ Physical Environment	.543	.076	.483	7.187	.000

a. Dependent Variable: Satisfaction

In chosen classified hotels in Nairobi City County, the physical environment had a favorable and significant relationship with the satisfaction of customers with physical disabilities ($\beta=0.543$, $p<.001$). This means that, everything else being equal, there will be a 0.543 unit increase in the degree of satisfaction of physically disabled visitors at certain classified hotels in Nairobi City County if the physical environment is improved by one unit.

4.7 Human Interactions and Satisfaction of Guest with Physical Disability

Investigating how PwPDs’ satisfaction was affected by human interactions was the fourth goal of the research. Results from hypothesis testing, regression, and descriptive analyses are presented in this section.

4.7.1 Descriptive Statistics of Human Interactions

To determine the impact of human interactions and satisfaction for PwPDs in selected classified hotels in Nairobi City County respondents were required to indicate their levels of agreement/disagreement with the statements. Table 4.13 shows descriptive statistics on human interactions.

Table 4. 13: Descriptive Statistics of 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
Overall						4.183	1.003

Table 4.13 displays the results of the descriptive analysis, which shows that PwPDs had generally gratifying human interactions in the classified hotels in Nairobi City County that were chosen. Eighty percent of people who took the survey felt that hotel employees were polite to all guests, regardless of their ability to move around freely. With a mean score of 3.904 and a standard deviation of 1.298, this characteristic shows that staff civility is typically well-received.

In addition, 83.2% of people who took the survey felt that the hotel employees were friendly and accommodating to those with physical limitations. Thanks to the accommodating personnel, the relatively high mean score of 4.144 and standard deviation of 1.014 indicate that this was indeed the case. Staff members' sensitivity to

respondents' needs and emotions was similarly highly rated (76% agreement). A perception of empathy and sensitivity among the hotel staff is supported by the mean score of 4.112 and standard deviation of 0.969.

Similarly, nearly all of the guests (88.8%) felt that the hotel personnel were quick to respond and put their needs first. With a mean of 4.336 and a standard deviation of 0.870, this score reflects efficient service delivery and was among the highest. Nearly eighty-four percent of people who took the survey believed that hotels should take PwPDs' preferred arrangements into account. The hotels clearly accommodated their disabled visitors well, as revealed by the mean score of 4.256 and standard deviation of 0.958.

A whopping 88% of people who took the survey thought the information on accessible facilities was more than enough. A high degree of confidence in the information presented was indicated by this statement, which had an average score of 4.328 with a standard deviation of 0.905.

Nearly eighty-five percent of people who stayed at the hotel felt that they were treated with kindness by other guests. The average score was 4.032 with a standard deviation of 1.150, confirming that other guests had largely pleasant experiences. Human interactions in these hotels were generally well-received by the respondents, as depicted by a mean score of 4.183 and a standard deviation of 1.003. The helpfulness, friendliness, and understanding of the hotel staff towards customers with physical limitations is evident from this. The results also show that the respondents were kind to other customers and trusted the hotels' and agents' claims regarding accessible amenities.

4.7.2 Testing Hypothesis H₀₄

H₀₄: Human interactions do not influence satisfaction for PwPDs in selected classified hotels in Nairobi City County.

In order to find out how human contacts affect the satisfaction of physically disabled clients at certain classified hotels in Nairobi City County; the researcher ran a regression analysis. Table 4.14 presents the regression model summary.

Table 4. 14: Model Summary: Effect of Hotels’ Physical Environment on Guest Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.570	.568	.34243

a. Predictors: (Constant), Human Interactions

As presented in Table 4.14, human interactions were found to be satisfactory in explaining the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The R coefficient of 0.755 indicated that human interactions had a correlation of 75.5 per cent with satisfaction. This was maintained by a coefficient of determination (R-squared) of 0.570. This implies that human interactions explain 57.0 per cent of the variations in satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. Table 4.15 provides the analysis of the variance (ANOVA) results.

Table 4. 15: ANOVA: Effect of Hotels’ Physical Environment on Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.66	1	65.66	127.10	.000 ^b
	Residual	49.42	96	0.515		
	Total	115.08	97			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Human Interactions

The model was found to be statistically significant, as shown in Table 4.15. Additionally, the findings suggest that interaction with humans is a strong indicator of physical disability guests’ happiness in specific category hotels in Nairobi City County.

Human interaction was discovered to have a substantial impact on the satisfaction of guests with physical disabilities in a few classified hotels in Nairobi City County. This is supported by a F statistic of 127.10 and a reported p-value of $p < .001$, which is lower than the standard probability significance level of $p < .05$. The regression coefficient results are presented in Table 4.16.

Table 4. 16: Regression Coefficients: Effect of Human Interactions on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.248	.185		6.748	.000
Human Interactions	.712	.047	.755	15.021	.000

a. Dependent Variable: Satisfaction

The contentment of visitors with physical disabilities in certain classified hotels in Nairobi City County was favorably and strongly correlated with human contacts ($\beta=0.712$, $p<.001$). That is to say, guests with physical limitations staying at certain classified hotels in Nairobi City County will be more satisfied with their stay if human contacts are enhanced by one unit while everything else remains constant.

4.8 Policy Regulations

Evaluating how policy rules impact the relationship between the experiences of people with physical disabilities and their satisfaction levels was the study’s fifth objective.

4.8.1 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.”

When questioned about how policy guidelines cater to physically disabled visitors, the responses showed that the rules have assisted hotels in meeting their customers' demands. A manager declared:

“The guidelines have enlightened us on some things we took for granted particularly about our guests who are physically impaired.”

Finally, when asked how the policies impacted the delivery of services and the hotel facilities for guests with disabilities, 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.”

Over 50% of participants in this survey reported a deficiency in training for interacting with Persons with Disabilities (PwDs) in a broad sense. While earlier studies have focused on basic training during induction, Kim et al. (2012) discovered a significant gap in the absence of established requirements for ongoing training. Research conducted in Scandic showed that specialized training was provided, focusing heavily on meeting the various requirements and expectations of guests. Scandic also encourages a practical and experiential approach to learning through undertaking experiments that alter viewpoints:

“For example, every year, all staff members are blindfolded or placed in wheelchairs, and their negative comments are noted and used as the foundation for future changes.”

When questioned about disability laws regarding rules and hotel obligations to provide rooms specifically for those with disabilities, one participant stated 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.”

Kenya's accessibility framework, like in numerous other countries, is insufficient due to disability discrimination laws, construction codes, and accessible requirements. Without established foundations to guarantee access and a comprehensive agenda on disability in all sectors of government and private industry, campaigners for inclusion may only achieve sporadic results instead of strategic solutions (Darcy, Cameron & Pegg, 2010).

The direction and influence of an independent variable on a dependent variable can be shown via a moderating variable. But if the predictor and moderator interact significantly to affect the dependent variable's outcome, then the moderating variable is supported. In this study, policy rules served as the moderating variable. As will be explained later on, the Baron and Kenny (1986) Model was used to examine the potential for policy regulatory moderation.

4.8.2 Model Summary of Moderating Influence of Policy Regulations

The model summary for the moderating influence of policy regulations is displayed in Table 4.17. The model's fit to the data following moderation was evaluated using the R squared.

Table 4. 17: Model Fitness for the Moderating Influence of Policy Regulations

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900a	0.810	0.805	0.227

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

Following policy regulation moderation, the R squared value increased to 0.810, outperforming the non-moderated effect's R square value of 0.614, according to the data. This means that 81.0% of the variation in the level of satisfaction of guests with physical disabilities at carefully chosen classified hotels in Nairobi City County is explained by policy regulations, and that these regulations moderate the relationship

between the experiences of PwPDs (demographic characteristics, trip-related factors, physical environment, and human interaction) and satisfaction of PwPDs.

4.8.3 ANOVA Analysis for the Moderating Influence of Policy Regulations

The analysis of variance (ANOVA) results on the moderating influence of policy regulation are displayed in Table 4.18.

Table 4. 18: ANOVA for the Moderating Influence of Policy Regulations

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.11	4	23.28	101.00	.000 ^b
	Residual	22.03	93	0.237		
	Total	115.14	97			

a. Dependent Variable: Satisfaction

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

The data presented in Table 4.18 shows that the regression model examining the impact of policy regulations on the connection between the experiences of individuals with physical disabilities and their satisfaction is statistically significant, with $F = 101.00$ and $p < 0.000$ which was $< .05$.

4.8.4 Testing of Hypothesis

H₀₅: Hotels' compliance with policy regulations has no significant influence on the satisfaction of PwPDs in selected classified hotels in Nairobi City County.

The p-value was used to assess whether or not the hypothesis was correct, and the results of the linear regression were found in Table 4.19. The acceptance/rejection criterion was that the null hypothesis (H_{05}) would be rejected if the p-value was $p, .05$, but if the p-value was not $> .05$, then the null hypothesis would be accepted. The results of the moderation process led to the rejection of the null hypothesis and the adoption of the alternative hypothesis, which stated that the compliance of hotels with policy requirements had a substantial influence on the level of satisfaction experienced by PwPDs in a limited number of classified hotels located within Nairobi City County.

The regression coefficients following policy regulatory moderation are displayed in Table 4.19.

Table 4. 19: Moderating Influence of Policy Regulations

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.954	0.082		23.734	0.000
Physical Environment* Policy Regulations	0.047	0.01	0.327	4.64	0.000
Human Interactions* Policy Regulations	0.002	0.008	0.014	0.221	0.826
Trip-related Factors* Policy Regulations	0.072	0.009	0.55	7.678	0.000
Personal Characteristics* Policy Regulations	0.012	0.013	0.086	0.913	0.363

a. Dependent Variable: Satisfaction of PWP

The Physical Environment resulted in a significant finding after the moderation process, with a p-value of $0.000 < .05$. According to this, the relationship between the Physical Environment and the level of satisfaction experienced by PwPDs is moderated by policy regulations. Human contacts, on the other hand, were found to be negligible after being moderated by policy regulations, as indicated by a p-value of 0.826, which is greater than 0.05. This suggests that policy regulations do not moderate the relationship between human interactions and the satisfaction of people with disabilities.

Additional findings indicate that Trip-related Factors exhibited statistical significance after being moderated, with a p-value of 0.000 or less than .05. It may be deduced from this that policy restrictions function as a moderator in the link between trip-related factors and the level of satisfaction experienced by PwPDs.

Finally, the findings indicate that personal characteristics were not significant after the moderation process, with a p-value of 0.363 being more than 0.05. This indicates that policy restrictions do not moderate the association between Personal Characteristics and the level of satisfaction experienced by PwPDs. The findings suggest that policy

restrictions modify fifty percent of the variables, whereas they do not moderate the other fifty percent of the variables.

4.9 Results of the General Objective

A regression analysis was done to determine the statistical significance of the independent variables and the link between them and the level of satisfaction experienced by visitors with physical disabilities in a selection of classified hotels located in Nairobi City County.

Table 4. 20: Model Summary: Effect of Experiences on Guest Satisfaction

Model	R	R Square	Adjusted R Square	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

Using a significance threshold of 95%, the results that are presented in Table 4.20 demonstrate that the coefficient of determination (R squared) is 0.614, and the adjusted R squared is 0.562 after being adjusted. Based on the R squared value of 0.562, it can be deduced that trip-related elements, human interactions, personal traits, the physical environment, and policy regulations collectively account for 56.2% of the happiness of guests with physical disabilities who are staying in selected classified hotels in Nairobi City County. The remaining 43.8% of the variation in the dependent variable can be accounted for by the additional factors that were not part of the model used in this investigation.

Table 4. 21: ANOVA: Effect of Experiences on Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.612	4	0.653	108.8	.000 ^b
	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

Findings demonstrate that the model adequately explains the impact of trip-related variables, hotel physical environment, personal traits, human interactions, and policy regulations on the satisfaction of physically disabled guests at a subset of classified hotels in Nairobi City County.

Table 4. 22: Regression Coefficients: Effect of Experiences on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.122	0.314		0.389	0.701
1 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

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, X₁= Physical Environment, X₂= Human Interactions
X₃= Trip Related Factors, X₄= Personal Characteristics

The satisfaction of guests with physical disabilities in certain classified hotels in Nairobi City County was positively and significantly impacted by the physical environment, according to regression results in Table 4.22 ($\beta = .440$, $p = .005 < .05$). The findings suggest that, in some classified hotels in Nairobi City County, guests with physical disabilities report a 0.440 unit increase in happiness for every unit enhancement to the physical environment. In addition, the findings incline towards a substantial impact on the level of satisfaction experienced by guests with physical limitations in relation to the hotels' physical environment.

The findings corroborate those of (Bharwani & Jauhari, 2013), who demonstrated that amenities like rooms, lifts, and bathrooms have a substantial impact on how satisfied physically regarded their experiences and satisfaction with hotel services and

provisions. The study also noted that guests with physical disabilities were more satisfied in certain classified hotels in Nairobi City County when they interacted with humans ($\beta = .284, p = .015 < .05$).

Guests with physical disabilities at certain classified hotels in Nairobi City County report a 0.284-unit increase in happiness for every unit improvement in human connections. The results also show that chosen classified hotels in Nairobi City County contributed substantially to the satisfaction of physically disabled visitors when it came to human connections. Addabbo, Sarti, and Sciulli (2013) found that social engagement had a favorable impact on the satisfaction levels of guests with physical limitations, which is consistent with these study results.

According to the model coefficients, physically disabled guests' happiness in certain classified hotels in Nairobi City County was positively and significantly affected by trip-related characteristics ($\beta = .249, p = .046 < .05$). This indicates that, in some classified hotels in Nairobi City County, visitors with physical disabilities report a 0.249-unit increase in satisfaction for every unit improvement in trip-related parameters. This implied a strong correlation between trip-related variables and the satisfaction levels of physically disabled customers at certain classified hotels in Nairobi City County. Consistent with previous research, our findings show that trip-related factors impact disabled guests' satisfaction.

Guests with physical disabilities in chosen classified hotels in Nairobi City County reported higher levels of satisfaction when personal characteristics were taken into account ($\beta = .282, p = .019 < .05$), according to the regression coefficients. This data suggested that customers with physical disabilities staying at certain classified hotels in

Nairobi City County were more satisfied overall, with an increase of 0.282 units for every unit improvement in personal characteristics.

The level of satisfaction that visitors with physical disabilities report while staying at certain classified hotels in Nairobi City County is also heavily influenced by personal characteristics. These findings were consistent with those of Kim, Stonesifer, and Han (2012), who found that demographics and individual traits influence hotel patrons' levels of satisfaction.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Presented in this chapter presents a summary of the findings, conclusions and recommendations.

5.2 Summary of Findings

5.2.1 Personal Characteristics and Satisfaction of Guests

This study first sought to analyze the characteristics of PwPDs that influence satisfaction in selected classified hotels in Nairobi City County. The findings revealed a high rate of willingness by PwPDs to communicate with hotel management about their treatment. However, the study also found a more varied response when it comes to the level of attention paid to the services provided specifically for them. Only 37.3% of respondents indicated they paid great attention to such services, with a mean score of 2.725. The correlation analysis indicated a strong positive association between personal characteristics and satisfaction, with a Pearson Correlation coefficient of 0.698.

Moreover, the linear regression model revealed that personal characteristics were able to explain almost half (48.7%) of the variance in satisfaction levels among PwPDs in the studied hotels. This was supported by a significant p-value of less than 0.05. It was established that personal characteristics were positively and significantly related to the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County ($\beta=0.722$, $p<.001$), implying that a unit improvement in personal characteristics would lead to an improvement in the level of satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County by 0.722 units.

These findings led to the rejection of the null hypothesis and affirmed that there was a significant relationship between personal characteristics and satisfaction levels among PwPDs in the studied hotels. This study found that the personal characteristics of PwPDs play an important role in defining their satisfaction with hotel services in Nairobi City County. Hotels would do well to consider these individual characteristics and needs when developing their services, rather than adopting a universal strategy.

In conclusion, the findings of this study make a strong case for individualized service delivery for PwPDs in hotels. While a significant portion of respondents are open to communicating with hotel management, there is a wide range of feelings about the level of services provided. The strong statistical relationship between personal characteristics and satisfaction highlights the need for hotels to be more attuned to the individual needs of guests with physical disabilities, to better serve this community. Future improvements could focus on more personalized services, fostering a more inclusive environment, and regularly soliciting feedback from PwPDs to continually adapt and improve services.

5.2.2 Trip-Related Factors and Satisfaction of Guests

The second objective of the study was to examine the trip-related factors that influence the satisfaction of guests with physical disability in selected classified hotels in Nairobi City County. The study found that accessibility and support for persons with physical disabilities (PwPDs) were generally good, but discrimination, both in terms of treatment and cost, remained a significant issue. While there was general satisfaction in some aspects, there was a clear need for improvement in several areas. The results revealed that although over half of the respondents felt that the hotels were accessible, a large number also felt that they faced discrimination and that hotels could do better in terms of inclusivity.

Hypothesis testing showed a significant relationship between trip-related factors and guest satisfaction, rejecting the null hypothesis that proposed no significant relationship. This was evidenced by a p-value less than 0.05, confirming that trip-related factors are indeed crucial in determining the satisfaction of guests with physical disabilities. Correlation and regression analyses further supported these findings. A very significant positive association of 0.649 between trip-related factors and satisfaction indicated that improving these factors can significantly enhance the guest experience for PWDs. Regression analyses revealed that these trip-related factors explained 42.1% of the variation in guest satisfaction in the hotels. This statistical significance was backed by an F statistic of 16.744 and a p-value less than 0.001.

Comparisons with international studies showed differing travel patterns for PwPDs in other countries. For instance, while most respondents in this study travelled alone, findings from Portugal and Cyprus indicated a preference for travelling with family or personal assistants. These comparisons suggest that cultural and logistical factors could influence these travel patterns. The study showed that while some progress has been made in accommodating guests with physical disabilities, considerable work remains.

Discrimination, higher rates for guests with disabilities, and an imbalance in the focus on business versus leisure travel were all areas identified for improvement. The study affirmed that trip-related factors are a significant determinant of guest satisfaction, implying that targeted changes in these areas could substantially improve the hotel experience for PWDs.

5.2.3 Physical Environment and Satisfaction

The third specific objective was to investigate the impact of hotels' physical environment on the satisfaction of PwPDs in selected classified hotels in Nairobi City County. The study found that the physical environment of selected classified hotels in Nairobi City County had a significant impact on the satisfaction of guests with physical disabilities.

A majority of respondents agreed that features like accessible front desks, designated rooms for guests with disabilities, and well-labelled parking spaces met their needs. Specifically, the mean score across all these features was 3.597, suggesting a high level of satisfaction among Persons with Physical Disabilities (PwPDs). Hypothesis testing reinforced these findings. The null hypothesis was rejected that the physical environment had no significant influence on guest satisfaction since the p-value was less than 0.05. This confirmed that the hotels' efforts to create an inclusive and accessible environment were indeed making a difference in the guest experience for those with physical disabilities.

Correlation and regression analyses further elaborated on this relationship. A Pearson Correlation of 0.483 indicated a strong, positive association between the physical environment and guest satisfaction. Moreover, the R-squared value of 0.233 suggested that about 23.3% of the variation in guest satisfaction could be explained by the physical environment of the hotel. This was substantiated by an F statistic of 6.988, again confirming the statistical significance of these results.

Additionally, the unstandardized coefficient of 0.543 in the regression analysis indicated that a unit improvement in the physical environment would lead to a 0.543 unit increase in the level of guest satisfaction, all else being constant. This statistical

evidence pointed to a direct, positive impact of accessible hotel features on the satisfaction levels of guests with physical disabilities. Overall, the findings revealed that classified hotels in Nairobi City County were generally successful in catering to the needs of guests with physical disabilities. However, the study also implied that there is room for further improvements to better serve this demographic, especially since only 23.3% of the variation in guest satisfaction was explained by the physical environment.

5.2.4 Human Interactions and Satisfaction

The study's fourth objective sought to determine the influence of human interactions on satisfaction for PwPDs in selected classified hotels in Nairobi City County. The results showed that experiences were typically favorable for PwPDs, with most respondents agreeing that hotel staff were courteous, willing to help, and considerate of their feelings and needs. The mean scores and standard deviations for these aspects further confirmed the favorable perceptions of the respondents. For instance, the aspect of staff willingness to help had a high mean score of 4.144, indicating that most guests felt attended to and accommodated.

The hypothesis testing aimed to examine whether human interactions influenced satisfaction for PwPDs in the selected hotels. Using p-value criteria, the study found that the null hypothesis was rejected as the p-value was less than 0.05. This led to the conclusion that human interactions significantly influenced the satisfaction of guests with physical disabilities. To determine how strongly human relations and guests' satisfaction are related, a correlation analysis was done. The findings indicated a substantial, positive, and strong association, ($r=0.755$, $p<0.002$), reinforcing the notion that effective human interactions are crucial for the satisfaction of PwPDs. The findings were consistent with previous studies, suggesting that human interaction considerably impacted the experience of guests with disabilities. The regression analysis provided

further insights into the relationship between human interactions and satisfaction. It showed that human interactions accounted for 57.0% of the variance in guest satisfaction, backed by an R-squared value of 0.570. The model was statistically significant with an F statistic of 30.516 and a p-value less than 0.001. These statistics provided robust evidence that human interactions are a reliable predictor of the satisfaction of guests with physical disabilities.

The data revealed that human interactions play a pivotal role in the satisfaction levels of guests with physical disabilities in selected classified hotels in Nairobi. The findings indicated that staff courtesy, willingness to assist, and attentiveness to the feelings and needs of guests were key factors that contributed to a positive hotel experience for PwPDs. Therefore, the study conclusively demonstrated that improving human interactions in hotels can substantially enhance the satisfaction levels of guests with physical disabilities.

5.2.5 Moderating Influence of Policy Regulations

The fifth objective sought to determine the moderating influence of the policy regulations on the relationship between the experiences of persons with a physical disability (demographic characteristics, trip-related factors, physical environment, human interaction) and the dependent variable (satisfaction of PwPDs). The study identified gaps in the training of hotel staff on handling guests with disabilities, despite efforts from both the government and hotel industry to improve inclusivity and accessibility. A majority of the respondents admitted lacking specialized training, a void that was flagged as an area needing immediate attention to ensure the successful implementation of policy regulations and consequently, enhanced guest satisfaction.

The results indicated that policy regulations improved the model's explanatory power for guest satisfaction, raising the R-squared value from 0.614 to 0.810. This suggested that policy regulations had a significant moderating effect, explaining 81.0% of the variation in satisfaction levels among guests with physical disabilities. In particular, the research found that policy regulations positively moderated the relationship between the physical environment and trip-related factors with satisfaction, although no such moderation was observed for human interactions and personal characteristics.

Additionally, interviews with facility managers underscored the influence of policy guidelines on service provision for guests with disabilities. It was noted that the guidelines acted as a "benchmark," enabling hotels to aim for global standards. However, the National Council for Persons with Disabilities (NCPWD) highlighted that the enforcement of these guidelines was not as robust as needed, primarily because they were treated more as recommendations than as requirements. Moreover, the study successfully rejected the null hypothesis, affirming that compliance with policy regulations significantly influences the satisfaction of guests with physical disabilities in selected classified hotels in Nairobi City County. The results support the importance of policy regulations, but they also highlight the need for further efforts, particularly in staff training and in strengthening the enforcement of these guidelines.

5.3 Conclusions

This research comes to the conclusion that personalized approaches in service delivery for people with physical disabilities (PwPDs) result in higher levels of satisfaction. Additionally, generic, one-size-fits-all models are not adequate for meeting the varied requirements when dealing with PwPDs. This highlights the critical requirement for hotels to embrace a more individualized style of service.

In addition, indicates that prejudice continues to be a significant obstacle, which has an impact on the way guests with physical disabilities are treated as well as the costs they incur when staying in certain classified hotels in Nairobi City County. For this reason, it is necessary to implement a transformative strategy in the culture and policy of the organization in order to eradicate any and all types of prejudice. This will ensure that hotels are not only accessible but also truly inclusive.

Furthermore, the human element of the guest experience cannot be overlooked, despite the fact that the physical infrastructure is considered to be of great significance. Relationships between employees and guests that are characterized by positivity and respect is essential to the level of satisfaction experienced by guests staying at certain classified hotels in Nairobi City County.

According to this, the training of staff members ought to concentrate not only on the knowledge of procedures, but also on empathy and the ability to communicate effectively. Further on, policy regulations have an impact on satisfaction experienced by guests; however, the effectiveness of these regulations is minimized due to slack enforcement and inadequate staff training. In order to bring about a systemic change in categorized hotels in Nairobi City County, the guidelines need to be transformed from

being recommendations that are voluntary to being regulations that are necessary, and they should be accompanied by powerful enforcement measures.

Personalized service models, anti-discrimination measures, staff training in both skills and empathy, and strong policy enforcement should all be included in the future upgrades. In the event that these concerns are addressed, hotels have the potential to significantly improve the overall satisfaction and experiences of guests with physical disabilities.

5.4 Recommendations for Policy and Practice

5.4.1 Recommendation for Practice

- i. The research indicated a significant link between individual traits and guest satisfaction, suggesting that hotels should adopt personalized services customized to meet each guest's specific needs. This includes providing customized welcome packages with detailed accessibility information and tools, along with specialized training for staff to meet the preferences of guests with physical challenges.
- ii. Given that factors related to the trip play a crucial role in guest satisfaction, it's essential for hotels to ensure accessibility in all areas, from the entryway and main gathering spaces to the accommodations and other facilities. The study points out issues of unfair treatment and pricing, recommending that hotels offer equal services and facilities to all guests, particularly those with physical disabilities, ensuring fair rates and dignified interactions.
- iii. Although the physical setup of hotels was generally found to be adequate, it accounted for only 23.3% of the differences in guest satisfaction levels. To enhance this, hotels should consider adding features such as voice-activated

room adjustments, sinks with adjustable heights, and other conveniences that could make the stay more comfortable for guests with physical disabilities.

- iv. Interactions with staff were identified as a key factor in determining guest satisfaction, highlighting the need for more targeted training in respectful and effective communication with guests who have physical disabilities. This training should cover recognizing non-verbal signals, providing proactive help, and ensuring all interactions are considerate and clear.
- v. The study also uncovered shortcomings in the implementation and enforcement of policies, underscoring the need for a stronger partnership between governmental bodies and the hotel sector to develop and uphold standards that enhance service quality for guests with disabilities. These standards should be clear, quantifiable, and include a system for monitoring and enforcement to guarantee adherence.

5.4.2 Recommendation for Policy

- i. Recognizing the importance of staff interactions in enhancing guest satisfaction, it is proposed that training focused on addressing the needs of guests with physical challenges becomes a mandatory requirement for hotel staff. Such training should be a condition for obtaining a hotel's operating license.
- ii. Although the physical aspects of hotels were generally satisfactory, there is potential for improvement. Policies should enforce more stringent standards for hotel construction and facilities to guarantee complete accessibility, including specifications for doorway widths and the heights of various facilities.
- iii. In light of the observed discrimination in both treatment and pricing for guests with physical disabilities, hotel operating regulations should incorporate more

robust anti-discrimination measures. The consequences for breaching these measures should be intensified to prevent discriminatory behavior.

- iv. Regular audits should be mandated by policy to ensure hotels adhere to the established guidelines for accessibility and fair treatment. The findings from these audits should be made public to hold hotels accountable and to inform potential guests about a hotel's dedication to inclusivity.
- v. Policies should encourage tax incentives or other benefits for hotels that consistently provide superior service to guests with physical disabilities, incentivizing them to surpass basic compliance and strive for excellence in creating an inclusive environment for all guests.

5.5 Recommendations for Further Research

Future research could consider including other classified hotels. This would to understand the variances in the level of service and accessibility across different tiers and how this influence guest satisfaction, especially for persons with physical disabilities (PwPDs).

With technology playing an increasingly significant role in hotel management and guest experience, further research could consider exploring how technological advancements, like AI-driven systems or mobile apps for emergency alerts, impact the safety and satisfaction of PwPDs. Moreover, it could be beneficial to compare the experiences of PwPDs in Nairobi City County hotels with those in other counties or countries. This could shed light on best global practices and assist local hotels in understanding where they stand on an international scale.

Finally, since the study identified gaps in staff training and policy enforcement, further studies could look into the effectiveness of various training programs or enforcement methods. These could be aimed at equipping hotel staff with the skills needed to better cater to PwPDs and understanding what methods lead to better policy compliance.

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APPENDICES

Appendix 1: Letter of Consent



KENYATTA UNIVERSITY

JOAN WANGU WERU,

P.O BOX 1716-10100,

NYERI, KENYA

+ 254 714 98 97 64

Dear Sir / Madam,

RE: Research information

I am pursuing a Master's Degree in Hospitality Management at Kenyatta University, school of hospitality, tourism and leisure studies. I am conducting research on "*The experiences of persons with physical disabilities on satisfaction in selected classified hotels in Nairobi City County*". All information will be treated with utmost confidentiality. A humble request is that you assist by providing me the necessary information to enable completion of this research.

Yours' sincerely,

Joan W. Weru

Appendix 2: Approval of Research Proposal



KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 020-8704150

Website: www.ku.ac.ke

Internal Memo

FROM: Dean, Graduate School

DATE: 22nd September, 2022

TO: Ms. Joan Wangu Weru
C/o Department of Hospitality &
Tourism Management

REF: TI29/OL/CTY/27660/14

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

=====

This is to inform you that Graduate School Board, at its meeting on 14th September, 2022, approved your Research Proposal for the M.Sc. Degree entitled, "The Experiences of Persons with Physical Disability on Satisfaction in Selected Classified Hotels in Nairobi City County, Kenya."

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology & Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking and Progress Report Forms per semester. The forms are available at the University's Website under Graduate School webpage downloads.

Also, please ensure that you publish article(s) from your thesis before submitting it to Graduate School for examination as per the Commission for University Education and Kenyatta University guidelines.

Thank you.

DR. HARRIET ISABOKE

FOR: DEAN, GRADUATE SCHOOL

CC. Chairman, Hospitality and Tourism Management Department

Supervisors:

1. Dr. Rahab Mugambi
C/o Department of Hospitality and Tourism Management
Kenyatta University
2. Dr. Monica Wandolo
C/o Department of Hospitality and Tourism Management
Kenyatta University

Appendix 3: Ethical Committee Approval



**KENYATTA UNIVERSITY
CENTRE FOR RESEARCH ETHICS AND SAFETY**

Fax: 8711242/8711575
Email: chairman.kuerc@ku.ac.ke
Nairobi, 00100

P. O. Box 43844,

Tel: 8710901/12

Website: www.ku.ac.ke
Our Ref: **KU/ERC/APPROVAL/VOL.1**

Date: 24th /04/2023

Joan Weru
P.O Box 43844, 00100
Nairobi.

Dear Ms. Weru,

APPLICATION NUMBER: PKU/2689/11812- THE EXPERIENCES OF PERSONS WITH PHYSICAL CLASSIFICATION IN SELECTED CLASSIFIED HOTELS IN NAIROBI CITY COUNTY, KENYA

This is to inform you that **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE** has reviewed and approved your above research proposal. Your application approval number is **PKU/2689/11812**. The approval period is 24th /04/2023 to 24th /04/2024

This approval is subject to compliance with the following requirements;

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
 - ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE**
 - iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE** within 72 hours of notification
 - iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE** within 72 hours
 - v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
 - vii. Submission of an executive summary report within 90 days upon completion of the study to **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.






To serve you better, researchers are kindly requested to access and complete a customer feedback form and sent it back online as you continue with research and upon completion of data collection found on the following website link; https://docs.google.com/forms/d/1ytWefDwvyyz5h1oz_VIn0xbxg3uGdIDzMXFWNDsMrRPQ/edit?usp=sharing

Yours sincerely



Prof. Judith Kimiywe
Director: Centre for Research Ethics and Safety

Appendix 4: NACOSTI

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 263408	Date of Issue: 12/September/2023
RESEARCH LICENSE	
	
This is to Certify that Ms.. Joan Wangu Weru of Kenyatta University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: THE EXPERIENCES OF PERSONS WITH PHYSICAL DISABILITY AND SATISFACTION IN SELECTED CLASSIFIED HOTELS IN NAIROBI CITY COUNTY, KENYA for the period ending : 12/September/2024.	
License No: NACOSTI/P/23/29457	
263408 Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code 
NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.	
See overleaf for conditions	

Appendix 5: Semi -Structured Questionnaire for PwPDs

Section A: Demographic Information for persons with physical disability

(Please tick the appropriate box)

(1) Gender

Male Female

(2) Age (Years)

Below 18

18 -28

29-39

40 – 50

51 – 61

61 years and above

(3) Marital status

Single

Married

(4) Highest education attainment

Primary school

Secondary education

University/college

(5) Employment status

Employed self-employed not employed

(6) In the past year, have you spent a night in a hotel in Nairobi County?

Yes No

(7) Which of the following best describes your purpose of travel?

Business purposes

Leisure and recreation

Health and wellness

Others (please specify)

(8) Based on your purpose of travel, how did you travel?

Alone accompanied by family members
Groups with disability other please specify

Section B: Personal characteristics and satisfaction of guests with physical disability

Fill in the cells provided on the level of agreement regarding personal characteristics and satisfaction of guests with physical disability. The options are; 5= strongly agree 4= agree 3= undecided 2= disagree 1= strongly disagree

Personal characteristics	1	2	3	4	5
<p>Personality</p> <p>I'd readily inform the hotel management on the way I'm treated in hotel facility.</p> <p>I pay great attention to the hotel services provided to me and whether they serve the needs of guests with physical disability</p> <p>I am comfortable when extra attention is given by hotel staff to cater for my needs</p> <p>I'm sensitive to the feelings of others while visiting hotels</p> <p>I feel offended when hotel staff do not cater for my needs or that of other persons with disability</p>					
<p>Travel experience</p> <p>The quality of leisure and recreation hotel services to PwPDs are pegged on guests' ability to pay for them</p>					

Section C: Trip related factors and satisfaction of guests with physical disability

Fill in the cells provided on the level of agreement regarding trip related factors **and** satisfaction of guests with physical disability.

The options are; 5 = *strong agree* 4 = *agree* 3 = *undecided*

2 = *disagree* 1 = *strongly disagree*

Experience continuum					
Trip related factors	1	2	3	4	5
Hotel is easily accessible by well paved roads					
The hotel's rating and regulations consider the needs of Persons with Physical Dis ability					
The hotel supports and accepts guests with disability and this would make me come back to this hotel					
I sometimes face discrimination in regards to disability					
The hotel rates are higher for guests with disability.					
I have been previously denied accommodation as a result of my disability					
I feel there's high regard for the needs of persons with disability					
Hotels tend to consider the needs of business travel needs compared to leisure needs for persons with disability.					
The quality of leisure and recreation hotel services to PwPDs are pegged on guests' ability to pay for them					

Section D: Physical environment and satisfaction of guests with physical disability

Fill in the cells provided on the level of agreement regarding **physical** environment and satisfaction of guests with physical disability.

The options are; 5 = *strong agree* 4 = *agree* 3 = *undecided* 2 = *disagree*

1 = *strongly disagree*

Physical environment	1	2	3	4	5
The front desk is reachable by wheelchair users					
The hotel has rooms set aside rooms for guests with disabilities					
The hotel provides ramps for access to travel areas in the hotel required during their stay.					
The parking space set aside for PwPDs is well labeled					
Lobby washrooms are accessible for PwPDs					
The directions and signage are visible and easy to follow in this hotel					
The parking space set aside for PwPDs is well labeled					
The hotel has automatic doors to ease access					
The windows and doors knobs are at a reachable height					
There are properly fitted lifts and elevators for guests with assisting mobility devices					
Lights in the main room are controllable while on the bed					
The corridors are properly designed to support movement while using a wheelchair					
There is a storage spaces set aside for wheelchairs and crutches					
Washrooms and toilets serve the needs of the physically disabled guests.					

Section E: Human interactions and satisfaction of guests with physical disability

Fill in the cells provided on the level of agreement regarding human interactions and satisfaction of guests with physical disability.

The options are; 5 = *strong agree* 4 = *agree* 3 = *undecided* 2 = *disagree* 1 = *strongly disagree*

Human interactions	1	2	3	4	5
The hotel staff address visitors courteously regardless of physical disability					
The hotel staff are willing to help guests with physical disability					
The staff are cautious of my feelings and desires					
The staff in this hotel were swift and prioritized my needs					
The hotel had considered the desired arrangements for persons with disabilities					
I am confident that the information provided by hotels and travel agents in regards to accessible facilities is adequate					
Other hotel guests treated me well during the hotel stay					

SECTION F: Satisfaction of guests with physical disability in selected classified hotels

Instructions: For each statement below, please indicate your level of agreement or satisfaction by ticking the box with the number that best represents your opinion:

Scale Options 1 – Strongly Disagree | 2 – Disagree | 3 – Neutral | 4 – Agree | 5 – Strongly Agree

Statement	1	2	3	4	5
I frequently visit hotels.					
I was satisfied with the hotel's services and products during my stay.					
I am satisfied with the hotel's services and products after my stay.					
I would like to use the hotel's products and services again.					
I would refer a friend to this hotel.					
I would share my experience with the hotel providers.					
The hotel's services and products met my expectations.					

Appendix 6: Interview Guide for Hotel HR Managers

1 Nature and size of the hotel

5 star rated hotel

4 star rated hotel

3 star rated hotel

2. Total bed capacity set aside for persons with disability.

None

1- 10

11 -20

21- 30

31 and above

3. I am well trained on the needs of PWPDS as hotel guests.

Yes

No

4. On average, how many guests with physical disability does your hotel receive annually?

None

1 – 50

51 - 100

More than 100

5. The hotel has a policy handbook that guides the provision of a barrier free environment for guests with disabilities

Yes

No

6. I am well trained on the policy guidelines in regards to providing accessible accommodation for guests with disability.

Yes

No

7. How have these policies enhanced the provision of hotel facilities and services for guests with disability? _____

8. Policy guidelines are essential while providing facilities and services for guest with disabilities in the hotel industry. How do these policies address the needs of the physically impaired guests? _____

9. How is the government and hotel industry working together to enact and implement policy guidelines for the establishment of hotels that serve all people including the disabled guests? _____

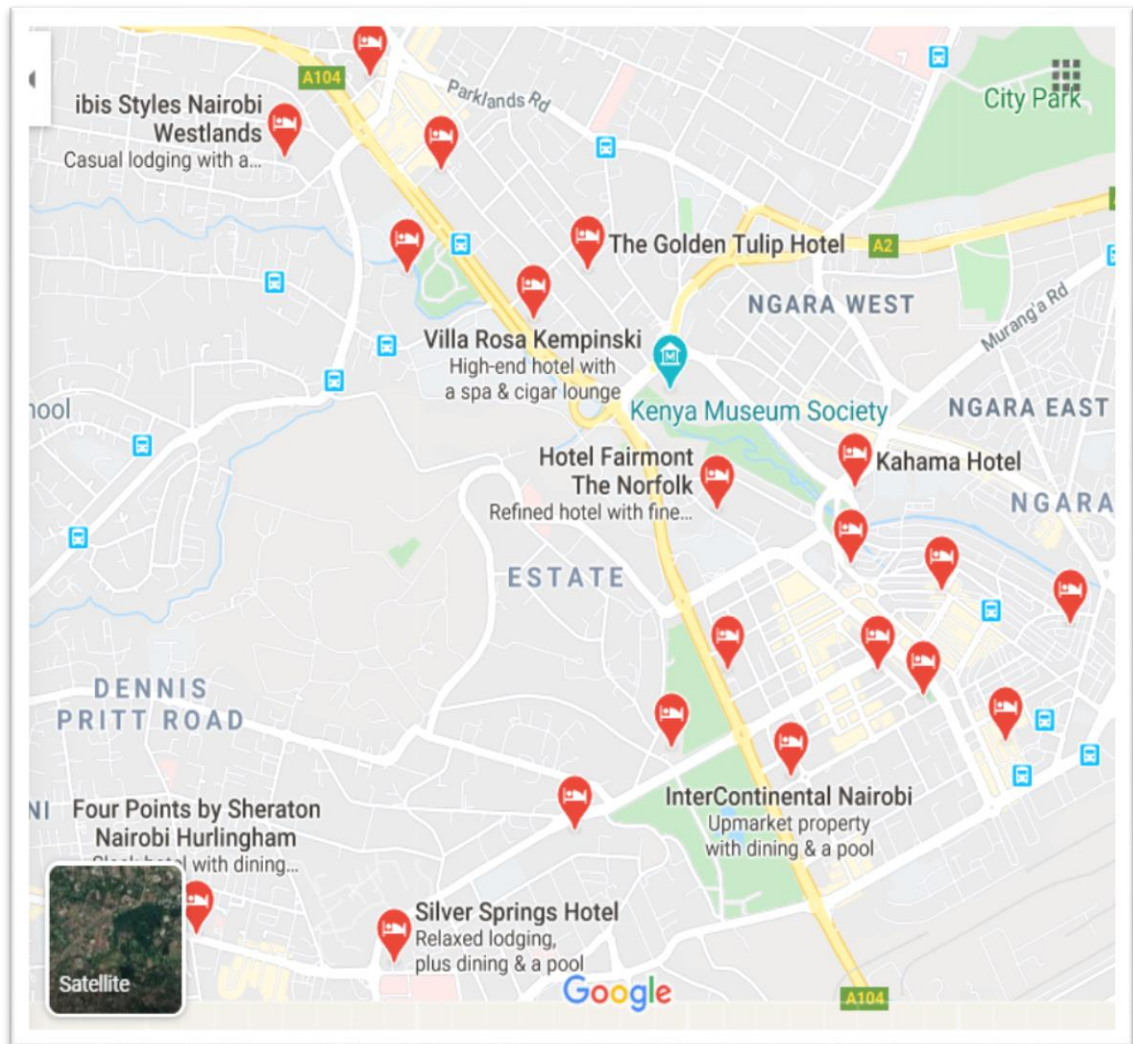
10. What's your take on the law on disability in Kenya? Are there proper guidelines on hotel requirements to offer disability specific rooms? If no, what attempts are there to change this? _____

11. What efforts has the government put in place to ensure that this segment is not left out in accessing hotels? _____

12. Are there specific penalties for hotel products that do not fit the criteria and set standards to ensure PwPDs have access to hotel products? _____

The End. Thank you for your feedback.

Appendix 7: Map of Nairobi City County



Source: Google maps