

ABSTRACT

Tourists' satisfaction is a key attribute in determining their loyalty to specific destination. In Tanzania tourism is one of the major contributors to the National Domestic Product and for that reason the sector deserves enough research attention. The aim of this study was to assess tourists' expectations, satisfaction and loyalty with particular focus to Serengeti National Park (SENAPA). The study is intended to achieve four specific objectives including: (a) to examine performance of tourism in SENAPA in terms of international arrivals and revenue obtained; (b) to determine extent to which tourists actual experience in SENAPA met their prior expectations; (c) to assess tourists' level of satisfaction with the services and facilities available in SENAPA; and (d) to determine factors for tourists' loyalty in SENAPA. The study involved a total of 390 tourists and four key informants from TANAPA. Primary data were collected through questionnaire and key informant interviews. Secondary data were obtained from various TANAPA annual reports from 2001/2 to 2013/14. The findings revealed that performance of tourism in SENAPA has been improving from one year to another within the range of selected period and tourists met their expectations when they visited the park. It was also revealed that there was positive and statistically significant difference between score on real experience and expectation before visiting the park. Generally, tourists were satisfied with services and facilities available at SENAPA. It was also found that tourists were loyal to SENAPA as they were willing to revisit or recommend a friend or family member to do so. Among other things, the study recommended that SENAPA management should make efforts to ensure that there is reliable and up-to-date Wi-Fi communication system in the park. The management should also ensure optimal cleanness of park environment and tourists' facilities in the park. Finally, the government of Tanzania should maintain peace and security so as to encourage more inflow of international tourists.

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