

TOURIST SATISFACTION AT A BACKPACKERS RESORT: THE CASE OF ROBINSON CRUSOE ISLAND, FIJI

Michael Lück

School of Hospitality and Tourism

New Zealand Tourism Research Institute

AUT University

Private Bag 92006, Auckland 1020, New Zealand

mlueck@aut.ac.nz

ABSTRACT

In tourist satisfaction research, commonly either the performance, or the importance of the attraction or place in question are investigated, rather than both. Marketing literature, however, suggests that consumer satisfaction is a function of both expectations related to product attributes and their performance. Robinson Crusoe Island Resort is the only accommodation facility on Likuri Island (also known as Robinson Crusoe Island) in Fiji.

This study employed two main tools: Firstly, during a pilot survey in April 2006, in-depth interviews have been conducted with visitors at Robinson Crusoe Island Resort. At the same time, all guests have been handed out a questionnaire to fill in. The results of both surveys were analysed and formed the basis for the final questionnaire. At check-out, guests at Robinson Crusoe Island Resort were handed a self completion paper survey. Respondents were asked to indicate their rating for the importance of various items about the resort. They were then asked to rate the performance of the same items during their stay at RCI. By plotting the results into the Importance-Performance Grid, the relationship between importance and performance can be elicited. The grid also shows in which of the four categories “concentrate here”, “keep up the good work”, “low priority”, and “possible overkill” the respective items fall, and thus helps to identify priorities for management of the island’s resources for snorkelling and diving. Results suggest that RCI management know their guests, and cater well for them. However, there are some items that could potentially be improved.