

Awour\_Key determinants of food preparation attributes in staging memorable experiences: perspectives of hotel managers in western Kenya

This exploratory research sought to identify important food preparation factors and attributes in staging memorable experiences. Self-administered questionnaires were distributed to 166 hotel managers drawn from 62 hotels in Western Kenya. Descriptive statistics, factor and regression analysis in SPSS were used to analyze data collected. A three-factor solution: food preparation process, food preparation benefit and food preparation input resulted. Implications of these results are discussed in light of the increasing demand for distinctive experiences in the hospitality and tourism industry.