

Perceptions of City Hotel Visitors' On Service Expectation and Actual Service Received

Olabanji Jamiu Adediran (D Tech)¹, Wasiu Babalola (PhD)², Fashakin F. Juliet³ and Abidoye Christiana³

1. Department of Home Economics and Food Science, Faculty of Agriculture; University of Ilorin, Ilorin, Kwara State, Nigeria
2. Department of Business Administration, Faculty of Environmental, Social and Management Sciences; Lead City University, Ibadan, Oyo State, Nigeria
3. Department of Hospitality Management Technology, School of Technology, Lagos State Polytechnic, Ikorodu, Lagos State, Nigeria

* E-mail of the corresponding author: hotelcatering@yahoo.com

Abstract

This study examines visitors' perception of service expectation and actual service received at a luxury hotel in Ilorin South local government area of Kwara state. By means of a modified Service Quality (SERVQUAL) questionnaire specifically designed for this study, data from 478 guests that were randomly selected. Analyses of data collected from 272 respondents' that participated revealed that respondents scores on service received were higher than scores on corresponding service expectation for most of the variables examined. About 75% of the variables examined recorded a positive service quality delivery while 25% recorded that service delivery was poor. The result on the factors influential to respondents' choice of hotels shows that all twelve factors examined are very influential to respondents' selection of hotel given that all the weighted mean scores surpassed the 3.00 cut-off). The highest factors influencing visitors' selection of hotels are the safety of lives and properties within the hotel surroundings (3.90), cleanliness of the hotel and its surroundings (3.83) and, the outlook of the hotel in terms of aesthetic, attractiveness and architectural features (3.81). This study made recommendations for hoteliers to employ academically trained and qualified employees that understand the importance of being able to offer a constantly acceptable service quality to hotel visitors and to ensure that promises made to their guests are met if not surpass.

Keywords: Service quality, Luxury hotel, Service expectation and Service delivered

1. Introduction

Tourism is the world's largest industry (Hall, 2008) given the high demand for travel, employment statistics in the industry and the amount of money it brings into a destination. The projection that there will be an increase in the number of people travelling across the globe (Walker & Walker, 2006) can be an anticipation for increased activities in the hospitality industry, especially, the hotel sector - responsible for the provision of food, accommodation, entertainment, and other related services the industry offers people (visitors, travellers, guests, tourists) when they are away from their home. Therefore, to continue meeting the demand of the growing number of visitors globally, the hotel sector needs to grow in its entire ramification.

Having acknowledged the hotel industry as one of the fastest growing service industries in the world (Tefera & Govender, 2017), in Nigeria, hoteliers are also enjoying economic growth accruing to this industry. Even in the face of economic meltdown, people still travel for many of the reasons also acknowledged by Van der Merwe and Saayman (2008); Ivanovic and Khunou (2009) for movement of people from one destination to another: consequently keeping those in the hotel business active and prosperous. More hotels are being established to adequately respond to the needs of both international and local visitors who are away from their usual environment for all tourism related reasons. In doing so, the industry has generated huge revenue which is a significant contribution to the nation's economy. According to Oyinbo (2013), the hospitality industries which comprise hotels in Nigeria contributed N680.1 million to the economy in 1980, N492.4 million in 1984, N477.9 million in 1990, N591.9 million in 2000, N1950.0 million in 2004 and N2, 390.0 million in 2006. However, the hospitality industry has the potential to generate more revenues than it is currently doing.

To be specific, the hotel as a component of the hospitality industry is directly responsible for accommodation and food provision (Adesina & Chinonso, 2015) to visitors. These days, hotels offer added services which include but not limited to internet facilities, specially arranged transport shuttle, catering for the banquet and

special functions such as meetings, receptions for all kind of celebrations and organised musical concerts. All these added services are mostly tailored towards attracting more revenue from hotel guests who are mostly visitors.

The current state of affairs on the hotel industry in Kwara state does show there is a lot of prospect for both the old and newly established ones. This perhaps attracted the attention of Nassar, Yahaya and Shorun (2015) who conducted a study on Total Quality Management and Customers' Satisfaction in Selected Hotels in Ilorin. This study acknowledges the presence of some hotels established to cater for visitors arriving Ilorin for any of the tourism-related reasons for traveling. And as the number of visitors entering Kwara state – Ilorin – continues to increase, it is anticipated that the hotels in Ilorin Metropolis will continue to witness an increasing patronage. Of course, there are increasing reasons leading to the rise in the number of visitors entering Kwara state. For instance, the last fifteen years had witnessed the birth of more institutions of higher learning - Al Hikmah University Ilorin, Kwara State University Malet Ilorin, Landmark University, Omu-Aran consequently attracting educational visitors (non-resident students of all the institutions mentioned) and visits from their family and relatives. Another reason is the proximity of the state to both the North and West Nigeria, thus making it an ideal meeting point for business visitors from across the country. Many business owners are opening more branches in the state capital, Ilorin and this as furthermore encouraged the inflow of visitors. However, the increased inflow of visitors requires an improvement in the provision of accommodation and hospitality services that are needed for a concurrent increase in visitors' arrivals.

2. Statement of the problem

In the service industry, one thing is to have the services available, another is being sure that the quality of services offered meets or surpasses visitors' expectations. However, being able to habitually deliver real services that meet guests' expectation remains a herculean task for the service industry (Adeniyi & Oluseye (2013). Taking into consideration that hospitality is the entire process of anticipating and satisfying guests need, not meeting guess expectation can be considered a failure in its entirety. Given the huge amount of money spent by hotel guests for any of the services they want, it is important to investigate the gaps between service expectation and the real service received for establishing if the quality of service is good or otherwise. Also, getting an assessment of the perceived services and facility attributes will provides hotel management with information not only to benchmark their service level provision, but to also be able to retain, and increase their customer base (Shanka & Taylor, 2004).

The rise in the number of hotels in Kwara state – which is acknowledged as a commensurate response to the increasing number of the visitor may require that the quality of services hoteliers offer their guests are of the expected standard if they expect to keep witnessing improve patronage. A healthy patronage from visitors will translate to improve return on investment (ROI) for the stakeholders in the hotel business; and, will also be a source of employment generation. As expected, the more the number of visitors entering a destination, the likelihood that hotels and similar accommodation providers will continue to record an increasing patronage, especially as visitors do stay for at least a night out of their usual environment (Popova, 2010).

In addition to the above issues, there is a dearth of academic research on factors influencing hotel visitors' choice of hotel. Having the knowledge of visitors' decision-making processes to predict their future intentions is vital to hoteliers' business success (Baruca & Čivre, 2012). Hoteliers' attainment of business success is among reasons they ought to have an insight into the general characteristics of visitors (demographic information). Doing so will allow them to anticipate the factors influencing the visitors to them, their attitudes and values that surrounds guests' opinions (Niininen et al., 2006). And given the scarcity of academic research on this issue, an urgent attention may prevent a situation where an increase visitor inflow will no longer translate to an economic boom for the hotel industry in Ilorin. In light of the association between factors influencing visitors choice of hotels, their expectations of service and their perceptions of serviced experienced, this study aims to conduct an empirical investigation on hotel guests perception on service expectation and actual service received through the following objectives: (i) to carry out an assessment of factors influencing visitors' selection of hotels (ii) to compare visitors perceptions on service experienced with expectation and, (iii) to check visitors willingness to recommend hotel to friends and relatives.

3. Factors Influencing Visitor's Selection of Hotel

A visitor is a traveller who is taking a trip to any destination outside his/her usual environment (UNWTO, 2012). Fundamentally, there are two types of visitors, namely domestic and international visitors (Bennett, 2000). While domestic visitors are local inhabitants who travel within a country, international visitors are those who travel to destinations other than their countries of residence for the purpose of exercising tourism activities, and within the accepted time frame (Saayman, 2002). Tourism acknowledges that anyone who is away from his usual environment for a period of not less than 24 hours but less than a year is a visitor. Given the above, a visitor will most likely need accommodation for at least one night, food and other services that will respond to his immediate needs whilst away from home.

Given the many reasons people travel (Hall, 2008), as a result, visitors that embark on these travels will differ in terms of needs and preferences. Consequently, they may also differ with regard to factors influencing their choice of hotel. Factors influencing visitors' choice of hotels may also affect their expectation, and visitors expectations are reference points against which the service received will be compared (Wilson et al., 2008). Consequently, hoteliers need to be aware of some reasons motivating visitors travel and the effect these might have on their choice of hotels and service expectation there. Guzzo and Dominici (2010) agree to the above; authors describe the hotel as an industry with the ability to identify, anticipate and respond to guests' expectation. They further stated that hoteliers need to fully acknowledge which service attributes are most likely to influence customers' choice.

Considering that attainment of guests' expectations is a parameter used in determining the quality of service offered, hoteliers need to have a thorough understanding of both tangibles (physical facilities, equipment, personnel and communication materials) and the intangibles (employees skills and knowledge of the service, security level, materials that can attract visitors features that influence hotel guests selection. Wilson et al. (2008) agree that hotels use the physical attribute - which includes both the interior and exterior components to communicate service expectations that guests can get when they visit. Parasuraman et al., (1998) assert that service quality can be measured using the physical facilities, equipment, people, and communication materials. Meaning that, some of the attributes that can be used to attract visitors to hotels are the physical components such as the design of the hotel, equipment and the interior (Alsaqre, 2011) and that visitors perceptions on these can be used to determine the quality of service offered. And given the relationship between visitors' expectations and the quality of service encountered in measuring customers' satisfaction, it is important that hoteliers identify factors influencing visitors to choose them, offer the services and conduct an assessment of visitors' perceptions to measure how they fare. Doing this will lead to happy customers, encourage return visits (customer loyalty) and will increase positive word of mouth publication to potential visitors.

Another important factor that can influence the quality of service in hotel is employees' personality on the job. During consumption of most of the hotel services, hotel employees and guests may likely meet each other in a moment that has been described by Wilkins et al (2008) as 'the moment of truth'. This moment is either pleasant or unpleasant based on guests' perception on the entire activities that take place. Service delivery during the moment of truth can be hampered by employees' appearance, knowledge and skills in handling the service among other things. In view of this, hoteliers must understand the importance of keeping their employees motivated, happy and well-trained (Kariku & Aloo, 2014) to offer quality services that meet visitors' expectation and possibly surpass them. More so, given that, the service industry is one that the employees are sometimes the service, or, part of the service. Wilson et al., (2008) describe the employees as the brand, marketers and the organisation. Popoya (2010) illustrates that the service employees are part of the service and visitors must be satisfied, feel valued and respected by the employees providing the service (Winsted, 2000; Varca, 2004).

4. Methodology

This study adopted a quantitative approach and data were collected from randomly selected guests. Prior to an explanation on the population, sample size and sampling technique, below is a synopsis on the study area, how hotels were randomly selected and what led to the eventual choice of City hotel as adopted for this study.

Ilorin is the seat of power and capital of Kwara state. Ilorin is also the location for University of Ilorin, Kwara state University, Kwara state Polytechnic and Kwara state College of education, Ilorin boasts of many hotels for visitors lodging and entertainment. Out of about fifty registered hotels in Ilorin (Nassar, Yahaya & Shorin, 2015), five were randomly selected through lottery technique. This represents 10% of the registered hotel in the study area. However, the management of the selected hotels rejected

the request to use their guests. Thereafter, another five out of the remaining forty-five were randomly selected. Again, they declined the request to allow the researcher to use their hotel as well as their guests. Given this difficulty in getting hoteliers consent, purposive sampling was used to find three hotels situating in Ilorin South. Finally, one hotel agreed on the condition that the hotel name would not be revealed during and after this study. Given this conditional acceptance, and in view of the location of this hotel (along NNPC-Pipeline road, Ilorin) which is very much in the heart of the Ilorin South Local Government, the hotel will be referred to as City hotel. Discussion on how the population - sample size, and sampling were carried out is next.

4.1 Population and sample size

Information obtained from City hotel management indicates that on the average about 250 to 280 visitors usually lodged on a weekly basis. Given that the management granted a maximum of two weeks for data collection, the weekly lodging capacity at 250 guests was adopted; thus bringing the population size to a minimum of 500 for two weeks. Based on a population size of 500 therefore, a sample size of 217 is adequate on a confidence level of 95% as affirmed by Jennings (2010). Consequently; the sample size for this study as 217 was reached. That is, a minimum of 217 participants were targeted.

The entire visitor that lodged at City hotel during the two weeks period of data collection were given equal chances of being selected as a copy of the questionnaire is given to them. This happened due to the support received from the hotel management - as a copy of the questionnaire is kept in the souvenir given to 478 guests who checked into the hotel whilst the research officers were around.

4.2 Questionnaire development

Structured queries were used to extract respondents' demographic characteristics which are very important for an understanding of the type of visitors' characteristics and to anticipate their expectations. A modified Service Quality (SERVQUAL) questionnaire mostly used for studies on service quality was adopted for this study. As cited by Kariku and Aloo (2014), the SERVQUAL model developed for assessing service quality by Parasuraman was built around the gap that exists between the services offered vis-à-vis the expected service quality as perceived by the customer. However, two salient service issues that are contained in this questionnaire are (i) the difference between actual customers' expectations and management's perception of customers, and (ii) the difference between what customers expect of a service and what they actually receive. The modification made to this questionnaire for this study include the eleven queries that examine the factors influencing guests to a hotel as well as thirty-six queries that examine visitors' service expectations and perceptions on actual service received respectively. Structured queries were designed with a five-point Likert scale queries (1 = strongly disagree, not at all influential and very low to 5 = strongly agree, absolutely influential and very high) to solicit the response on factors influencing visitors to City hotel, service expectations and how they perceived the service received. A Likert scales query is very useful in gathering respondent perceptions on service quality related matters and measurement of visitors' satisfaction levels in tourism-related studies (Hassan & Shahnewaz, 2014).

Prior to questionnaire distribution, a pilot study was conducted with 30 guests of City hotel at exactly two weeks before the real data collection exercise. The pilot study was even more necessary given that the modification of the SERVQUAL questionnaire model was well detailed on hotel tangibles (appearance of physical facilities, equipment, personnel, and communications materials of City hotel) which are prominent influential of visitors to the hotel. Analysis of the result of the pilot study yielded a reliability outcome of 0.78; signalling the reliability of the research instrument to yield a similar result in case the study is conducted again. This sets the motion for actual data collection exercise.

4.3 Data collection

Two research assistants were employed, trained and stationed at the hotel from 8:00am to 7:00pm every day to administer a questionnaire to every visitor that check-in during 8:00am to 7:00pm using a drop and pick later method. Data collection exercise targets all the visitors lodged at City hotel within the two weeks field exercise; this gives every guest that arrived for lodging at the hours stated above an equal chance of participating. However, since participation is not compulsory, plus the required amount of response to allow for generalisation of findings on the entire population is 217 as mentioned under sample size earlier, data collection exercise ended

after the two weeks granted. By then 272 responses out of the 478 questionnaires handed out have been received. Discussion from the data collected is discussed next.

5. Results and discussion

Table 1: Distribution of respondents' demographic data

SN	Variable		Frequency	Percentage %
1	Gender	Male	134	49.3
		Female	134	49.3
		Missing	4	1.4
		Total	272	100.00
2	Age	<= 20 years	60	22.1
		21-30	108	39.7
		31-40	64	23.5
		41-50	26	9.6
		51 & above	12	4.4
		Missing	2	0.7
		Total	272	100.00
3	Nationality	Nigeria	218	80.1
		Rest of Africa	26	9.6
		Europe	6	2.2
		USA	12	4.4
		Middle east	4	1.5
		Missing	6	2.2
		Total	272	100.00
4	Purpose of Visit	Leisure	110	40.4
		Business	74	27.2
		Event	50	18.4
		Family/Friends	28	10.3
		Others	2	0.8
		Missing	8	2.9
		Total	272	100.00
5	Number of Visit	First time visit	66	24.3
		2-5 visits	140	51.5
		6-10 visits	36	13.2
		More than 10 visits	20	7.3
		Missing	10	3.7
		Total	720	100.00

Table 1 shows that 4 (1.4%) did not complete the gender column. Therefore, 134 (49.3%) male and 134 (49.3%) female took this survey. Respondents ages show that 60 (22.1%) were less than or equal to 20 years old of age, 108 (39.7%) were between 21-30 years old of age, 64 (23.5%) were between 31-40 years old, 26 (9.6%) were between 41-50 years old, 12 (4.4%) were 51 years old and above, while 2 (0.7%) did not indicate their age bracket. Based on nationality, many of the visitors 218 (80.1%) were from Nigeria, 26 (9.6%) were from the rest of Africa, 6 (2.2%) were from European countries, 12 (4.4%) were from USA, 4 (1.5%) were from Middle East, while 6 (2.2%) of the respondents did not indicate their nationality. With respect to purpose of visit, 110 (40.4%) visited the hotels for leisure purpose, 74 (27.2%) were there on business purpose, 50 (18.4%) were there for event purpose, 28 (10.3%) were there to visit family/friends, only 2 (0.7%) came for reasons other than these, while 8 (2.9%) of the respondents did not state their reasons for visitation. In terms of the frequency of guest visitation to Luxury hotel, 66 (24.3%) were first time visitors to the hotels, 140 (51.5%) were there for 2nd – 5th times, 36 (13.2%) visited the hotels for the 6th – 10th times, 20 (7.4%) were visiting the hotels for more than 10th time, while 10 (3.7%) of the respondents did not indicate the number of visits.

Factors influencing respondents' selection of hotel

Table 2: Mean and rank order showing factors influencing visitors' selection of hotel (N = 272)

Features	Mean	Rank
Safety of lives and properties within the hotel surroundings	3.90	1 st
Cleanliness of the hotel and its surroundings	3.83	2 nd
Scenery (outlook of the hotel in terms of aesthetic, attractiveness and architectural features)	3.81	3 rd
Hotel facilities such as gym, leisure facilities, swimming pool, games etc.,	3.80	4 th
Proximity of the hotel to offices or homes	3.71	5 th
Location (area in terms of distance and popularity)	3.68	6 th
Hotel rating	3.60	7 th
Affordability of the hotel such as charges	3.57	8 th
Your loyalty to a particular hotel	3.56	9 th
Advertisement of the hotel on media [print or electronic media]	3.52	10 th
Hotel's reputation (in terms of name, brand and previous experience from friends and/or relatives)	3.48	11 th
Accessibility of the hotel (movement of persons and cars in and out of the hotel)	3.30	12 th

Table 2 presents the mean and rank order of factors influencing respondents' selection of hotel. That is those factors that could be influencing how and why the respondents choose a hotel. The table shows that the visitors agreed impressively to all the 12 items (given that all the weighted scores surpass the 3.00 cut-off) as influential factors to their selection of hotel. The three highest factors influential in this regard are the safety of lives and properties within the hotel surroundings (3.90), Cleanliness of the hotel and its surroundings (3.83) and, the outlook of the hotel in terms of aesthetic, attractiveness and architectural features (3.81). This aligns with Wilson *et al.* (2008) and Alsaqre (2011) that the design of the hotel physical interior and exterior components, the equipment and the ambient conditions are vital factors influencing hotel guests' selection criteria. It is not surprising that at this time of increasing level of insecurity in the country, respondents' preference for secure and safe hotel stood at second position among the factors examined.

Mean comparison of visitors' perceptions of service received and expectations were conducted on the following areas (i) hotel services (ii) hotel staff (iii) hotel facilities (iv) hotel environment and, (v) hotel accessories. The items listed under each of these five categories were based on the researcher's observation that City Hotel has

these facilities, thus visitors' response will be based on things that are available and not on assumptions. Tables 3a to 3e contain the weighted average scores of visitors' perceptions of service received with expectations of services at Luxury hotel on the five areas. These tables also give remarks on service quality recorded which is based on the GAP values (either positive or negative between mean scores of each variable that is (service experienced minus expected service). The decision on service quality of each variable as indicated under the remarks column emanate from Parasuraman et al. (1985) position's that if customer's expectations are superior to the real service received, the service quality is unsatisfactory, however, the service will be considered excellent if service received exceed expectations.

Hotel Services

Table 3a: Mean comparison of visitors' perceptions of service received and expectations of Luxury hotel services (N = 272)

Features	Service received, mean	Expectations Mean	GAP value	Remarks on service quality recorded
Uninterrupted power supply	3.97	4.08	-0.11	Negative
Communication accessories e.g. free Wi-Fi	4.02	4.02	0.00	Equal
Prompt attention to guests needs	3.97	3.96	0.01	Positive
A quick check in/out procedure	3.97	3.96	0.01	Positive
Quality food and beverage in restaurant/ bar	4.01	3.96	0.05	Positive
Concern towards guest interest	3.90	3.93	-0.03	Negative
Prompt service delivery	3.88	3.93	-0.05	Negative
Efficient laundry and dry cleaning services	3.95	3.93	0.02	Positive
Consistency of service	3.98	3.88	0.10	Positive
Reasonable charges for services needed	3.91	3.85	0.06	Positive
Understanding guest specific needs	3.91	3.83	0.08	Positive
Friendly welcome of guests on arrival	3.95	3.80	0.15	Positive
Efficient room services	3.94	3.77	0.17	Positive

According to Table 3a, uninterrupted power supply, concern towards guest interest and prompt service delivery all have negative service quality in the sense that they fell below visitors' expectations. These features should, therefore, be improved upon to improve the overall visitors' satisfaction with hotel services. The expectation and service received on communication and related issues both tally, thus translating to equal service quality. Next is the mean comparison of expectation and assessment of hotel services.

Hotel Staff

The mean comparison of expectation and assessment of hotel staff is vital in making recommendations for future improvement on services offered to visitors in order to improve on meeting their expectations.

Table 3b: Mean comparison of visitors' perceptions of City hotel staff (N = 272)

Features	Service received, mean	Expectations Mean	GAP value	Remarks on service quality recorded
Performance of employees	3.85	3.94	-0.09	Negative
Obedience of hotel staff	4.01	3.90	0.11	Positive
Competence of employees	3.90	3.87	0.03	Positive
Friendly staff	3.99	3.87	0.12	Positive
Politeness in employees interaction with guests	3.78	3.85	-0.07	Negative
Employees appearance is neat	3.97	3.81	0.16	Positive
Knowledgeable employees	4.10	4.01	0.09	Positive

Table 3b shows that of the seven variables examined, the performance of employees and politeness of employees in their relationship with guests do not meet the expectations of the visitors. This means that service quality is negative in those features and thus need improvement.

Hotel Facilities

Table 3c: Mean comparison of visitors' perceptions of service received and expectations of Luxury hotel facilities (N = 272)

Features	Service received, mean	Expectations Mean	GAP Value	Remarks on service quality recorded
Spacious parking lot	4.03	4.01	0.02	Positive
Décor	3.95	3.95	0.00	Equal
Exquisite furniture and furnishings	3.80	3.91	-0.11	Negative
Lightings	4.01	3.80	0.21	Positive
Events and conference halls	3.99	3.78	0.21	Positive
Gym and exercise facilities	3.95	3.76	0.19	Positive
Swimming pool	3.56	3.07	0.49	Positive

According to Table 3c, of the seven items, only exquisite furniture and furnishings recorded a negative service quality out of the seven facilities examined. An urgent improvement is required to breach the gaps between visitors' expectations and their actual perception in this regard.

Hotel Environment

Table 3d Mean comparison of visitors' perceptions of service received and expectations of City hotel environment (N = 272)

Features	Service received, mean	Expectations Mean	GAP Value	Remarks on service quality recorded
Safety/security (relating to lives and property)	4.12	4.14	-0.02	Negative
Location	4.05	3.99	0.06	Positive
Ambiance	4.06	3.94	0.12	Positive
Serenity i.e. peace and tranquility	4.04	3.93	0.11	Positive
Landscape	4.09	3.86	0.23	Positive

Table 3d shows that, only safety and security issue recorded a negative service quality. This needs a very special attention given the role of security in influencing visitors to hotel as indicated in Table 1.

Hotel Accessories

Table 3e: Mean comparison of visitors' perceptions of service received and expectations of City hotel accessories (N = 272)

Features	Service received, mean	Expectations Mean	GAP Value	Remarks on service quality recorded
Free Wi-Fi	4.09	4.09	0.00	Equal
Cable TV	3.58	3.68	-0.10	Negative
Daily supply of newspapers and magazines	3.77	3.61	0.16	Positive
Access to land/table phone in case of emergency	3.41	3.49	-0.08	Negative

According to Table 3e, the quality of service on cable TV and access to land/table phone are negative. Visitors' expectations on these features need to be improved to further increase visitors' satisfaction which in turn leads to increase and repeat patronage.

Queries on factors influencing respondents' selection of hotel and the demographic information obtained were used to examine visitors' behaviour in accordance with respondents' demographic characteristics so result in the formulation of the following five null hypotheses:

- i. **H₀₁**: There is no significant difference in factors influencing visitors' selection of hotels by gender.
- ii. **H₀₂**: There is no significant difference in factors influencing visitors' selection of hotels by nationality.
- iii. **H₀₃**: There is no significant difference in visitors' expectations of hotel services by nationality.
- iv. **H₀₄**: There is no significant difference in visitors' perceptions on service delivered at City hotel by gender.
- v. **H₀₅**: There is no significant difference in visitors' perceptions on service delivered by City hotel by nationality.

5.1 Research Hypotheses

- i. **H₀₁**: There is no significant difference in factors influencing visitors' selection of hotels by gender.

Table 4a: Mean, SD and t-test result showing difference between male and female respondents' factors influencing their choice of the hotels

Gender	N	Mean	SD	df	Cal. t	Crit. T	p-value	Decision
Male	136	39.48	10.00	272	0.52	1.96	0.60	Not rejected
Female	136	38.58	9.90					

Table 4a shows that under the degree of freedom (df) of 132, the calculated t-value of -0.52 is less than the critical t-value of 1.96 with a corresponding p-value of 0.60 which is greater than 0.05 level of significance. This indicates that no significant difference was found. Hence, the null hypothesis is not rejected. Therefore, there is no significant difference in factors influencing visitors' choice of the hotels by gender.

- ii. **H₀₂**: There is no significant difference in factors influencing visitors' selection of hotels by nationality.

Table 4b: ANOVA result showing difference in visitors of various nationalities on factors influencing their choice of the hotels

Nationality	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value	Decision
Between group	597.933	4	142.483	1.55	2.37	0.19	Not rejected
Within group	12341.797	168	96.420				
Total	12939.729	272					

Table 4b shows that under the degree of freedom (df) of 4 and 168 respectively, the calculated F-value of 1.55 is less than the critical F-value of 2.37 with a corresponding p-value of 0.19 which is greater than 0.05 level of significance. This indicates that no significant difference exists. Hence, the null hypothesis is not rejected. Therefore, there is no significant difference in factors influencing visitors' selection of hotels by nationality.

- iii. **H₀₃**: There is no significant difference in visitors' expectations of hotel services by nationality.

Table 4c: ANOVA result showing difference in visitors of various nationalities on their expectations of the hotels services

Source	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value	Decision
Between group	4453.954	4	1113.489	0.97	2.37	0.42	Not rejected
Within group	146426.963	168	1143.961				
Total	150880.917	272					

Table 4c shows that under the degree of freedom (df) of 4 and 128 respectively, the calculated F-value of 0.97 is less than the critical F-value of 2.37 with a corresponding p-value of 0.42 which is greater than 0.05 level of significance. This indicates that no significant difference exists. Hence, the null hypothesis is not rejected.

Therefore, there is no significant difference in visitors' expectations of hotel services by nationality. This is an interesting outcome given that domestic and international guests at City hotel have the similarities in factors influencing them to any hotel. Meaning, hoteliers in this area can always attract both domestic and international visitors with the same features.

- iv. **H0₄**: There is no significant difference in visitors' perceptions on service received at Luxury hotel by gender.

Table 4d: Mean, SD and t-test result showing difference between male and female respondents' assessment of hotel services

Gender	N	Mean	SD	df	Cal. T	Crit. t	p-value	Decision
Male	131	132.00	28.71	254	0.09	1.96	0.92	Not rejected
Female	132	132.48	27.73					

Table 4d shows that under the degree of freedom (df) of 254, the calculated t-value of -0.09 is less than the critical t-value of 1.96 with a corresponding p-value of 0.92 which is greater than 0.05 level of significance. This indicates that no significant difference was found. Hence, the null hypothesis is not rejected. There is no significant difference in visitors' perceptions on service delivered by Luxury hotel by gender.

- v. **H0₅**: There is no significant difference in visitors' perceptions on service delivered by Luxury hotel by nationality.

Table 4e: ANOVA result showing difference in visitors of various nationalities on their experience of the hotels services

Source	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value	Decision
Between group	10584.312	4	2646.078	3.68*	2.37	0.00	Rejected
Within group	88274.492	257	717.679				
Total	98858.805	261					

* Sig. at $p < 0.05$

Table 4e shows that under the degree of freedom (df) of 4 and 257 respectively, the calculated F-value of 3.68 is greater than the critical F-value of 2.37 with a corresponding p-value of 0.00 which is less than 0.05 level of significance. This indicates that a significant difference exists. Hence, the null hypothesis is rejected. There is a significant difference in respondents' assessment of hotel services by nationality. In order to know which of the sub-variables of nationality contribute to the difference noted in Table 20, a Duncan Multiple Range Test (DMRT) is thus carried out.

Table 5: DMRT showing which of the sub-variables of nationality responsible for the difference observed in their assessment of hotel services

Nationality	N	Subset for alpha = 0.05	
		1	2
Middle East	4		160.00
Rest of Africa	36		134.15
Nigeria	210		133.13
USA	5		122.00
Europe	6	79.33	
Sig.		1.00	0.06

Table 5 shows that the mean values of 79.33 in the sub-set 1 which represent European visitors opinion, while sub-set 2 presents the mean values of 160.00 with a significant value of 1, 134.15, 133.13 and 122.00 representing respondents from Middle East, rest of Africa, Nigeria and USA with a significant value of 0.06. This implies that only the respondents from Europe differ in their experience of the hotel services. However, respondents from Middle East could be reported to have contributed to the difference observed in the assessment of the hotel services. This might be because the Middle East is a Muslim dominated continent where perhaps, the hotel oriented investment might operate like what is obtainable in Nigeria and Ilorin, however, social amenities and infrastructure are of high quality and standard, hence; the difference in their assessment of the hotels' services.

6. Conclusion & Recommendations

6.1 Conclusion

Firstly from the factors influencing visitors' choice of hotels as presented in Table 2, all the factors examined recorded above 3.0 which is the cut-off marks, it can be concluded that all these factors are significant and should be taken with seriousness. Hoteliers can use this finding in market planning and for infrastructure development in order to attract the best of patronage from hotel guests.

Secondly the outcome of the findings in Tables 3 a-e, show that city hotel provides visitors positive service quality, given that negative service quality was recorded in just nine while twenty-seven items received positive service quality. This signifies a 75% positive against 25% items that got negative outcome on service quality offered to guests. It can therefore be concluded that the level of service quality offered at City hotel is reasonable and there is a need for improvement to avoid losing some of these guests to a rival hotel that can do better in. However the quality of service in the following areas; staff concerns towards guests interest, prompt service delivery, employees performance, politeness of staff, safety and security of guests and guests access to telephone can easily be improved given that the gaps recorded were less than -0.1.

Thirdly respondents' gender does not influence their choice of hotel –meaning that there is no need for special planning or improvement to be targeted at any of the genders. Likewise, respondents' nationality has no relationship with their choice of hotel and in their service expectation, gender does not influence their perception of service received. All these mean that there is no cause for having any special plan or arrangement with regard to the guests' demographic characteristics and the variables being examined. However, respondents' perception on service received at City hotel was influenced by their nationality. Hotel should be making effort to research more in getting to know how guests can be satisfied in this regard.

6.2 Recommendations

The following recommendations were drawn from the findings of this study:

- i. Hotels should employ academically qualified employees because they understand the characteristics of the service industry. Qualified staff and especially the service areas do the risks associated with

failure to meet visitors' expectations.

- ii. Hoteliers should provide adequate staff training and re-training in order to improve and align employees' knowledge of the hospitality industry with prevailing global standard. Given that some of the guests may have experienced hotel service in foreign countries and this exposure may somewhat increase guests' service expectation which will ultimately require high service delivery.
- iii. Continuous research to understand guests' expectation should be made and all marketing promises made by the hotels should be fulfilled at all times.

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