



SOUTH AFRICAN MILLENNIALS' EXPECTATIONS OF ACCOMMODATION ESTABLISHMENTS IN SOUTH AFRICA.

by

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DECLARATION

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Date: 8 November 2022

ABSTRACT

The aim of the study was determining millennials (between 25-40 years old) expectations on accommodation establishments in South Africa by exploring the expectations that they have regarding services offered namely customer, modern and technological and personalised services.

The study used quantitative research. The sample included millennials currently residing in South Africa. Questionnaires were distributed using the snowball technique by means of a Google form link that was sent via social media platforms including Facebook, Instagram, WhatsApp and email. 637 responses were received, and the data retrieved was analysed through SPSS version 28 and Microsoft Excel and presented in the form of tables with frequencies and statistics.

The results show that 99% of millennials have an active travel background as they have travelled around South Africa. The study proves that 25% of millennials prefer self-catering units above hotels, bed and breakfasts, Airbnb's and guest houses. Majority, 40%, of millennials have an expectation that all accommodation establishments must have the necessary new and modern technology. Experiencing an authentic travel service, including city exploring with experiencing the local culture and communities, is key to 43.5% of millennial travel expectations.

The findings show that majority of millennials in South Africa have travel experience and a preference when it comes to designing their travel experiences. Millennials prefer new and modern technology in accommodation establishments with a preference for self-catering establishments as their ideal travel experience should not be limited by time-based programmes. Millennials thrive on new and unique experiences and as a result, explore new trends within their travel destination.

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DEDICATION

This thesis is dedicated to my late father, my hero and daily inspiration, Jeremy Corneilius Koeberg. You were the best dad ever, thank you for being with me every step of the way and never missing a milestone regardless how big or small it may have been. Thank you for supporting me throughout my school and university careers and ensuring that I had everything I needed at all times, even when that meant that you had to go without. No number of words could express my gratitude. Through your teaching you inspired many, I thank God for the wisdom you have instilled in me.

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TABLE OF CONTENTS

DECLARATION	II
ABSTRACT.....	III
ACKNOWLEDGEMENTS	IV
DEDICATION	V
TABLE OF CONTENTS.....	VI
LIST OF TABLES	IX
LIST OF FIGURES.....	X
LIST OF APPENDICES	XI
ACRONYMS AND ABBREVIATIONS	XII
GLOSSARY	XIII
CHAPTER 1: GENERAL INTRODUCTION.....	1
1.1 Introduction	1
1.2 Problem statement	2
1.3 Significance of the study.....	4
1.3.1 Academia	4
1.3.2 Accommodation establishments	5
1.3.3 Economy	5
1.4 Study aim and objectives.....	6
1.4.1 Aim of the study.....	6
1.4.2 Objectives.....	6
1.5 Research questions.....	7
CHAPTER 2: REVIEW OF THE LITERATURE	10
2.2 Millennial generation.....	10
2.2.1 Description of millennials	10
2.2.2 Demographic of the millennial.....	11
2.2.3 Characteristics of the millennial guest.....	12
2.3 An overview of the tourism and hospitality industry	13
2.3.1 The impact of the tourism and hospitality industry in South Africa	14
2.3.2 Impact of Coronavirus in South Africa.....	16
2.3.3 Impact of Coronavirus on the tourism and hospitality industry in South Africa ..	17
2.3.4 Accommodation sector in South Africa	18
2.3.7 The food and beverage sector	21
2.3.8 The impact of COVID-19 on the food and beverage sector.....	22
2.4 The millennials' expectations within the tourism and hospitality industry.....	22
2.4.1 Social and technological expectations	22
2.4.2 Customer experience expectations.....	24

2.4.3	Personalised service expectations.....	25
2.5	Chapter summary.....	28
CHAPTER 3: METHODOLOGY		29
3.1	Introduction	29
3.2	Paradigm.....	29
3.2.1	Research approach	30
3.2.2	Research design.....	31
3.2.3	Demarcation	32
3.3	Research methods	33
3.3.1	Population	33
3.3.2	Sample method	34
3.3.3	Data collection instrument	35
3.3.3	Data collection.....	37
3.3.4	Data coding and analysis.....	40
3.4	Ethical considerations.....	40
3.5	Limitations of the study.....	42
3.6	Chapter summary.....	43
CHAPTER 4: FINDINGS.....		45
4.1	Introduction	45
4.2	Section 1: Background information of respondents.....	45
4.2.2	Employment background.....	47
4.2.3	Travel background.....	48
4.4	Section 2: Millennial expectations.....	50
4.4.1	Establishment expectations	51
4.4.2	Establishment selection.....	53
4.4.3	Service expectations	57
4.4.4	Spending patterns	58
4.4.5	Factors influencing accommodation preferences.....	60
4.5	Factor analysis and reliability.....	62
4.6	Chapter summary.....	66
CHAPTER 5: DISCUSSION, RECOMMENDATIONS AND CONCLUSION		68
5.1	Introduction	68
5.2	Section 1: Background information of millennials.....	68
5.2.1	Travel background.....	71
5.3.1	Establishment selection.....	75
5.3.2	Service expectations	77
5.3.3	Spending pattern	78
5.4	Factor and reliability analysis.....	78

5.5	Limitations	80
5.6	Recommendations	82
5.7	Conclusion	85
REFERENCES		86
APPENDICES		93

LIST OF TABLES

Table 2.1: Tourism and hospitality industry sectors.....	14
Table 4.1: Demographic information of millennial respondents	46
Table 4.2: The employment background of millennial respondents	48
Table 4.3: Brief travel background of millennial respondents (multiple responses).....	50
Table 4.4: Millennial respondents' expectations of accommodation establishments.....	53
Table 4.5: Process of establishment selection by millennial respondents.....	56
Table 4.6: Service expectations of millennial respondents at accommodation establishments in South Africa	58
Table 4.7: Factors influencing spending patterns of South African millennials when visiting accommodation establishments in South Africa	60
Table 4.8: Factors influencing accommodation preference	62
Table 4.9: Cronbach's alpha from reliability analysis	63
Table 4.11: Factor and reliability analysis results of millennial expectations in accommodation establishments in South Africa	66

LIST OF FIGURES

Figure 1.1: Conceptual framework	7
Figure 2.1: Global population prediction of millennials between 2018-2040	12
Figure 2.2: Domestic and foreign visitors between 2012-2023	16
Figure 2.4: Overall number of travellers between 2019 and 2020	17
Figure 2.3: Occupancy rates of the tourist accommodation industry in South Africa.....	20
Figure 3.2: Map of South Africa indicating the location of the respondents.....	33
Figure 3.3: Sampling techniques	34
Figure 3.4: Structure of Likert scale question from online questionnaire.....	37

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE (Microsoft Word)	93
APPENDIX B: GOOGLE FORMS ONLINE QUESTIONNAIRE	96
APPENDIX D: CPUT ETHICAL CLEARANCE	102
APPENDIX E: PERMISSION TO CONDUCT RESEARCH AT CPUT	103
APPENDIX g: EMPLOYMENT SECTOR	105
APPENDIX H: LIKERT SCALE PERCENTAGES.....	107
Legend: Sd= Strongly Disagree, D= Disagree, N=Neutral, A= Agree, Sa= Strongly Agree	
107	
APPENDIX I: FACTOR ANALYSIS.....	109
APPENDIX J: LETTER FROM GRAMMARIAN.....	119

ACRONYMS AND ABBREVIATIONS

COVID-19	Coronavirus disease
CPUT	Cape Peninsula University of Technology
FREC	Faculty Research Ethics Committee
FBMS	Faculty of Business and Management Sciences
GDP	Gross Domestic Product
KMO	Kaiser-Meyer-Olkin Measure
KPMG	Klynveld Peat Marwick Goerdeler
PWC	PricewaterhouseCooper
SPSS	Statistical Package for the Social Sciences
TGCSA	Tourism Grading Council of South Africa
UK	United Kingdom
UNWTO	United Nations World Tourism Organisation
USA	United States of America
WTTC	World Travel and Tourism Council

GLOSSARY

Millennials: Generation Y or millennials are young people born roughly between 1980 and the mid-2000s (Pentescu, 2016:2). Generation Z or The Post-Millennials are born between the mid-1990s and 2010 (Klynveld Peat Marwick Goerdeler, 2017:4).

Expectations: A belief that something will happen because it is likely. A strong belief about the way something should happen or how somebody should behave (Oxford Learning Dictionaries, 2022).

Tourism industry: A social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organisation [UNWTO], 2015).

Hospitality industry: Hospitality is one facet of the service industry. It primarily involves addressing customer satisfaction and catering to the needs of guests. This deals with issues such as lodging, amenities and travel arrangements. However, the concept can be broken into three sections, accommodations, food and beverage and tourism and travel (Revfine, 2020).

Accommodation Establishments: Accommodation establishments are those places providing overnight lodging for holiday spenders and other travellers in rooms or some other units. Accommodation establishments are classified according to the standard industrial classification into hotels and similar establishments, guesthouses, holiday villages and camping sites (Tilastokeskus, 2020).

Customer Experience: The best way to define customer experience is the impression the business leaves with its customers, resulting in what they think of the brand, across every stage of the customer journey. Multiple touchpoints factor into the customer experience, and these touchpoints occur on a cross-functional basis (Bordeaux, 2020).

Personalised Service: Personalisation can occur through the option of an exact check-in time, personal content presented in-room, such as a welcome note, or access to local travel guides in their native language (Sojern, 2016).

Social expectations: an internalized social norm for individuals and organizations, thus for society as a whole, about what people should do (Broadbent, 2007).

Technological expectations: digital development is constantly evolving, in a synergistic process that affects activities at the level of society (ECLAC, 2022).

Modern Services: Modern knowledge-based services play an important role in shaping the key development factors. These factors include human capital, social and financial aspects related to the business environment, and innovation (Dominiak, 2018).

CHAPTER 1

GENERAL INTRODUCTION

1.1 Introduction

The concept of hospitality and the hospitality industry as we have come to know it over the last 100 years has been revolutionised. The millennial generation has influenced and impacted the industry, causing a profound change in service style, quality and execution (Hamed, 2017:5). The millennial generation is experience-driven (Hamed, 2017:5) and globally, they form one-third of the population. In South Africa, the millennial generation form 36.2% of the country's population. (Stats SA, 2020). This results in them having tremendous swaying power if they were to pursue changes and start new movements and trends, dominating previous generations if they are to disagree. Therefore, they are the most influential generation ever in terms of customer power, as stated by Schiopu et al. (2016:832).

A study by Veiga et al. (2017:604), found millennials, also known as Generation Y, have caused a disruption in the operation of the tourism sector globally. This is greatly affected by their contrastingly different buying behaviour and attitude that has been motivated by the growth of digital technology at large (Veiga et al. 2017:604). Under the influence of peers and social media, and new hotel guest market, the millennials, have raised the expectation of the standard of service not only globally, but also concurrently raised their personal standards and service expectations from the hospitality industry. The Future Foundation (2016) reports that the millennial generation is seeking an experience that is locally crafted, and authenticated to the needs of each guest, allowing them to feel special and adding personality to their visit. This further allows millennials to blend in with the locals and discover the hidden gems of what their destination has to offer.

According to Hamed (2017:3), hospitality destinations with personality, authenticity and experiences which allow guests to communicate with each other are found to be a new trend intriguing the new hospitality guest market. Interacting with other guests through socialising, doing activities as well as exploring the amenities and tourist attractions the establishment has to offer, are part of the new expectations that the millennial guests are in search of.

In South Africa, the local tourism and hospitality industry serves as a great contributing factor to the national economic status. The Department of Tourism (2019:30) reports that local and international tourists contributed R116.9 billion to the South African economy in 2018 and 2019. International tourists contributed R82.0 billion, while local tourists contributed R29.5 billion during this period.

South Africa, a country adored by many international tourists for its unique tourist attractions, is a truly intriguing travel destination with various sights to see and a variety of local cultures to experience too. Still, as shown in the annual tourism report by the Department of Tourism (2019:22), a significant increase of 12.2% in domestic travel and tourism took place simultaneously, showing a great interest in citizens seeking local travel experiences.

The hospitality industry has realised that traditional methods of service, marketing and hosting techniques have drastically changed and are no longer sufficient for this generation and therefore has to rapidly transform into something innovative, current and ever-evolving (Schiopu et al., 2016:833). The following questions are posed: Does the tourism and hospitality industry truly know what the expectations of their guests are? How will these establishments know if they are addressing, meeting and exceeding the expectations of the new hotel market, the millennials? These questions shaped the focus of this study which will be determining the expectations of the millennials on accommodation establishments in South Africa, by exploring the type of expectations that they might have regarding customer service, modern and technological aspects of service and personalised service.

1.2 Problem statement

Many people struggle to sum up the personality or character traits of Generation Y. Yet, according to Lee (2013:2), one of many leading characteristics that the majority of the millennial generation share is their love for technology, and they are often referred to as 'tech-savvy'. Lee (2013:3) reports that it is a given that the millennials preferred travel style will differ significantly from that of their parents, and also states that very little research regarding the changes and trends that will be incorporated into the hospitality industry by this generation has been reported.

Richard (2017:56), states that there has been an increase in the diversity of guests not only in terms of demographic changes but particularly in guest expectations. Richard (2017:57) also indicated that a large percentage of the working population globally is made up of millennials who yearn for immediate satisfaction, crave endless adventure and can have slightly frugal spending habits. Furthermore, Scott et al. (2009) stated that this generation has become pleasure-seeking and self-gratifying and that they seek an experience that allows multicultural and integrated dynamics as well as outstanding service quality.

Pentescu (2016:8) mentions that millennials, referred to as the most educated generation ever, are highly influenced by technology and trends as well as by peers. It is apparent that due to their diverse buying behaviour they still seek a certain amount of personalised service, when visiting or staying in hospitality establishments globally.

The millennials are contrastingly different to all predecessors and have generated a new dynamic of service and expectations of the service experience. The millennials, are open-minded and highly knowledgeable and can adapt their expectations according to the type of environment they find themselves in. Richard (2017:59) explains that millennials are generally smart spenders and careful about what they spend money on, yet they do not shy away from spur-of-the-moment decisions or purchases made on the spot.

Mhlanga (2018:4) reports that only through the process of understanding the perceptions and expectations that the guests have, the hospitality industry will be able to entice a large group of millennials and sustain them through the service delivered to them. According to Konjikušić & Starčević (2018:222), most studies that have been completed have generally dealt with millennial behaviour, demographics and attitudes, while fewer studies have focused on the changes in marketing and service according to their behaviour in the hospitality industry. The researcher concurs this statement and highlights a gap in the research on the focus of reporting noticeable changes implemented within the services provided and marketing tools practiced by the tourism and hospitality industry.

Various studies were found by the researcher which were conducted internationally (14) and nationally (1) regarding the millennial generation and their consumer behaviour, customer experience and service expectations. The studies were conducted globally; by multiple researchers, such as Konjikušić & Starčević (2018:234) who conducted a study in Serbia, titled "Why millennials as digital travellers transformed marketing strategy in tourism industry?", authors Scott et al. (2016) conducted a study titled "The influence of New Technologies on Tourism Consumption Behaviour of the Millennials". The studies above were conducted in various countries. They gave a global summary of the general character and expectations millennials around the world share on accommodation establishments. Still, there is no such thing as the "one size fits all" approach to research. There should be no generalisations or deductive assumptions made in data analysis and therefore, the expectations of millennials in South Africa should be interpreted uniquely and not be generalised as the same as the rest of the world.

One of few studies found such as a study titled, "Factors influencing hotel experiences for millennial tourists: A South African study" by Mhlanga (2018:3) which were focused generally on the characteristics, the demographic changes in the market and the technological needs of millennials tourists done in South Africa. In this study, Mhlanga's respondents were seven hoteliers and 424 domestic millennial tourists staying at hotels in Gauteng, South Africa. Mhlanga completed the data collection process using questionnaires and a mixed method approach. As highlighted above, there has been very few studies conducted within the tourism and hospitality industry which focus on the South African population and the millennial

generation specifically. This identifies a gap in studies done for the South African tourism and hospitality industry and the accommodation sector as a whole. The lack of available research results in a lack of awareness and understanding of the expectations South African millennial guests have when visiting accommodation establishments. Similarly, the researcher designed a questionnaire to determine the current expectations of South African millennials when visiting accommodation establishments in South Africa. The current study aligns in motive and aim of the study mentioned above.

1.3 Significance of the study

1.3.1 Academia

Lee (2013:8) states that the tourism and hospitality industry is facing challenges in meeting and exceeding the expectations of millennial guests because of the lack of current industry knowledge. Therefore, will result in the industry lacking in comprehending and implementing the recent necessary changes needed in the modernising of the service strategies and upgrading and implementation of systems used to improve the standard of services delivered. The implementation of these changes within the tourism and hospitality industry are needed in order for these establishments to remain relevant within their trade. This statement speaks to the researcher as a gap in the market, making this research significant as the more research completed on the topic, the more room there is for creating awareness of the expectations that the new generation has.

There is limited research done on the expectations of millennials and the impact it may have on the tourism and hospitality industry both globally and in South Africa. Mhlanga (2018:2) concurs as studies show an abundance of research conducted focussing on American millennials and limited studies devoted to non-American millennials. Therefore, this study will have prospects of determining many positive outcomes, namely, the new niche market and the millennial generation's expectations of experiencing unforgettable service experiences, that meet their needs. Richard (2017:57/) shares that this could allow for diversification amongst tourism and hospitality establishments and a higher quality of service, which can prospectively therefore also increase revenue through generating ancillary revenue and maximising the guest spend. Richard (2017:62) determines key methods for accommodation establishments to successfully guarantee financial growth and maximisation of profitability, by finding new funding structures, enlarging growth markets to maximise revenue and trying to determine a variety of personalised services and products that will appeal to the millennial guest.

Previous studies by Gladly (2018:2), KPMG (2017:4) and Pentescu (2016:1) were conducted by sending out questionnaires to millennials in the United States of America (USA), United

Kingdom (UK) and Romania respectively. The studies were structured regarding customer and millennial expectations in various international countries. Therefore, currently, there is limited information regarding African countries. The study will inform the tourism and hospitality industry about the expectations of millennials at accommodation establishments. Therefore, this study will add value to African data and literature in available methodology to be used by future researchers.

1.3.2 Accommodation establishments

Oracle (2016) conducted a study in Germany, Japan, the UK, the USA, Brazil, Australia, Mexico and France, surveying 9799 millennials in 8 countries. The author shared that one advantage of having sound knowledge of millennial behaviour is not only vital in the process of interacting with the guests but also allows employees to improve service delivery. Accommodation establishments in South Africa and many other countries will find the research to be beneficial as the results will encourage establishments to determine needs and expectations of millennials that may visit their establishment and help identify the areas of improvement within the service experiences they offer. Millennials in search of unique and personalised service experiences force hotels to adapt, seek, create and implement ways to deliver on the expectations of the new generation (Oracle, 2016:3). Thus, guests will benefit by not only enjoying memorable experiences and getting value for money, but also the implementation of social media trends and techniques will be a great benefit to the establishment. Therefore, the implementation of mobile technology requires hospitality establishments to reassess the services they offer (Oracle, 2016:4). When guests make use of reviews and recommendations, establishments will form a globally significant customer base, resulting in new and return guests where positive reviews are left. Establishments are guaranteed positive feedback in return for delivering positive experiences.

1.3.3 Economy

The tourism and hospitality industry has always proven to be a positive contribution to the South African economy. Even during the worst financial crises and recessions experienced, international tourists, new and returning guests in South Africa are always occupying the local hospitality establishments (Alberts, 2018:32). This study will therefore aim to motivate accommodation establishments in South Africa to invest in creating new and personalised service experiences that meet the desires of the millennials intending to attract the millennial generation to invest in local travel experiences within the country. The Department of Tourism (2019:15) shares the annual report for 2018/2019, done by the World Travel and Tourism Council (WTTC). This report states that the tourism and hospitality industry in South Africa contributed an estimation of 1.5 million jobs, representing 9.2% of the overall employment within the country. The increase in domestic travel in South Africa can boost the economic

state of the country and could cause a significant drop in the current unemployment rate (The Department of Tourism 2019:15).

The last recorded statistic on the unemployment rate in South Africa by Stats SA (2020) shows that the current rate of 30.1% is highly concerning. By implementing the findings of the research, a few employment opportunities and partnerships may arise, as hospitality establishments could hire new staff specialising in assessing the expectations of the millennials as well as designing structures to implement these necessary changes to the service journey of the establishment. Decreasing the unemployment statistics in South Africa is a great benefit to the individuals being employed but is more beneficial to the economy in general. This can be achieved if accommodation establishments truly invest in understanding their customers, the millennials, and adopt what the millennial wants into the services they

offer, they can attract more guests, make more revenue. The growth in business results in the need for more employment, resulting in job creation and increased employment.

The significance of this study is different from the studies previously completed as mentioned above, as the researcher will be using online questionnaires solely to access the millennial generation in South Africa specifically. Contrasting to previous studies conducted globally which made use of quantitative and qualitative methodology for their data collection processes. . this questionnaire will allow local millennials to express their service expectations and not be generalised with the expectations of the global millennials, making a contribution to the methodology for South African studies.

1.4 Study aim and objectives

1.4.1 Aim of the study

The study aimed to determine South African millennials' expectations of accommodation establishments in South Africa.

1.4.2 Objectives

The objectives of the study are:

- i. To determine the background information of South African millennials.
- ii. To determine the service expectations of South African millennials on accommodation establishments in South Africa.
- iii. To determine South African millennials' expectations of accommodation establishments in South Africa.

1.5 Research questions

The following research questions guided the research study:

- i. What is the background of South African millennials?
- ii. What are the service expectations of South African millennials of accommodation establishments in South Africa?
- iii. What are the expectations of South African millennials on accommodation establishments in South Africa?

Figure 1.1 below is the conceptual framework that informs the study, which is guided by the purpose and the objectives of the study.

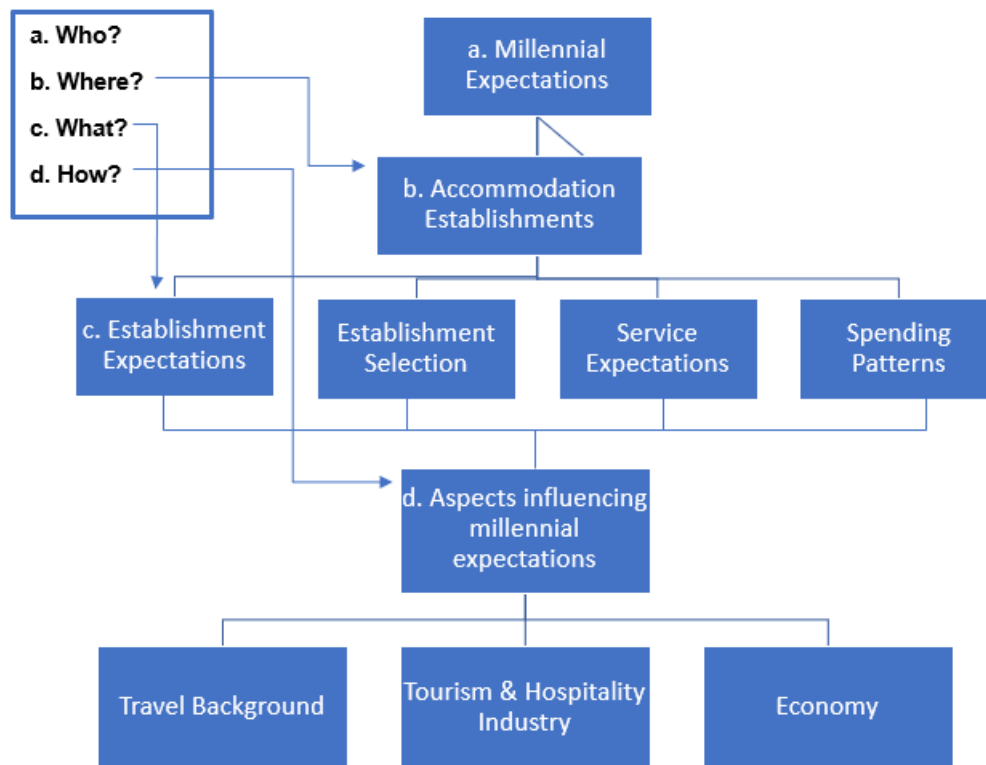


Figure 1.1: Conceptual framework

1.6 Chapter outline

Chapter 1: This chapter provides a brief introduction to the study, including a short background to the research problem which is focused on the millennial generation, the tourism and hospitality industry as well as the accommodation establishments in South Africa. The problem

statement and significance of the study are also explained. In this chapter, the aim, objectives and research questions that will serve as a guide to the study are stated.

Chapter 2: An in-depth literature review unpacks the views and opinions of multiple authors who have conducted similar studies and who have also created perspectives on the research problem through previously published literature. The literature review covers multiple areas which include information regarding the tourism and hospitality industry the millennial generation, the demographic of the millennial, the characteristics of the millennial, the impact of millennials in the tourism and hospitality industry, the millennials' expectations within the tourism and hospitality industry, customer experience expectations and personalised service expectations.

Chapter 3: The research methodology chapter provides and outlines the methods used by the researcher to conduct the study. This chapter details the selection methods used such as the research paradigm, and the quantitative research approach as well as the descriptive research design. The type of respondent, the demarcation, the population, the sampling method, and the data collection processes are described. Also included are the ethical considerations and limitations of data collection.

Chapter 4: This chapter serves as a presentation of the results which were collected through questionnaires that were answered by millennials who are located across South Africa. The results are split into three sub-sections which answer each of the three research objectives as stated in chapter 1. The sub-sections are categorized into the background information and travel background of the respondent, the accommodation expectations of the respondents as well as the service expectations of the respondents. The chapter includes the results which break down factors that influence the respondent's accommodation of choice, as well as the results of the reliability analysis. The data is presented in tabular format using frequencies and percentages.

Chapter 5: This chapter concludes the study. The results presented in the previous chapter are discussed and linked to literature and previous relevant studies. The discussion is structured in sections A, B and C, discussing the demographics of the study as well as the travel background. In section B, the millennial expectations are discussed in line with relevant literature and section C covers factors influencing the millennial respondents' accommodation preferences, which are critically analysed. A reliability analysis and factor analysis are also discussed in this chapter where tests for homogeneity among the variables are analysed. The last section of this chapter states the limitations, recommendations and conclusions of the study.

1.7 Chapter summary

The chapter provided a background to the study, focusing on the millennial generation as primary guests in the tourism and hospitality industry and the expectations they may have of accommodation establishments in South Africa. The chapter further highlighted current gaps in research on the hospitality industry, specifically in African countries. The problem statement, aim and objectives of the study were discussed to emphasise the importance and relevance of the study. The chapter concludes with a conceptual framework and an outline of each of the chapters.

CHAPTER 2

REVIEW OF THE LITERATURE

2.1 Introduction

A significant influence in the continuous development of the tourism and hospitality industry is contributed by the millennial generation, through the changes in the type of services offered by hotels and other accommodation establishments. Sofronov (2018:109) reports that the millennial generation, who many may describe as the lost generation, are an entitled or spoilt generation with access to anything and everything, a generation craving attention but appreciating alone time and most certainly a generation who wants the best of both worlds. This generation has become known for not knowing what they want and strange as it might seem, the millennial generation has decided to forfeit materialistic possessions when travelling and in return, chase after memorable experiences (Lyons, 2016:282).

Barjaktarović and Pindžo (2018:341) state that the hospitality industry has become increasingly diverse, catering to guests with multiple new demands, requirements and expectations of service, specifically the millennial guest. Taking the above into consideration, all hospitality establishments require growth and sustained support of guests. By making use of their establishments, to remain competitive in an expanding and continuously growing marketplace, the establishment will have to create experiences that cater to the factors that influence the desires of the millennial guest (Richard, 2017:57).

2.2 Millennial generation

2.2.1 Description of millennials

Cavagnaro et al. (2018:30) state that in multiple definitions, the millennial generation is classified as all people born between the years 1980 and 2000. A further breakdown of the millennial generation can occur by dividing them into two groups, namely Generation Y for people born between 1980 - 1994 as well as Generation Z for people born between the years 1994 - present. Currently, the millennial generation ranges from ages 26 to 40 and the post-millennial generation ranges from 0-25 years old, which results in a broad age gap between the youngest and the oldest of the millennials.

Many modern and informal terms that the millennial generation are referred to has been created by different cultural groups. Lyons (2016:282) states that different meanings highlighting the characteristics of this group of people are Generation Next, the Now Generation and the millennials, which is mostly used in the USA and South Africa, with the UK and Australia simply referring to the group as Generation Y. KPMG (2017:5) reports that more

humorous names were created by other countries such as China —‘ken lao zu’ which translates to ‘the generation that eats the old’, or ‘nagara-zoku’, a Japanese term meaning ‘the people who are always doing two things at once’. Lyons (2016) explains that many of the nicknames given to Generation Y are sympathetic in their meaning, such as Generation Maybe, a term used in Germany that refers to the contradicting features of this group, having so many great opportunities that it may overwhelm them and they end up actually doing nothing. The Spanish term ‘Generación Ni-Ni’, as a demographic with slim chances of working or studying due to the national economic crises.

There are noticeable differences between different types of millennials within the same generation, and they can be classified into specific groups. A survey done by The Media Insight Project (2015:1) reports a breakdown of the millennial generation according to their age, current lifestyle and social media usage. Four groups were created, namely The Unattached, The Explorer, The Distracted and The Activist. The Media Insight Project (2015:1) explains that The Unattached and The Explorer share many similarities, such as their age group being 18-24, they have generally not settled down yet, and are mostly unmarried, have no children and have not established a fixed career. The Distracted and The Activist are the older millennials, aged 25-34, who have begun families and form part of the working class, with established careers and have generally settled down already.

2.2.2 Demographic of the millennial

Pentescu (2016:2) mentions that the millennials or Generation Y are adults or currently reaching adulthood, meaning that, not only have they joined the workforce, but they also embody the new generation representing a great opportunity and financial prospects for the tourism and hospitality industry as their travel spending is estimated at US\$ 200-300 billion annually. According to the Worldometer (2023), globally the current world population is estimated at almost 8 billion people in which the millennial generation dominates over all other generations. Neufeld (2021) shares that the millennial generation represents 23% of the global population, with Asia, Africa and Latin America dominating as the continents with largest groups of millennial citizens. Mhlanga (2018:4) provides evidence that the South African population has in the region of 14.5 million millennials, making up 26.5% of the country’s inhabitants. Stats SA (2020) reports that in South Africa, a national census is conducted every five years and a report is compiled on the statistics and current state of the entire population of the country. Stats SA (2020) adds that the population of South Africa is 55.6 million people with 20.1 million (36.2%) of those being millennials. The number of youth reported in the study is the number of millennials that were residing in South Africa at that point in time. The increase in millennials from the previous survey conducted in 2011 was 109 787 as more millennials returned to South Africa to reside from after living abroad. The total grew from 20 032 222 in

2011 to 20 142 009 in 2016 (Stats SA, 2020). The next national census is in 2022 where a large increase in population is predicted and expected globally and nationally (see figure 2.1).

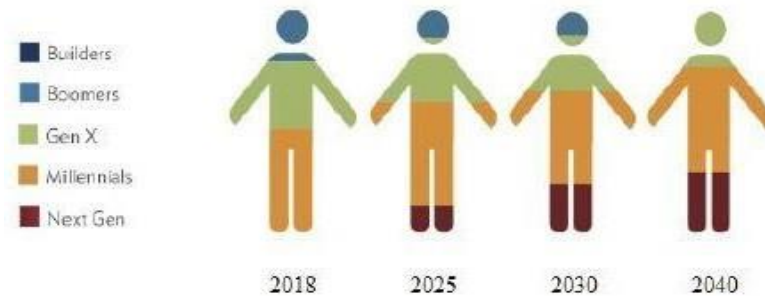


Figure 2.1: Global population prediction of millennials between 2018-2040

Source: Sofronov (2018:110)

2.2.3 Characteristics of the millennial guest

Melotti and Ruspini (2016) state that the millennial generation is called the 'hero' generation at times, as they have not only shown to have dreams of improvement but have since proven to follow through with these dreams to ultimately implement a better future for all. Known for taking big risks and not following the ancient traditions of their predecessors, Bochart et al. (2017) mention that millennials postpone settling down as previous generations have done and do not prioritise getting married and having children at a young age.

According to Garikapati (2016:560), the millennial generation spends their money very cautiously and are not labelled as a materialistic population; they invest their savings in gaining life experiences exploring through travel and leisure. This price-sensitive generation is made up of extremely smart spenders and avoids excessive waste by making sure value for money is always received (O'Connel, 2015). A strong interest in sustainability development and eco-friendly practices has become a large interest for millennials, in contrast to Generation X and the Baby Boomers (Bochart et al., 2017) who also describes the buying behaviour of millennials to be highly unpredictable.

Lee (2013:7) states that millennials are comfortable with sharing large amounts of their lives with their friends by making use of social media platforms. They also demand to receive information instantaneously as it is taking place and are therefore often referred to as the Now Generation. Konjikušić and Starčević (2018:224) used the term 'digital natives' which is used to describe people who are technologically capable through being exposed to computers, mobile devices and the internet at very early stages in their lives, therefore the millennial

generation, could be classified as natural digital natives. With a predominance of technology included in their upbringing and with daily increasing influences of social media and technology affecting expectations worldwide. Richard (2017:70) states that the millennial generation still chooses fast and friendly service and face-to-face interaction with service providers and prefers to share their personal experiences in the form of online reviews, which may be positive or negative, according to their expectations.

2.3 An overview of the tourism and hospitality industry

Tourism is described by Skripak (2015:330) as the movement of people from various places for several reasons, whether for business, leisure, or both. Kearney (2018) states that the tourism and hospitality industry can easily be described as one of the most active, trendy, evolving and demanding industries, whether it is looked at from an international or domestic perspective. The tourism and hospitality industry can be broken down into various sub-sectors such as travel services accommodation and lodging, food and beverage services, recreation and entertainment, convention and event management, country clubs and travel services. Similarly, to having varying opinions, taste and behavioural patterns, tourists differ when making decisions regarding suitable accommodation by establishment selection (Twumasi et al., 2022). The millennial guests greatly impact the industry at large, with new demands, new visions, and new expectations of what the hospitality and tourism industry should offer, which could have serious implications if the industry does not comply or adapt to their new guests (Kearney, 2018).

Skripak (2015:330) adds that very often people describe the tourism and hospitality industry as the largest industry in the world, as it contributed 10% of the global Gross Domestic Product (GDP). The tourism industry is greatly impacted by the economy, according to UNWTO (2019), with the global regions showing the highest growth in tourism dollars earned are North and South America, Europe, Asia and Africa. UNWTO (2015) reports that the Middle East was the only region that showed negative growth at that specific time. Socially, the tourism and hospitality industry encourages the breaking of religious, sociocultural and political barriers and also allows positive images to be created and marketed of the various destinations visited by millennial guests. The tourism and hospitality industry has a significant impact on the environment and largely relies on natural beauty and by ensuring the protection of the environment, both the destination and natural environment benefit greatly. In Table 2.1 below, the sectors of the tourism and hospitality industry are broken down into different categories.

Table 2.1: Tourism and hospitality industry sectors

Category:	Examples:
Accommodation and Lodging	Hotels/ Motels/ Resorts/ Campgrounds/ Cabins/ Airbnb/ Home Aways
Recreation and entertainment	Gaming/ Theme parks/ adventure and outdoor/ recreation
Travel services	Travel Agents/ Online Travel Agencies/ Airlines /Cruise Ships/ Rail/ Bus /Car / Ecotourism
Food and Beverage services	Restaurants/ Catering / Institutional
Conventions and Event Management	Meetings/ Expositions/ Social and Special Events
Clubs	City Private Country Clubs

Source: Skripak (2015:355)

2.3.1 The impact of the tourism and hospitality industry in South Africa

The Department of Tourism (2019:25) reported that in South Africa a total of 18.7 million domestic trips were taken in and around the country. These results show that local tourism in South Africa has grown and become more popular. This statistic shows a substantial increase from the previous year as it is 12.7% higher than 2017/2018. The Department of Tourism (2019:26) indicates that domestic travellers contributed an impressive R29.5 billion to the economy by travel within the country for business and leisure purposes.

The Department of Tourism (2019:26) survey reveals that most travellers revealed that they travelled for various reasons but the main reason for the travel was to visit their loved ones, both family and friends. Most travellers, especially families, only travel during the school holidays which are the peak season for tourists. The peak season is the months of November to February, the months of summer in which most people travel in and around South Africa. However, there has been an increase in travellers in the off-peak season, the winter months from May to October, has occurred due to many establishments offering promotions or special offers in that season.

South Africa a country with a total of nine provinces, attracts thousands of tourist attractions and many sights including globally recognised cultural, environmental and food and beverage establishments (Alberts, 2018:2). The Western Cape province is home to multiple natural tourist attractions such as Kirstenbosch Gardens, Lions Head, to name a few and Table Mountain, which is recognised as one of the seven wonders of the world which concurrently the most recognised natural attraction in the Western Cape (Hastings, 2020). Mpumalanga

and Limpopo provinces are host to some of the best game farms and safari experiences in Africa, including the Kruger National Park. South Africa is also host to some popular hiking experiences including the Drakensberg Mountains in Kwazulu-Natal, the Pilanesberg Game Park outside Gauteng and the Tsitsikamma hiking trail at the Storms River in the Eastern Cape. Local travellers tend to favour the coastal areas within the country as the beaches and coastline travel experiences are a must-see (Department of Tourism, 2019:33). Cultural and heritage landmarks are in abundance in South Africa due to its rich history. These include popular landmarks such as Robben Island, the Rupert Museum and Maboneng Township Arts Experience in the Western Cape as well as the Cradle of Humankind situated in Gauteng and the McGregor Museum found in the Northern Cape (Ash, 2017).

According to researchers at PricewaterhouseCoopers (PWC) (2019:3) the tourism and hospitality industry will continue to suffer as the economy suffers, but positive changes will positively affect the domestic tourism market with every increase in the economic situation of the country. Travel and tours were a great expense to a large percentage of the locals in South Africa and therefore most travellers spent the most money on transport, compared to their other travel costs, as they travelled specific destinations. As per the Department of Tourism (2019) review, the state of the country's economy, the increasing fuel price, and transport costs have caused many domestic travellers to reconsider, cancel or adapt their plans as a large percentage of local travellers' budgets is spent on the cost of transport to and from destinations.

Great expectations are anticipated for the increase in domestic travel in South Africa to grow with an estimated 4.7% compounded annually in the next five years between 2020 and 2025. PWC (2019) share that excitement is building in the tourism and hospitality industry as the researchers reported an estimated increase of 1.53 million domestic travellers from 5.97 million in 2018 to 7.50 million in 2030, resulting in a large increase in revenue and opportunity for the tourism and hospitality industry at large.

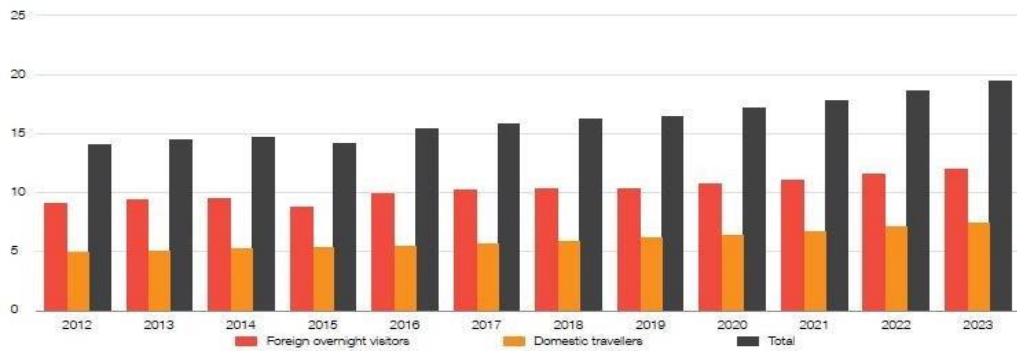


Figure 2.2: Domestic and foreign visitors between 2012-2023

Source: PWC (2019)

Figure 2.2 shows the number of visitors to SA for the period 2012–2023 for business and leisure purposes (PWC, 2019). With such great numbers of both domestic and foreign travellers these numbers show the level of interest in touring and experiencing South Africa as a tourist destination, and with that comes an increase in demand for successful tourism and hospitality industry experiences.

Locally, the South African tourism and hospitality industry is a promising industry for various reasons such as a large variety of establishments and great support from local and international guests. Albeit it being an industry facing many challenges, it is surely an industry rich and diverse in culture, style and authenticity aligning with many characteristics of its millennial guests.

2.3.2 Impact of Coronavirus in South Africa

COVID-19 was defined as an infection which was caused by the SARS-CoV-2 virus (WHO, 2020). The disease was a respiratory illness from which most people could recover without special treatment but the WHO (2020) reports that people with underlying and chronic conditions like were more likely to become seriously sick or die.

Unforeseen circumstances such as the global pandemic caused by COVID-19, a global outbreak of a life-threatening viral infection, have caused the predicted statistics stated above to change drastically from 2020 to this current day. The spread of COVID-19 was inevitable due to people working and living in such close proximity to each other. South Africa as well as many other countries around the world was soon declared to be in a national state of disaster where lockdown regulations were put in place. Lockdown regulations varied with different levels ranging from level 1-5 dependent on the rate of the spread of infections. The Western Cape National Government (2020) shared that all South African citizens were forced to stay at

home with the exception of essential workers, rendering an essential service, collection of social grants or in dire need of emergency healthcare.

2.3.3 Impact of Coronavirus on the tourism and hospitality industry in South Africa

The impact of COVID-19 on the tourism and hospitality industry in South Africa was massive and unpredictable on both revenue and supply chains. The World Health Organisation (WHO) (2022) reports that the government had to make a difficult decision to shut down the operation of hotels, restaurants and all other establishments, causing significant disruption in the tourism and hospitality industry worldwide.

Stats SA's (2020) Tourism 2020 report determined that international arrivals saw a devastating decline of 71% from 15.8 million in 2019 to only 5 million in 2020 due to travel bans and hard lockdowns that were enforced around the world. Similarly, the United Nations Conference on Trade and Development (2020:1) report that the international tourist arrivals between the months of March and December decreased by 74% in comparison with the statistics of 2019. Figure 2.4 on the next page shows a decrease in the number of travellers between 2019 and 2020.

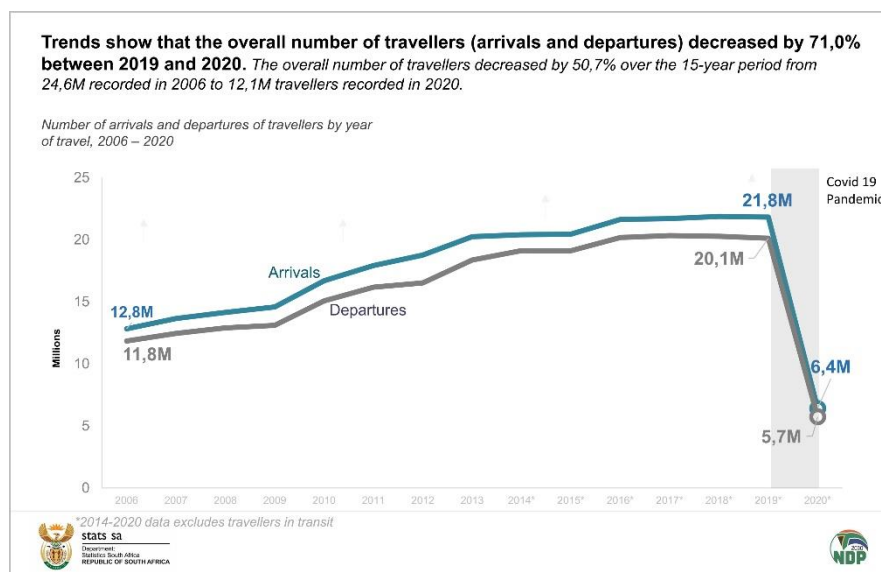


Figure 2.4: Overall number of travellers between 2019 and 2020

Source: Stats SA (2021)

Stats SA (2020:10) states that the South African President, Cyril Ramaphosa, announced ways that industries would combine forces to work together to reduce the rate of COVID-19

spreading by trying to reduce and monitor the rate of infections. According to Deloitte (2020:1), the tourism and hospitality industry supported the government's attempts to curb the spread of the virus by availing hotels to be used as hospitals as well as quarantine venues, resulting in guests not being able to occupy these establishments for leisure purposes until all lockdown restrictions were lifted.

Not all effects of COVID-19 were negative. There were some positive outcomes that resulted from the COVID-19 pandemic for the tourism and hospitality industry. The severity of the situation has forced the owners, managers and staff to go back to the drawing board to design new structures within the operations of their establishment to ensure the sustainability. Many owners and managers were desperate to keep their establishments up and running and ultimately generate an income by any means possible. This resulted in the development of new business models, new service delivery concepts and opportunities, pushing previously prioritised but not as lucrative activities to the side (Deloitte, 2020:1).

As the impact of COVID-19 is still being felt, not only is the country's economy recovering gradually but also the tourism and hospitality industry. Unfortunately, in many cases, the lack of tourists and visitors has caused establishments to shut down completely, or staff reduction and retrenchment, and the loss of income has been widely experienced. It is now more imperative than ever that all surviving establishments revive the support of international and domestic tourists as it plays a critical role in the industry's chance of survival and ultimately serves as a tool for recovering the damages caused, by securing and maintaining the business of the millennial guests.

2.3.4 Accommodation sector in South Africa

A vast variety of establishments around the country meet an exceptional standard and can easily compare to some of the finest accommodation establishments around the world such as establishments that are rated as part of the Leading Hotels of the World. The Leading Hotels of the World, Ltd. is a group of authentic luxury hotels, which include 400 of the best hotels in 80 countries around the world. South Africa boasts five incredible establishments meeting and exceeding the standards of the Leading Hotels of the World, namely the Cape Grace in Cape Town, Thanda Safari in Hluluwe, The Manor House at Fancourt in George, Shambala Private Game Reserve in Vaalwater, and the Saxon Hotel Villas & Spa in Johannesburg (The Leading Hotels of the World, 2022). South Africa features an abundance of magnificent properties which form part of multiple local hotel groups, such as the Tsogo Sun International, Protea Hotels by Marriott, Legacy Hotels and City Lodge.

The essence of South Africa as a destination can be found in the lodges situated around the country. In the heart of the wilderness, luxurious safari lodges with uniquely designed

experiences of the wildlife on thrilling safari game drives, gourmet cuisine and 5-star hospitality and service are found under the beauty of the African skies. Expedia (2022) indicates that some of the best-rated lodges in South Africa are the Samara Private Game Reserve in the Eastern Cape, the Grootbos Private Nature Reserves in Gansbaai and Lion Sands Nature Reserve in the Kruger National Park. Accommodation establishments differ in cost according to classification, standard of service, and quality of the establishment (TGCSA, 2022). Despite research regarding tourist experiences being highly relevant to the tourism and hospitality industry, limited empirical studies focussed on the factors demographics play in influencing the standard of accommodation choices (Twumasi et al., 2022: 2). These factors all influence the expectations guests have when considering accommodation establishments for business or leisure. An organisation called the Tourism Grading Council of South Africa (TGCSA) is one of the only globally recognised quality assurance body in South Africa, responsible for grading tourism products such as accommodation establishments. TGCSA aims to reassure the quality of the accommodation and venues for local and international tourists when choosing an accommodation establishment (TGCSA, 2022). Accommodation establishments such as formal accommodation (hotels), guest accommodation (bed and breakfast, guest houses; self-catering accommodation, game lodge, backpackers/hostels, caravan and camping sites) are examples of establishments that are graded by TGCSA through an accredited assessor (TGCSA, 2022). Post grading the establishment receives a star plaque and certificate indicating the grade received of between 1 and 5 stars. The grading received will serve as a guideline of the establishment's rates, standard of service, and quality of the establishment to tourists when searching for the perfect establishment, also allowing guests to manage their expectations according to the level of star grading.

South Africa is a country rich in landscape, mountain ranges, fields and hectares of greenery and wildlife and it comes as no surprise that the country hosts a vast variety of campsites and caravan parks such as luxury establishments used for 'glamping', namely Hills Nek Safari Camp or Gorah Elephant Camp or a site providing the camping space and the necessities needed. Business Tech (2021) reports positive year-on-year growth seen in the income received from accommodation. The largest increase is seen in caravan parks and camping sites' income with a 263.2% increase and guesthouse and guest-farms' income increased by 257.9% post the Covid-19 pandemic. Guest houses and guest farms in South Africa include establishments graded from 1-5 stars and can be found in all provinces in the country, guest houses are especially more visible in small towns as the majority of the small towns do not have hotels or large accommodation establishments. According to Expedia (2022), some of the best guest houses in South Africa are Shan C in the Wilderness (Western Cape), Sunrock Guest House in Kempton Park (Gauteng) and Hlangana Lodge in Oudtshoorn (Western Cape) to name a few.

A noticeable increase in demand for accommodation establishments such as Airbnb’s and self-catering units have changed the narrative for accommodation establishments globally and most certainly in South Africa. The concept of an Airbnb can often be seen on the opposite spectrum of the traditional service and hospitality received by hotel staff, but ultimately Airbnb and self-catering establishments allow their guests to feel at home wherever they make a booking. Airbnb (2019) reports that since the founding of Airbnb, 2 million guests checked in at Airbnb listings in South Africa during the first year, generating R8.7 billion. Whether looking for an apartment, flatlet, room, house, villa or mansion, Airbnb has establishments located all over South Africa that can meet and exceed the requirements of your stay. Therefore, a growth of over 2% was seen in income earned from accommodation in 2019, regardless of the decline in international tourists visiting the country.

The hospitality industry in South Africa provides employment to a large number of South Africans, specifically, within the accommodation sector, providing 709 000 jobs in 2019 (South African Accommodation Report, Research and Markets, 2021). The COVID-19 global pandemic changed the state of the economy, as an article by Business Tech (2021) reports that the tourism sector is gradually recovering from the devastating effects of COVID-19, such as massive layoffs, retrenchments, businesses closing down permanently as a result of the shutdown of the tourism and hospitality industry.

Figure 2.3 below indicates the occupancy rates in the tourist accommodation industry between January 2018 and August 2021 and a jaw-dropping decrease in occupancy is noticed between January 2020 and January 2021 due to the COVID-19 pandemic.

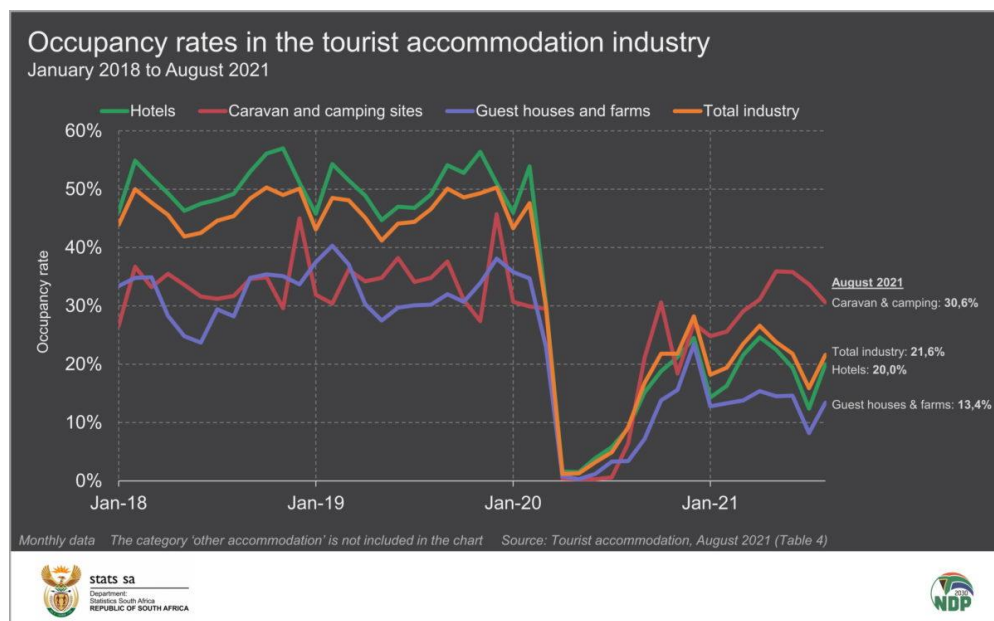


Figure 2.3: Occupancy rates of the tourist accommodation industry in South Africa

Source: Stats SA (2021)

2.3.7 The food and beverage sector

The South African food and beverage industry is one of the largest sectors and provides much employment to the country. The sector is made up of a variety of establishments including restaurants, bars, takeaways, drive-throughs, taverns, clubs and many more, providing the millennial generation with endless options upon their journey to exploring the perfect establishment that will not only meet but exceed their expectations on demand. South Africa has the largest and leading market of food and beverage in sub-Saharan Africa, which undoubtedly makes it a very competitive industry within tourism and hospitality and a great source of income for the South African economy.

South Africa shows a diverse collaboration of culture and ethnicity where languages can be united by many through song, dance or even sport but above all, there is nothing like food and drink that can bring people together. Alberts (2019:2) reports that regardless of where people come from or their circumstances, food and beverage have become a common ground in creating a universal experience. In the food and beverage industry in South Africa, expectations are high as patrons are spoilt for choice as they have the pleasure of exploring cuisines from all around the world with cooking styles such as Italian, American, French, Portuguese, Greek, to name a few, are all incorporated in the daily cuisines.

Upon visiting accommodation establishments in South Africa, the millennial guests make use of food and beverage outlets throughout various periods of the day. Therefore, the millennial generation, being so unique in their diverse needs and expectations, regardless of whether they are a local or international tourist searching for room service, fast food outlets, fine dining restaurants, food and wine pairing, food stalls and *shisanyama* (burnt meat, referring to meat cooked over hot coals) restaurant. Archbishop Desmond Tutu, named South Africa the Rainbow Nation shares Nevitt (2022). This term compares the multiple colours of a rainbow to the diverse range of culture, tribes and languages seen within the South African population. The rainbow nation, South Africa has no lack in diversity when referring to types of cuisines and food markets to explore, ensuring that there is something to suit the tastes and very importantly, the budgets of all travellers (Alberts, 2021:2).

The food and beverage industry boasts a local restaurant that ranked in the top 50 restaurants of the world in 2019 – Wolfgat in Paternoster ranked number 50 (Statista Research Department, 2021). Two more restaurants, namely La Colombe in Constantia in the Western Cape and Fyn Restaurant in Cape Town ranked 81 and 92 respectively in the top 100 restaurants of the world (Purdon, 2021). This prestigious San Pellegrino Awards serve as an indication of the standard of the South African restaurant and bar industry. South Africa has

the largest and leading market of food and beverage in sub-Saharan Africa, which undoubtedly makes it very competitive within the tourism and hospitality industry.

2.3.8 The impact of COVID-19 on the food and beverage sector

COVID-19 challenged fast food outlets, fine dining and all other establishments to develop alternative and safe ways to keep their restaurants operational and ultimately keep their doors open once the pandemic hit. The Statista Research Department (2021) explained that many restaurants started implementing new strategies to keep service running in the most effective and efficient ways possible, such as wearing a mask, sanitising hands and surfaces in between coming into close contact with each customer, social distancing between staff and customers with keeping 1.5m apart. Many restaurants operated as a takeaway or delivery business only, using Uber Eats, Mr Delivery and various other alternative and safer options to have service delivery to all their loyal customers who instantly were out of reach. These methods are still being implemented in some ways even though the regulations have fallen away, thus allowing for a cleaner and safer establishment. The efficiency and effectiveness of takeaway services will be used more than it was before COVID-19 forced implementation as it has become an efficient way for customers to obtain their food products.

Connection through technology can be described as one of the leading expectations of millennials when choosing a restaurant to dine at. As social media ratings are a great influence when having to make decisions and weighing up your dining options. An increase in food delivery services can be expected as the efficiency and effectiveness of takeaway with delivery vehicles and services will be used more than it was before COVID-19 forced implementation, as it has become an efficient way for customers to obtain their food or products from most restaurants in around your area (Statista Research Department, 2021).

2.4 The millennials' expectations within the tourism and hospitality industry

Gladly (2018:17) could not sum up the expectations of millennials better, stating that "21st-century consumers want service that's fast, yet still furious(ly) personal."

2.4.1 Social and technological expectations

Various differences are noticeable when looking at the diverse needs and travel behaviour when comparing the expectations of the millennial generation guests to the older generation of guests when going about their business or leisure trips. These expectations highlight identified desires the millennial guests have when in the process of the establishment selection process. Certain factors are determined as aspects to consider that influence their expectations of what an accommodation establishment should offer the new generation guests.

Globally, millennial travellers have specific desires according to the type of travel plans they have in place, also dependent on their destination. Mhlanga (2018:4) states that the expectations of the millennial generation guest have become simpler due to their modern and minimalistic take on the requirements the hospitality industry must meet, yet simultaneously their expectations have become more complex as well, with the integration of the new and developing technological aspects of the travel experience. Booking.com (2018:4) a large online travel agent platform in the tourism industry has completed a survey on 'Travel Trends 2018' by interviewing 56 727 millennial respondents across 30 markets. The researchers who conducted the survey discovered that part of the rising expectations of the millennial generation is their need to know and have as much information as possible about their travel experience and everything it entails.

Smart technology has changed the running order of the daily lives of people in their homes, in working environments and even in the way the cities are run. The tourism and hospitality industry is no exception as they have adopted new and ever-evolving smart business technology and implemented it into the daily operational systems of many establishments. Attala (2019) reports that new and modern technological systems such as smart energy management systems, predictive maintenance systems, smart reserved parking systems, remote check-in and check-out processes, smart room service options and the use of mobile room keys to name a few have slowly been introduced to accommodation establishments in South Africa to bridge the gap and meet the technological expectations of the millennial guest.

South African tourism and hospitality industry has slowly seen the introduction of the use and implementation of robotic systems. Hotel Sky in Johannesburg was recognised as the first hotel on the continent to introduce robot staff members and concierges serving hotel guests with mild COVID-19 symptoms to eliminate the possible spread of the virus according to Pillay (2021). According to Pillay (2021), the robots are able to deliver room service and transport luggage up to 300kg to the guests and served its purpose effectively and efficiently.

The Bring Your Own Device (BYOD), is a culture created by millennials referring to the extensive use of a smartphone used by most millennials. The term is created to highlight that most millennials have access to a smartphone which accompanies them wherever they go on a 24-hour basis as shared by Samsung (2019). Therefore, it is in the interest of the hospitality and tourism industry to incorporate the use of smartphones to readily verify the guests' information and communicate with their hotel of choice immediately via an app rather than an email, mobile, or web browser. Oracle (2016:8) reports that there is an ever-rising number of millennials making use of their smartphones, to complete previously time-consuming activities, including doing online bookings or orders, general payments and even check-in processes, resulting in an expectation for all previously lengthy processes to be done in an instant or to

be completed at the time and convenience of the guest. Lintott (2019) explains that there is an increasing expectation for millennials to be able to place food and beverage orders as well as pay for their order through an app prior to arrival at the establishment, saving the millennial patron time and effort, all at the click of a button.

Oracle (2016:5) suggests that all hospitality operators should improve or adjust their offerings to include new technology allowing guests to complete key transactions, in the most efficient way. The millennial generation has developed a habit of living spontaneously and quick decision-making which means that they are highly likely to make spontaneous or unscheduled travel plans in the spur of the moment and then need to make use of accommodation options that are readily available. Therefore, Lee (2013:15) advises all hoteliers to offer the most accurate and current information on the accommodation establishment's website and social media pages, as the millennials use e platforms such as Facebook, Instagram, Twitter to check rates and packages, pictures and general information that could give them more insight when making a reservation.

A study done by Newman (2018) shows the top trends implemented by the technological demand of the millennial guests are namely: 1. Mobile Integration, 2. Artificial intelligence (AI) and Chatbots, 3. Integration of the Internet of Things (IoT), 4. Focus on Data, 5. Reputation, and 6. Virtual Reality. In addition, newly developed applications have been incorporated as the integration of these technological aspects has become expected by millennial guests and are in use at leading hospitality establishments. The millennials are seeking seamless travel experiences. Barjaktarović and Pindžo (2018:340) report that the applications developed serve multiple purposes. Through the use of the smartphone guests are welcomed, can unlock their room, place orders, make reservations and even check the weather forecast at their leisure without needing to communicate directly with hotel staff. The rapid increase in technological developments in the tourism and hospitality industry and the millennial guest being as highly technically advanced as they are, guests will soon need very minimal physical assistance or human interaction during their visit and travel experience.

2.4.2 Customer experience expectations

Customer experience can be described as the impression the business leaves with its customers, resulting in what they think of the brand, across every stage of the customer journey (Bordeaux, 2020). Customer experience expectations can be explained as the anticipation of the type of service or treatment that the guests expect to receive when visiting accommodation establishments locally.

A study by Oracle reports that loyalty in the hospitality industry goes a long way, for both guests and establishments, with all guests enjoying the incentives of being respected and

acknowledged as loyal customers, as many establishments reward their loyal guests with discounts and in return acquire repeat guests (Oracle, 2016:3). Although all guests enjoy the benefits of being loyal guests the millennials tend to be unpredictable guests when it comes to making long-term decisions and commitments, as they have been described as spontaneous beings by Gladly (2018:4) therefore, the researcher realizes it could be difficult to establish loyal customers within the travel group as their adventurous nature deems it unlikely to effortlessly gain repeat guests at an establishment and therefore encourage establishments to capitalize on the loyalty programmes they put in place. Oracle (2016:17) states that customer service expectations being met by accommodation establishments could result in long-term repeat business with most regular customers, therefore, for millennial guests to expect loyalty rewards, they would need to reciprocate loyalty towards their favourite establishments.

The millennial generation is a group of consumers who expect acknowledgement, regardless of the type of service being offered and more likely when they are returning customers. Gladly (2018:13) reports that a substantial 87% of millennial customers are irritated when they have to repeat information previously given to staff, as current technology leaves very few excuses for any information conveyed prior to being lost and also leaves the customer feeling as if their presence and loyalty is unappreciated. Gladly (2018:21) states that the expectations customers have, are rapidly beating the company's attempts to create better, seamless experiences and therefore indicate a lack of customer satisfaction as the level of anticipated service is not being delivered.

Securing quality service in the physical environment and meeting the guests' general expectations may be less challenging than ensuring quality personalised service. An evident change in service style has come to light where the work of receptionists, concierges and drivers, who were a critical part of the service journey of all guests and visitors to various hospitality establishments have gradually become obsolete with new trends taking over daily (Gladly, 2018:14). An example is with hiring fewer staff and allowing the staff you have to fulfil more than one role, such as completing the duties of a receptionist and concierge or front office clerk, duty manager or reservationist at the same time.

2.4.3 Personalised service expectations

The millennial generation seeks perfect imperfections, whereby they love discovering hidden beauty in an establishment or particular location, where the strengths are enhanced and their weaknesses are embraced and 'once in a lifetime opportunities' can be created, versus a very common or ordinary experience, therefore creating a large expectation of authenticity of the hospitality industry globally (Gladly, 2018:8). The millennials currently contribute greatly to the

ever-changing hospitality and service industry, as the industry will benefit significantly by adapting to the fast-paced, influential and most certainly well-informed guests.

Lintott (2019) found that millennial patrons ultimately seek a unique dining experience with 52% of respondents stating that they find value in unique food and do not mind spending more money to guarantee outstanding services. Wiles and Crawford (2017) determined that by creating authentic local experiences for guests, the relationship and bond created through the unique experience will always be highly beneficial to the establishment. This creates an opportunity for repeat guests, great reviews and potentially new customers. Sorjern (2016) reminds all hoteliers that “honesty is the best policy” and encourages each establishment to focus on its unique attributes, rather than overpromising offerings as the excitement in exploring the authenticity of places is a key characteristic of the millennial guest. Walls et al. (2011, cited by Bharwani & Jauhari, 2012) state that customer experiences in the tourism and hospitality environment consist of several diverse impressions or opinions and therefore Bharwani and Jauhari (2012) recognise that by combining the service experience with the elements that will connect guests and the establishment on an emotional and sensory level and not purely on a functional level, a more memorable experience can be guaranteed.

According to Wiles and Crawford (2017), fortunately for all hospitality industry partners, the newly found expectations will be driven by priceless intangible experiences provided by all establishments. These elements could be incorporated by making use of the natural elements of the environment or incorporating cultural aspects or customs which make the local population unique, being implemented in the different phases of the daily activities of the guests.

Guest loyalty could come with a very small price tag for accommodation establishments by incorporating elements of authenticity and creating once-in-a-lifetime experiences millennial guests will cherish. The encounter and may encourage lifelong guests to the establishment specifically or the greater brand or chain of establishments. For example, in the Western Cape, accommodation establishments could create a service experience where tourists are taken on a journey of the culture and cuisine of the Cape Malay residents in the BoKaap. Airbnb (2019:22) tells a story of an Airbnb host, Fayruza, who has retired and now chooses to spend her retirement hosting a Cape Malay cooking experience incorporating food, history, culture, great company and a lot of laughs with her infectious personality. Airbnb (2019:22) states that her personalised service experience has become so popular that she could boast of hundreds of five-star reviews. Fayruza has now printed a cookbook of her own. The tourism and hospitality industry could create opportunities for travellers to explore the hidden gems of the townships such as a shisanyama restaurant and nightclub named Rands, or The Spade Boutique Hotel in Khayelitsha, incorporating local businesses as well.

A country so rich in diversity could create limitless experiences exploring the variety of cultures, cuisines, traditions and attires and blend them to create one of the most unique personalised service experiences in the world. A new concept named and applied by millennials is the phrase, destination personality. This phrase is defined by Majdarevic et al. (2017) as destination branding, which can be explained by combining the element of typical human characteristics and personal traits and the traits of the destination, as it has been found that guests form stronger connections and bonds with personalised, authentic establishments.

The millennial generation are very different from the previous generations as they are so simplistic in their expectations of travel experiences for both leisure and business trips. The new rationale behind their travel expectations as reported by Schiopu et al. (2016:838) can be simplified by narrowing it down to gaining new experiences, partaking and learning different languages, and cultures and exploring different milestones with the locals, globally. The South African tourism and hospitality industry could maximise this opportunity to implement destination personality in every aspect of the service that the establishment has to offer, by creating guest experiences uniquely adapted according to the cultures of the establishments' environment.

Globally millennials are influencing each other daily, but all people living in different circumstances around the world. Oracle (2016:6) opines that it is unrealistic to expect online bookings or ordering and payments to be supported collectively. "Mobile devices, from ubiquitous smartphones to emerging Apple watches, empower millennials to do just about anything, with the expectation that nothing should go unfulfilled. But for all their power, mobile devices surprisingly are not millennials' solution for everything. They still want personal attention, too and that represents an unprecedented opportunity that hoteliers and food and beverage operators must seize. By pairing technology with "the human touch", they can redefine service to win the loyalty of our most influential customers (Oracle, 2016:7).

Bharwani and Jauhari (2012) believe that guests can buy service delivery but not unique experiences; an excessive amount of money can be spent on service quality, but amazing memories are priceless. Bharwani and Jauhari (2012) highlight the importance of hospitality establishments keeping their customers' viewpoints in mind when designing new systems that will enhance the products and services that the establishment have to offer. Personalised quality service is a major determining factor to ensure positive and memorable experiences for guests.

With digital interaction with guests, multiple integrations of new systems and tools, and real-time access to most sources, Barjaktarović and Pindžo (2018:342) advise all hospitality industry partners to go ahead, adjust and make all necessary changes to stay relevant and achieve competitiveness within the market. A report by Petkovic et al. (2018) supports these same sentiments as mentioned above by clarifying that businesses complying with the new evolution of service and execution have rewards in store for them. In addition, Petkovic et al. (2018) add that businesses that do not evolve or are not willing to apply changes will have no way of surviving this evolution caused by the millennials.

2.5 Chapter summary

The literature review is grouped into sections. Firstly, the demographics and characteristics of the millennial generation. Secondly, the researcher discusses an overview of the tourism and hospitality industry in general as well as an overview of the tourism and hospitality industry in South Africa specifically, with the researcher delving into the sectors of the industry such as the tourism sector, accommodation sector and the food and beverage industry, and the impact of Covid -19 on the industry as a whole. The last section focuses on the expectations of the millennial generation within the tourism and hospitality industry such as social and technological expectations, customer expectations, and personalised service expectations.

CHAPTER 3

METHODOLOGY

3.1 Introduction

Research is known to be a methodical process of discovery and an aid in advancing the body of human knowledge. Asenahabi (2019:77) reports that the aim of conducting research is to solve a problem or discover inventive means to contribute to the body of knowledge. In order for something to be acknowledged as research, it requires a systematic and methodical approach which is required to meet the norms and standards to be valid and reliable. The research methodology outlines the various methods used to complete this study. An overview of the research paradigm, research methods, research design, demarcation, population and sample selection, data collection, data analyses and presentation is explained in this chapter. An in-depth investigation of the ethical considerations and identified limitations of the study is given.

3.2 Paradigm

Positivism is described by Dowling et al. (2018:7) as reflecting the assumptions that measurement, logic, and the implementation of deductive reasoning to prove truths can be applied to the study of phenomena. A positivist paradigm was deemed apt for this study because it probed each of the critical aspects of the topic to be analysed and further strongly aligned with the aim of the study, which was to determine South African millennials' travel background, service expectations and expectations on accommodation establishments in South Africa. This approach can often be seen as a black-and-white approach as it often proves or disproves the research problem or hypothesis using statistical data, unlike interpretivism which requires an in-depth analysis of words, actions and behavioural aspects of society. Furthermore, the positivist approach allows a more scientific approach to the study, which serves to be beneficial as it makes the data found more likely to be generalised to the population and more objective as a whole. Burns and Grove (2011) report that, quantifiable measurements that serve as a reflection of quantitative methods including statistical analytical and mathematical procedures, are to be used to determine probabilities or general laws pertaining to the phenomena being studied.

Dowling et al. (2018:8) indicate that within the positivist paradigm the focus is on being objective and establishing distance involving theory testing, which highlights the researcher and the subject of the research as separate independent structures. The positivist approach benefited this study as it allowed efficient and reliable data collection through the surveying method by using questionnaires.

UK Essays (2018) states that the positivist paradigm also allows researchers to use large numbers for the research sample, which gives the government access to use the information to formulate social policies and for decision-making that relates to the study. The results can be used to aid in the development of new systems, training and academic information as well as a methodology to be used in the tourism and hospitality industry for future studies.

3.2.1 Research approach

Apuke (2017:41) shared that the quantitative research method entails the process of quantifying and analysing variables to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how. Contrastingly, the purpose of the qualitative research method is to create understanding and interpret social interactions using small groups in which participants are strategically selected and not chosen at random as identified (Maree, 2016:163). The researcher makes use of data collection methods such as interviews, open-ended questions and observations, which was not suitable to the aim of this specific study due to the method chosen to collect and analyse data.

The quantitative research method was chosen by the researcher to conduct this study as best suited to the data collection method chosen. Asenahabi (2019:79) opines that quantitative data is focused on precise measurements, which are achieved through critically structured data collection instruments, such as a survey or questionnaire. The researcher identified the suitable data collection process to be followed which was done using online questionnaires, aiming to identifying statistical relationships. Statistical techniques such as the construction of an online questionnaire was used in this study to quantify and analyse the data collected through the data collection process.

Quantitative research is used to discover new trends and trains of thought as well as opinions of the research sample, allowing the researcher to dive deeper into the research problem (Apuke, 2017:41). This study made it possible to retrieve information from the millennials, which allows perspective, opinions and a sense of reality to be shared on the research topic, resulting in the broadening of knowledge, or new systems to be developed and prospects for new standards of service to be created.

3.2.2 Research design

Baker (2017) clarifies that the research design method is used to gather information about the variables, specific to the study without having to make any changes to the situation or without the manipulation of any variables, resulting in cause and effect not being in question. Descriptive research is a research method that involves the process of questioning and observing the behaviour of respondents to depict attributes, factually and systematically (Question Pro, 2022). A descriptive research design is appropriate for researchers aiming to identify characteristics, frequencies, trends and categories using questionnaires or surveys to conduct this research. In figure 3.1 below, a schematic representation of the descriptive survey approach is presented. This figure adopted by Anupama and Kaur (2019:12) was amended by the researcher to be suitable for the structure of this study. The target population, sample size, means of data collection instruments and data analysis processes followed in this study are reflected in figure 3.1.

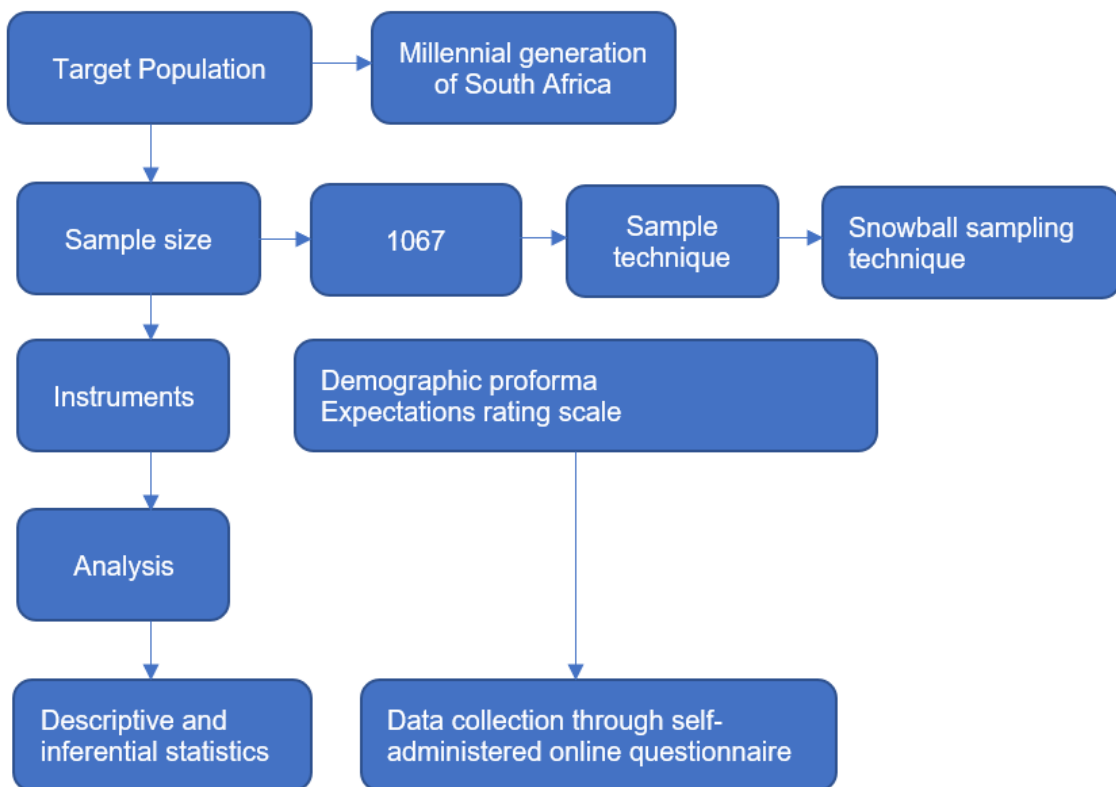


Figure 3.1: Schematic representation of descriptive survey approach

Source: Anupama and Kaur (2019:12)

The process of thorough data analysis and interpretation allows the researcher to determine an answer to the research question through the results by considering the objectives of the study throughout the analysing process.

In this study, the research design method chosen allowed the research to be self-administered, meaning participants are able to complete research without any assistance or it could have been done through various means, namely telephonic communication, face-to-face and email by using a link to complete the online questionnaire by using Google Forms platform (Asenahabi, 2019:89). Taking into consideration the ease of the process of completing the questionnaire, the descriptive research design method and online questionnaire were perfectly suitable to collect data from the participants most efficiently and effortlessly as no direct face-to-face communication was required. It was cost-effective and safer to conduct the questionnaire online as well as the advantage of the millennial generation being technologically savvy making completion an efficient and seamless process to follow. Due to the COVID-19 pandemic and restrictions, sharing the link of the questionnaire via various social media platforms was beneficial to data collection as the data collection had to include millennials throughout South Africa. Online platforms allowed for a greater sharing pool.

3.2.3 Demarcation

This study included participation from millennials in South Africa. All millennials were allowed to participate regardless of their nationality or country of origin.

Figure 3.2 below presents the map of South Africa, showing where the participants came from.

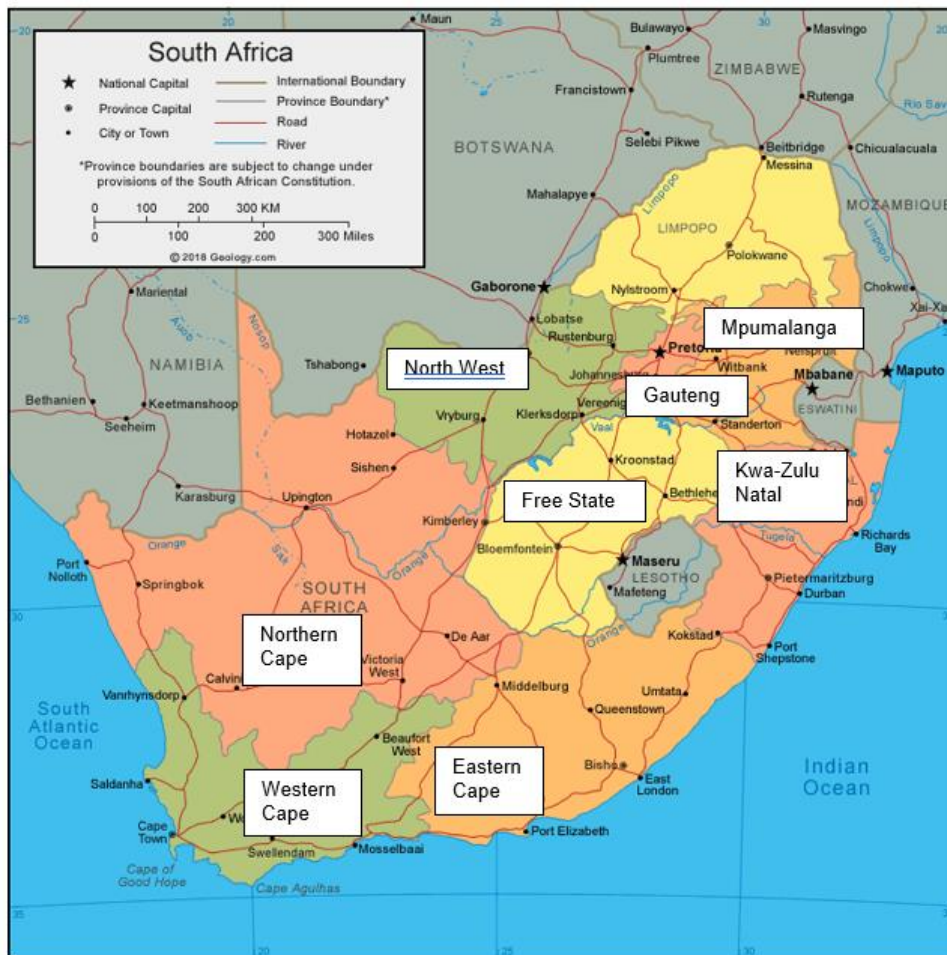


Figure 3.2: Map of South Africa indicating the location of the respondents

Source: Geology.com (2020)

3.3 Research methods

3.3.1 Population

A population is described as a distinct group of people who share a common characteristic such as citizenship or identity from which conclusions can be drawn. Momoh (2022) reports that statistically, a population is defined as a group of individuals or things from which a statistical sample may be drawn for a study. The population of this study was made up of the millennial generation between the ages of 26-40 years old in South Africa. According to Stats SA (2020), there are 20.4 million millennials in South Africa.

With the increase in local travel, many millennial guests are travel within the country. Therefore, the study aimed to maximise the interest in the local market and serve as a benefit to the local tourism and hospitality industry. This study was not restricted to millennials who are well travelled within the country but included those who have a desire to travel within South Africa in the future.

Momoh (2022) reports that to avoid bias in the results it is important to determine a mixed group of respondents, meaning each member of the population is given an equal opportunity to participate. It was essential for the researcher to get a variety of millennials with different expectations of service, spending patterns, financial situations and backgrounds to create an opportunity for diversity of answers, forming amalgamated opinions.

3.3.2 Sample method

Sampling can be described as the selection of a subsection of an entire population as stated by Taherdoost (2016:18). Sampling can be used to make deductions about a population or to generalize in relation to theory that already exists. Taherdoost (2016:19) reports that there are two main types of sampling methods namely probability sampling and non-probability sampling as seen in figure 3.3 below.

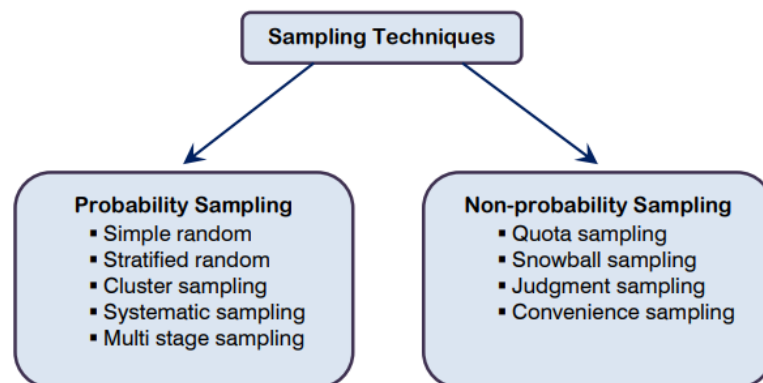


Figure 3.3: Sampling techniques

Source: Taherdoost (2016:20)

Exponential non-discriminative snowball sampling is a type of sampling method where Question Pro (2020) reports that a primary subject is recruited, and that subject provides multiple referrals. The non-probability method, specifically the snowball technique, was used to select respondents.

As mentioned above, the millennial population of South Africa consists of 20.4 million citizens. The sample calculator, the Survey System (2020) was used to determine the sample size. On the sample calculator, the confidence level was based at 95%, an interval of 3 was used and with the population of 20.4 million millennials, it determined that 1067 millennials would be the suggested representative sample for this study.

According to Question Pro (2020), snowball sampling is known as a chain-referral sampling method. It is a technique where the sample has certain traits which may be rare to find. Each new referral then offers a prospective participant referral through various methods such as word of mouth, social media platforms and many more until the targeted sample size is reached. Therefore, the researcher envisioned that when valid candidates were found, the candidates would refer and or recruit other suitable candidates throughout South Africa to partake in the research, resulting in more people participating in the study, using social media such as WhatsApp, Facebook, Instagram and LinkedIn as the connecting tool.

Therefore, millennials meeting the criteria would be able to identify other millennials and increase the number of participants by sharing the questionnaire with them with ease through the usage of multiple online platforms. This sample was chosen as it was imperative for the researcher to retrieve feedback from millennials with relatively diverse backgrounds, living circumstances and opportunities and therefore the study was open to all millennials in all nine provinces in South Africa.

3.3.3 Data collection instrument

The process of gathering and measuring information on variables of interest is known as the data collection process as described by Khabir (2016:202). The process of data collection aims to enable the researcher to find answers to the research questions, testing of the drafted hypotheses and evaluate the outcomes thereof. Khabir (2016:209) reports that the data collection process can only begin once the researcher determines the type of data needed as well as the sample and sampling method, after which an appropriate data collection instrument is to be chosen to efficiently collect data from the sample of choice. In this study, the researcher made use of an online structured questionnaire (Appendix A, MS Word) and Appendix B (Google Form), as data collection instruments. Click on the link to view the online questionnaire: <https://forms.gle/CAbkVDgHLvRgUpYCA>

Questionnaires are text-based instruments that prompt respondents with a range of questions to answer or statements to respond to either by ticking a box, choosing a number or indicating a response in the spaces provided (Young, 2016:5). The structure of the questions in this questionnaire varies and consists of different types of closed-ended questions (Vanek, 2012). The first page of the questionnaire was structured with the title of the study, a consent letter (see Appendix C), and a general information section explaining the purpose of the study. Once all the ethical procedures are followed and explained and consent to participate in the study is provided, the survey starts. The questionnaire was divided into sections. Section 1, background information, was structured to determine the demographics of the participant, such as age, current location and income bracket. It provided a brief background on the respondents

to aid in determining that the millennial respondents have a variety of gender, age, racial and geographical differences to incorporate diversity in the data obtained. Section 2 comprised questions to determine the travel background of the respondents, by delving into questions such as the purpose of travel, travel partner, travel payment and preferred accommodation of the respondents. The background information and travel background sections were closed-ended questions as this was to purposefully determine the numerical data and statistics of the respondents' key information.

The researcher made use of closed-ended questions because it allows for ease of numerically coding and analysing the responses statistically, resulting in the production of quantitative data as shared by Young (2016:5). Close-ended questions were best suited for data collection and analysis as you made use of quantitative methods rather than qualitative which encourages open-ended questioning methods. The close-ended questions consisted out of the first and second sections using ordinal scale questions as it allows the ease of comparison between variables.

Section 3 of the questionnaire addresses the millennials' expectations, divided into the four main categories of establishment selection, establishment expectations, service expectations and spending patterns of South African millennials. In this study, the questions were developed to determine the attitude of millennials toward the research problem, allowing the researcher to determine the participants' understanding or feeling of specific aspects of their expectations being met.

These sections were used to determine and access the millennial guest's expectations using a Likert-type scale format. The Likert scale is often used to measure customer satisfaction surveys and marketing-related surveys after a recent or new experience (Mahmutovic, 2020). Customer satisfaction is often measured by meeting or exceeding the expectations of customers. Therefore, this rating scale was suitable for this section as it is commonly used to determine the attitudes of people to respond to a variety of statements made and to select the status most relevant to them, their situation or their opinion.

The 5-point Likert scale was used to determine to what extent the participant agreed with the statements listed on the questionnaire. The extent of agreement or disagreement on each statement can be shown by ranking responses as Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and strongly agree (5). Chandel et al. (2015:397) state that individuals are able to express the extent of agreeing or disagreeing with a particular statement by using this very popular scale.

Figure 3.4 below depicts an extraction from the questionnaire in section 3 showing a question from the Likert scale.

The importance of your travel experience being met: Expectations

☹️ Strongly Disagree (1) 😐 Disagree (2) 😐 Neutral (3) 😊 Agree (4) 😄 Strongly Agree (5)

Indicate the importance of your various expectations being met during your travel experience.
Please select the option that best applies to you.

The appearance of the accommodation establishment in reality must match the online images. *

☹️ Strongly disagree

😐 Disagree

😐 Neutral

😊 Agree

😄 Strongly Agree

Figure 3.4: Structure of Likert scale question from online questionnaire

As seen in Figure 3.4, the researcher used emoticons, informally known as “emojis”, for the various choice of responses, which varied from a big smiley face emoji reflecting that the participant strongly agrees with the statement, filtering down to a very sad face emoji reflecting that the respondent strongly disagrees with the statements, thus allowing the respondents to accurately express their desired level of expectations of service experiences and accommodation establishments very clearly without having to read the options when answering each question. This is mostly suitable and beneficial for the respondents who prefer not to read (Latha & Padwa, 2019). These authors share a growing concern about a new sense of reading behaviour where literate people are now choosing not to read because social media takes the majority of their time and attention.

The questionnaire was formulated in Microsoft Word (Appendix A) to determine the structure and create the sections. Thereafter, the questions were transferred to Google Forms as seen in Appendix B, which allowed the researcher to modernise the structure of the online questionnaire by using images and colour to make it more visually appealing to the visually stimulated respondents.

3.3.3 Data collection

Data collection is one of the most critical stages in the process of conducting research, Khabir (2016:206) elaborates that data collection is a demanding process that requires thorough

planning, hard work and patience to be able to complete it successfully. Perseverance is also needed as it may be a daunting process.

After the sample and data collection instrument have been determined and finalised the researcher had to request permission from the Faculty Research Ethics Committee (FREC) to proceed with the data collection process. Prior to the data collection process beginning, the researcher had to obtain ethical clearance (see Appendix D) which was granted by the Cape Peninsula University of Technology (CPUT), Faculty of Business and Management Sciences on 20 October 2020 through FREC.

The research sample of the millennial generation was relatively large as it was accessible to any millennial throughout the country, therefore, a promotional video and link to the questionnaire were sent out to all prospective respondents along with a guideline with instructions (see Appendix E) to guide participants how to complete the questionnaire with ease.

Due to the millennial generation being highly influenced by impressive imagery, graphics and video, as seen on social media platforms, the researcher created a promotional video that was sent out with the link to the questionnaire aiming to draw the attention of the millennials and gain responses to the questionnaire. The video was designed to draw the attention of the millennial respondents; therefore, the researcher used the opportunity to create a video giving the potential respondents insight into what exactly the study entails and encouraging them to become participants and add their input into solving the research problem. The researcher made use of vibrant and modern imaging as well as music that would draw the participant to find interest in the video and then take further steps to commit to completing the online questionnaire. Data was collected using Google Forms. [Click here to watch video and submit questionnaire.](#)

A pilot study was done in the case that researchers design their own questionnaire. Khabir (2016:208) reports that conducting a test with a small sample of prospective respondents, it serves as an indication of whether the data collection instrument is accurately measuring what it has been designed to measure. Prior to the mass data collection process beginning, the questionnaire was sent to 15 prospective respondents for a pilot test to be conducted.

This process was followed to ensure validity and reliability using Cronbach's alpha and to limit the potential errors of the study. The questionnaire was sent to the respondents to test or expose any errors, ambiguous questions or difficulties in the completion and submission of the questionnaires. The feedback from the pilot study showed that all 15 respondents completed the questionnaire with ease, indicating that there was no need to amend the questionnaire.

The researcher implemented the use of emoticons after the pilot study was conducted as it incorporated a more modern and fun visual approach to completing the Likert scale questions in Section 3.

The researcher used personal social media platforms, such as Facebook, Instagram, WhatsApp, LinkedIn and email to post or send the promotional video and link to the questionnaire. Kabir (2016:210) explains that by using social media platforms to post the link to an online questionnaire, large numbers of questionnaires are able to be shared in a cost-effective and time-efficient manner, making this method the fastest process of eliciting responses, therefore aligning with the snowball technique method of data collection.

The data collection process was conducted over a period of 16 months which was much longer than originally anticipated due to the slow response of the respondents as discussed in the section on limitations to the study, 3.2.7. The researcher sent out the questionnaires on various different attempts by using different social media platforms with different approaches, such as making a public post on Facebook, and inserting the link and video on the researcher’s personal Facebook and Instagram accounts, making it easy for the millennial to click on the link and submit their answers. The researcher shared it amongst all suitable contacts via WhatsApp and also indicated to participants to share the link to their viable contacts respectively. The link to the questionnaire was posted via LinkedIn among tourism and hospitality partners and alumni to allow accessibility to as many industry partners as possible. The researcher also gained approval from the Deputy Vice-Chancellor, Dr D. Phaho (Appendix E), to send the link to all staff members within the Faculty of Business and Management Sciences, to gain more responses from viable respondents. The researcher received a total of 637 responses from the mass study conducted. Table 3 below is a summary of the data collection process followed, indicating the data collection timeline and the various phases of questionnaire submissions. This table also indicates which social media platforms were used to distribute the link to the questionnaire as well as the number of responses received.

Table 3.1: Summary of data collection process

Data Collection Timeline	Phases of collection	Social media platforms used	Number of responses
13 May 2021	Pilot Study	WhatsApp	15
09 September 2021-19 December 2021	Official data collection	Facebook, Instagram, WhatsApp	240

15 March 2022- 16 June 2022	Continuation of data collection	Facebook, Instagram, WhatsApp, Email, LinkedIn	382
		Total Responses	637

3.3.4 Data coding and analysis

After completion of the questionnaire, the researcher retrieved all responses from the Google Forms platform by extracting the data which then arranges the responses on an Excel spreadsheet, providing a data set for the researcher to use to analyse and code. The data from the Excel sheet generated on Google Forms was separated per question and each response was coded to ease the process of uploading and documenting the data. The data set was cleaned, free of any redundant information, incomplete submissions and omitted answers and then used to upload to Microsoft Excel and the Statistical Package for the Social Sciences (SPSS) version 28.

The researcher analysed the information provided using SPSS and Microsoft Excel with the guidance of a statistician. The data retrieved from the respondents was quality assured and was used to formulate the answers to determine statistical feedback as reported in Chapter 4. SPSS was used to run the reliability analysis to determine the Cronbach Alpha as well as identify the consistency and reliability of the data at hand. The data collected in Section 3 for the questions using the Likert scale was interpreted through descriptive statistics as well as inferential analysis by coding the responses through Excel. Through the use of both SPSS and Microsoft Excel, the data were presented in the form of tables, which allowed the findings to be shared in the form of statistics, averages, percentages and standard deviations accurate to the study. Section 1 of the questionnaire (see Appendix C) represented the background information of respondents, Section 2 represented questions determining the travel background of the respondents and Section 3 represented the millennial expectations. All were presented in tabular format, showing frequencies and percentages.

3.4 Ethical considerations

Prior to the start of the data collection process, a moral check had to be conducted. The CPUT ethics committee conducted a thorough check of the proposal document drafted by the researcher. The proposal document shared all prospective plans for the study as well as the outline of how the researcher aimed to conduct the research and the procedures it entailed. Ultimately an ethical clearance certificate (FOBREC840) was obtained from the CPUT FBMS

ethics committee on 20 December 2020. To receive the ethical clearance certificate, the researcher had to submit relevant documents such as the research proposal, consent letter, questionnaire, and other relevant documentation such as permission letters to the FBMS ethics committee.

The consent letter, Appendix C, is a letter drawn up by the researcher which informs potential respondents about who the researcher is and outlines what the study is about and what would be required of the respondent upon participation in the study. In this letter, the researcher states the ethical aspects of ensuring anonymity and the participant's right to withdraw from the study at any time without suffering any prejudice. This puts potential respondents at ease and encourages participation. As consent is the first step of participation in the study, when the participant does not consent, they do not get an opportunity to proceed with reading through the online questionnaire. Participants giving consent to the study continue and are given access to complete the questionnaire at their own pace and leisure.

The importance of ethical consideration is identified by Resnik (2020) as a process that promotes the aims of research such as building knowledge, promoting truth, not fabricating information and avoidance of error or misrepresentation of research data. All participants had the full right to withdraw from the research process at any time and also omit questions without reason or prejudice. Sanjari et al. (2014) remind us that the one key element of ethical considerations is respect for privacy, anonymity and honesty of participation, as well as avoiding misrepresentation. The researcher ensured the confidentiality and privacy of the respondents as all responses were documented anonymously, no names or email addresses linking the identity of the respondents were required, thereby ensuring the privacy of the respondents.

The process of conducting research requires a great deal of cooperation and coordination of research subjects, respondents and any sample needed for data collection regardless of age, race, discipline and social standards. Resnik (2020) highlights the importance of the researcher creating a trusting environment for respondents in which they are treated with respect and fairness, also requiring the researcher to be accountable for the responsibility of conducting the study in the most ethical manner possible. The researcher allowed the respondents to complete the questionnaires in their own time with no pressure for them to complete it immediately. They completed the questionnaire independently with no assistance or guidance from the researcher, as it was an online questionnaire. After submitting the questionnaires, the researcher was not able to track any information which would reveal the identity of the respondent, preventing any bias or discrimination. When analysing the data collected, each respondent's submission was treated fairly and analysed critically.

By implementing ethical consideration methods, the researcher fully undertook to ensure the anonymity and confidentiality of the participants and information received, as the information would be forwarded to the researcher directly with exclusive communication through participant and researcher. The researcher gave access to Dr T. Nyathela, the researcher's supervisor, to the Google Form platform for guidance purposes as well as to ensure all procedures were followed and all responses were captured correctly. All participants remained anonymous when completing the questionnaires; their names were not requested and would therefore not be reported. The researcher undertook to report all information as it was received by the respondents, ensuring that no information was amended for the benefit of the researcher, findings and outcomes of the study at large.

3.5 Limitations of the study

COVID-19 pandemic: The global pandemic caused by the outbreak of the COVID-19 virus which originated in China in 2020 caused the world as we know it to become disrupted since declared a pandemic on 11 March 2020. South Africa was soon declared a national state of disaster as by 1 September 2020 there were 627 041 confirmed cases of infection as well as 14 149 deaths, placing South Africa as the fifth most infected country in the world, and therefore strict lockdown regulations were implemented (Stats SA, 2020:10). Lockdown regulations varied with different levels ranging from level 1 to level 5, dependent on the rate of the spread of infections. According to lockdown regulations and government COVID-19 health protocols, South Africans were required to remain at home with only essential services functioning. These regulations were on par with WHO recommendations, which aimed at reducing the risk and spread of COVID-19 by limiting human interactions and contact. The pandemic was a severe limitation on the study, which took place during the COVID-19 pandemic, resulting in many of the respondents being affected by unemployment, physical illnesses due to the virus or mental illnesses such as depression and anxiety due to the effects caused by the global pandemic. As a result of the lockdown, the researcher was not able to attempt alternative data collection methods by approaching guests at accommodation establishments to complete the online questionnaire, due to the restrictions applied such as limited face-to-face interaction, social distancing and lockdown.

Response time: The questionnaire was sent out multiple times over a 12-month period in which 638 responses were received. As a result of data collection taking place during lockdown, the researcher noticed that responses came in slowly as people were actively responding to social media posts but were not completing the questionnaires as it took much longer to complete the questionnaire than it did to pass the information on to potential respondents. Many respondents delayed completing the questionnaire in their free time and seemed to forget to go back to the questionnaire, resulting in respondents not submitting their

answers. Due to the slow response rate, the researcher had to adapt and look at other avenues for data collection which further delayed responses. After posting the link to the questionnaire and physically sending it out to potential respondents individually a gradual increase in responses was seen.

Questionnaire fatigue and non-participation: Questionnaire fatigue is described by Stiles (2016) as a problem researchers face when respondents produce substandard results due to lack of interest, boredom or fatigue in the questionnaire or research problem. Stiles (2016) reports that it has become a common limitation amongst experienced and inexperienced researchers globally, which results in non-participation. Non-participation could be linked to the effects of COVID-19 as many researchers used questionnaires for data collection methods, resulting in many questionnaires being unanswered and ignored due to respondents feeling overloaded by research questionnaires.

The dynamic of the research subjects and the research methodology chosen resulted in great difficulty in convincing millennial respondents to take the time to complete the study. It is noticeable that the structure of the questionnaire and the formal language used was not very encouraging in convincing the millennials to participate. Through the use of social media platforms, the researcher noted that to receive prompt responses from respondents questions should be structured as a poll or a Likert-scale which allows the participants to easily choose answers or drag the emoji to the desired level of agreement although diverging from the formal data collection process that needs to be followed for research standards. This could be of concern for future researchers as the new generation, as opinionated as they are, they are not easily motivated to participate in formal research methods such as interviews or questionnaires but prefer a quick and non-restricting way to share their opinion and give input on specific topics of concern.

3.6 Chapter summary

The research methodology used for this study was explained and described in this chapter. The researcher used the snowball sampling technique to select South African millennial participants between the ages of 26 and 40. The data were collected through questionnaires on Google Forms and the researcher retrieved 637 responses in total. Thereafter data were analysed through SPSS version 28 and Microsoft Excel to formulate and report the findings. The researcher received ethical clearance from the CPUT ethical committee to proceed with the study. Ethical consideration was maintained throughout the study and respondent confidentiality, anonymity and privacy were upheld by the researcher at all times. Although limitations such as COVID-19, response time, questionnaire fatigue and non-participation had an impact on the response rate, the data collection process was completed successfully.

CHAPTER 4: FINDINGS

4.1 Introduction

This chapter presents the interpretation of the results of the study. The results are presented in the form of tables with frequencies and percentages. The results were obtained through an online questionnaire (see Appendix D) developed by the researcher, adopting items of the questions from various sources. The questionnaire was designed in alignment with the study's research objectives stated in Chapter 1, which were:

- To determine the travel background of South African millennials.
- To determine the service expectations of South African millennials at accommodation establishments in South Africa.
- To determine South African millennials' expectations at accommodation establishments in South Africa.

The respondents were 637 South African millennials who completed the questionnaire online through Google Forms. The questionnaire comprised of six sub-sections, namely demographic information, travel background, the expectations of accommodation establishments, the selection of establishments, service expectations and the travel spending patterns of millennials in South Africa. In line with ethical considerations, the respondents were not obligated to complete all the questions in the questionnaire, resulting in respondents omitting some questions that they did not want to complete, as can be seen in the data presented. The results are represented in table format. Due to the varying response numbers, the total number 'n' will change per question. Although a total of 637 questionnaires were submitted, the minimum response received in Sections 1 to 3 on a specific question is 595 responses and the maximum response received was 632.

4.2 Section 1: Background information of respondents

4.2.1 Demographic information

The results in Table 4.1 to 4.3 below represent the demographic information of the respondents, which include the variables of gender, age, race, location, employment status, working sector, income bracket and travel background to reflect the societal demographic makeup of the South African millennial who participated.

The results show that the majority (77%) of the millennial respondents were female while 22% were male, and only 1% preferred not to say what gender they are. The respondents' age ranged between 25-40, as categorised by Cavagnaro (2018:32). Due to a wide age range, the ages were grouped in 5-year brackets of 25-30, 31-35, 36-40. Most of the respondents (54%) fell into the 25-30 year age group, followed by 27% in the 31-35 year age group and 19% in the 36-40 year age group. In terms of ethnic groups, most respondents were coloured (60%), 22% were black and 13% were white. Indians (3%) were the minority and 1% preferred not to say. At the time of completion of the questionnaire, the results of the study showed that the respondents were from all provinces across South Africa. In terms of the location of respondents, the majority of 77% were from the Western Cape, followed by Gauteng at 11%. The remaining provinces, namely Eastern Cape, Kwazulu-Natal, Northern Cape, Free State, Limpopo, Mpumalanga and North West, had less than 5% respondents respectively.

Table 4.1: Demographic information of millennial respondents

Demographic information		n	%
		631	
Gender	Female	484	77
	Male	140	22
	Prefer not to say	7	1
		627	
Age	25-30	339	54
	31-35	167	27
	36-40	121	19
		627	
Race	Black	138	22
	Coloured	383	61
	Indian	21	3
	Prefer not to say	6	1
	White	79	13
		632	
Location	Eastern Cape	30	4.75
	Free State	4	0.63
	Gauteng	67	10.60
	KwaZulu-Natal	22	3.48
	Limpopo	8	1.27
	Mpumalanga	2	0.32
	North West	1	0.16
	Northern Cape	11	1.74
Western Cape	487	77.05	

The results below show the employment sector, employment status and income bracket of the respondents.

4.2.2 Employment background

The respondents were asked to indicate the sector in which they work, from the list presented in Table 4.2. The comprehensive list included 20 different employment sectors, in which all were selected. Out of this list, 20% of respondents indicated that they work in Education and Training, 14%, within Tourism and Hospitality and 13% worked in the Finance sector. Apart from these, other sectors presented had a response of less than 10% with the majority being under 5%, which implies that few millennials worked in these sectors (refer to Table 4.2). Respondents were asked to select “other” if the sector in which they worked was not included in the list and 18% chose “other”. These respondents were asked to specify their sector of employment. As a result, 45 additional sectors were stated, which are presented in Appendix G. However, from these 45 sectors, Information Technology, Agriculture and Government were stated by the most respondents with 13%, 6% for agriculture and 6% for government.

The majority (84%) of respondents were financially stable as demonstrated by 75% being employed full- or part-time and 9%, being self-employed. Of those who earned a salary and were willing to state the range of their income, respondents' income ranged from R1000-R25 000 and more with the most (19%) indicating their earnings at R25000 and above, followed by R5000-R10 000, R10 000-R15 000, R15 000-R20 000 at 14%. It was noted that the 6% of the respondents who indicated that they were not employed earlier also stated that they did not receive an income which validates the authenticity of the response.

Table 4.2: The employment background of millennial respondents

Employment background		n	%
Employment Sector		595	
	Automotive & Vehicles	13	3
	Beauty & Grooming	6	1
	Catering & Confectioners	14	2
	Construction & Home Improvement	16	3
	Education & Training	122	20
	Entertainment & Party	22	4
	Fashion	2	0.33
	Finance	77	13
	Freelance	5	0.84
	Healthcare	48	8
	Healthy living	3	0.50
	Legal	24	4
	Mom & Baby	5	0.84
	Recruitment	2	0.33
	Retail	24	4
	Safety & Security	9	2
	Sports & Recreation	5	0.84
	Tourism & Hospitality	85	14
	Travel and Transport	8	1.34
	Other: Specify	105	18
Employment Status		617	
	Employed: Full Time	437	71
	Employed: Part Time	26	4
	Not employed	40	6
	Prefer not to say	6	1
	Self- employed	53	9
	Studying	55	9
Income Bracket		627	
	None	39	6
	Prefer not to say	70	11
	R1000 - R5000	63	10
	R5000 - R10000	88	14
	R10000 - R15000	88	14
	R15000 - R20000	91	15
	R20000 - R25000	68	11
	R25000 or more	120	19

4.2.3 Travel background

In determining the background information of the respondents, the researcher questioned the travel background of the respondents. This included determining where in South Africa they travelled, who accompanies them when travel and who is responsible for the travel costs. Accommodation preferences were also included in this section and these questions were multiple-choice questions. Themes were developed for each category in the responses to calculate the data, therefore the number of responses in this section is noticeably more than in previous Tables 4.1 and 4.2 as they are multiple-choice responses.

Results show that 99% of the millennials respondents have travelled around South Africa, whether within their province or travel to other provinces, while a mere 1% of respondents have not travelled. A combination of business and leisure travel was the most popular purpose of travel at 41%, while 40% travel for leisure purposes only and 19% travel strictly for business purposes.

The millennials use travel opportunities to create memories and unique experiences (Bharwani & Jauhari, 2012). A total of 40% of respondents travel with family, while 31% travel with friends. Reflecting that the results correlate with the statement made by authors Bharwani and Jauhari (2012). Of those respondents travel for business, 16% travelled with colleagues while 13% travelled alone. Of the 72% respondents travel with family and friends, travel costs were paid for by themselves or their families. Business travel costs are generally declared a business expense, with 21% of the respondents indicating that their travel costs are paid for by their employers. The majority (25%) of respondents chose to stay in a self-catering unit as their preferred accommodation type, while 22% chose hotels and 20% chose Airbnb.

Table 4.3: Brief travel background of millennial respondents (multiple responses)

Travel background		n	%
8. I have travelled		1055	
	Around South Africa	365	35
	To other provinces	362	34
	Within my province	320	30
	I have not travelled	8	1
		1456	
9. Purpose of travel	Business	280	19
	Leisure	576	40
	Business and Leisure	600	41
10. Travel Partner		1298	
	Family	522	40
	Friends	406	31
	Colleagues	202	16
	Alone	168	13
11. Travel Payment		931	
	I pay for my own travel costs	532	57
	My family pays for me	136	15
	My traveling partner pays	66	7
	My company pays for my travel costs	197	21
12. Accommodation preference		1471	
	Hotels	320	22
	Guesthouse	236	16
	Self-Catering	366	25
	Bed & Breakfast	256	17
	Airbnb	293	20

4.4 Section 2: Millennial expectations

This section reports on the results regarding millennial expectations of accommodation establishments in South Africa. These expectations are presented in Tables 4.4 to 4.7 on the next few pages which summarizes the respondents' expectations of accommodation establishments and are categorised as follows: expectations of the establishment, establishment selection, service expectations and spending patterns. Under each category, statements were developed thematically, where respondents indicated their level of expectation by scoring each individual statement between 1 to 5, with the added guidance of the emoticons, which was measured on a 5-point Likert scale structured as 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

The scale showed that the higher the score the greater the level of expectation indicated by each respondent. The findings are presented in tables as previously stated using average and

standard deviation. The results are also reported in frequencies and percentages and the table is presented as an attachment in Appendix H. Furthermore, the results were presented using different age categories which were presented earlier (25-30, 31-35 and 36-40 years old) under the demographic results. The reason for this is that it was noted that millennials present a wide age range (25-40 years) according to age categories to critically analyse the extent of expectation of each variable and compare the differences among the age groups of the respondents. The results are presented below according to the categories.

4.4.1 Establishment expectations

Customer expectations are not set during the establishment selection period which takes place prior to visiting the accommodation establishments. The booking process allows potential guests to research the establishment and its appearance, as these factors play a crucial role in the selection process. The images produced online create an expectation and pre-conceived notion for guests about the quality and standards of the accommodation establishment that they will receive as shared by Lee (2013:16). Results in Appendix G show that 71% of the respondents strongly agree that it is exceptionally important that the appearance of the accommodation establishment should match the images shown online. The results show that all age groups have a mean of 4.6, indicating that they strongly agree and have a great expectation for the images to match the appearance of the establishment in reality.

Gladly (2018:16) opines that guests who visit a hotel feel most welcome when they are received with a warm welcome from friendly and helpful staff who make them feel at home and comfortable. The statistics in Appendix H illustrate that 55% of the millennial respondents strongly agree that they have a great expectation of acknowledgement from staff members upon arrival at the establishment. The respondents in all age groups indicated an overall mean of 4.4, illustrating a great expectation to receive full acknowledgement from staff upon arrival with very slight differences noted in the expected range.

Customer loyalty is something that is earned through various factors such as great service, a unique experience and a niche market offers as shared by Oracle (2016:17). Gladly (2018:7) reports that many establishments use a rewards programme to treat loyal or repeat customers and have them feel very special by receiving reward points that reflect as a discounted fee or added benefits, contrastingly to the services offered to first-time guests. Respondents of all age groups indicate that 43% of the millennials have neutral expectations to receive loyalty rewards from an accommodation establishment with an indicated mean of 3.6 towards their level of expectation to receive loyalty rewards.

Tailor-made packages are a service that creates a unique travel experience for the guests dependent on the things they enjoy, their preferred style of service and the nature of the travel

journey (Wiles & Crawford, 2017). Reports show that 39% of the millennials agree that they have an expectation of having the option to have tailor-made travel packages created specifically for them. Respondents of all ages indicate a great expectation for tailor-made experiences with a mean of 3.6. The results reflect not many significant differences in expectations from the age groups.

Similarly authentic or one-of-a-kind travel experiences can be designed for guests specifically to meet the expectations of their travel journey (Lintott, 2019). This study indicates that the majority (45%) of the millennial respondents agree that they have an expectation to experience an authentic travel experience custom-made to enhance the beauty of their destination, while 5% disagree as they prefer to experience a basic travel journey with no special trips or special dining arrangements made. The millennials aged 25-30 have a relatively good expectation to experience an authentic travel experience with a mean of 3.8 with age groups showing a very slight difference in their level of expectation.

Technology is incorporated in all aspects of service across most industries, especially industries focussed on service delivery as shared by Attala (2019). In these responses, a 42% majority of the millennials agree that they have an expectation to have modern technology incorporated into the operating systems, procedures and services offered at the accommodation establishment. Millennials of all ages indicate a good mean of 4.1 when indicating their level of expectation regarding the incorporation of modern technology.

When visiting an accommodation establishment, the guests have access to explore the premises and all the facilities or amenities the establishment has to offer, although some guests travel for short business trips and might not have time to make use of these facilities (Majdarevic et al., 2017). Almost half (49%) agree that they do have a great expectation to explore everything that the establishment has to offer. All ages show a good mean of 4.1 regarding the expectation of wanting to explore the accommodation area. The mean scores of the expectations or agreements in this section ranged from 2.8 to 4.7 and a standard deviation ranging from 0.590 to 0.961.

Table 4.4: Millennial respondents' expectations of accommodation establishments

Establishment Expectations:	AGE	MEAN	STD DEV
The appearance of the accommodation establishment, in reality, must match the online images.	25-30	4.666	0.642
	31-35	4.611	0.590
	36-40	4.579	0.739
		4.634	0.647
Acknowledgment and attention from staff members at the accommodation is important for me.	25-30	4.434	0.748
	31-35	4.395	0.752
	36-40	4.438	0.657
		4.424	0.732
It is important to receive loyalty rewards from an accommodation establishment.	25-30	3.630	0.896
	31-35	3.545	0.929
	36-40	3.645	0.912
		3.615	0.907
It is essential to have a tailor-made travel package, specific to my travel needs.	25-30	3.561	0.901
	31-35	3.605	0.938
	36-40	3.645	0.865
		3.590	0.902
Experiencing an authentic travel service, such as city exploring or experiencing the local culture and communities, is key to my travel expectations.	25-30	3.882	0.802
	31-35	3.772	0.961
	36-40	3.760	0.904
		3.831	0.865
The accommodation must have the necessary new and modern technology.	25-30	4.092	0.872
	31-35	3.988	0.957
	36-40	4.207	0.763
		4.084	0.878
Exploring the accommodation establishment and the amenities it offers is very important when visiting a new destination.	25-30	4.147	0.759
	31-35	4.198	0.830
	36-40	4.275	0.777
		4.187	0.780

4.4.2 Establishment selection

The results shown in Table 4.5 summarise the factors which could influence the respondents' selection of an establishment. The cost of accommodation varies in price according to the type of establishment, the grading and the quality of services offered at each respective establishment and these factors may influence the type of preferred accommodation. Results in Appendix H show that 46% of the respondents agree that the cost of accommodation

strongly influences the type of accommodation booked by millennial guests when making a reservation. Respondents aged 25-30 have a relatively high mean of 4.2, showing that they mostly agree that the price of accommodation influences their buying behaviour for the choice of establishment.

A key element in travel is the location of the accommodation establishments. The location of your accommodation establishment can influence the flexibility of a travel experience as more or less travel time will need to be factored into the travel itinerary dependent on how closely or how far the accommodation establishment is situated from popular tourist attractions and activities. Half of the respondents, 50%, agree that the location of the accommodation establishment is of high importance when choosing accommodation. Millennials of all ages have a good mean of 4.3 overall, suggesting that their level of expectation is high.

As mentioned previously, during the booking process, guests do research on the accommodation establishments to find the most suitable establishment that meets all their requirements. The research by Booking.com (2018) includes the viewing of images as well as online reviews and ratings of guests who have previously visited the accommodation establishment. Results show that 45% of millennials strongly agree that travel reviews and ratings are crucial factors for consideration when choosing accommodation. Online reviews and ratings are important to the majority of respondents but ages 25-30 and 31-35 have the same mean of 4.4, indicating the level of importance reviews carry when in the establishment selection process and ages 36-40 have a mean of 4.1 which indicates a slightly lower response than the other age groups.

Reservation methods have changed over the last few years as new and modern methods have been designed and implemented in the booking procedure. Traditional methods such as booking through the reservationist of the establishment or a travel agency is still a relatively popular method. As shown in the results, 40% had a neutral response regarding booking through a reservationist while 46% had a neutral response regarding making use of a travel agent for reservations. Millennials of all age groups with a mean of 3.3, indicating a relatively neutral response to making use of reservationists to book accommodation. An even lower average of 2.7 from all ages indicate that fewer millennials have the desire to make bookings through a travel agency. Simultaneously, results show that 39% agree to make their bookings through online platforms as their method of choice with a mean of 3.8.

The millennial generation is known to be a group of free-spirited people who live with much fewer restrictions than others, they often make plans in the spur of the moment and without prior planning as reported by Oracle (2016). The majority, 43% of respondents, would not prefer to be a walk-in guest at an establishment. Respondents of all ages have a lower mean

of 2.1 indicating that they disagree and do not have a desire to be walk-in guests at accommodation establishments, although millennials aged 25-30 with a mean of 2.3 have a slightly higher mean indicating that they are more open to being walk-in guests.

Most respondents (53%) preferred receiving booking confirmation and communication via email or SMS, while fewer (27%) respondents, preferred telephonic communication. Significantly fewer (27%) respondents indicated that they prefer to be contacted telephonically regarding bookings and reminders. The respondents in all age groups have a high mean of 4.4, illustrating a great desire to be communicated with through email and SMS, although a significant drop in averages are illustrated when respondents indicate that much fewer of them prefer telephonic communication with a mean of 3.3.

According to Oracle (2016:8) accessibility and syncing of technology have become a significant need when travel as it allows travellers to log in and access their personal accounts for television streaming and other entertainment purposes. The results show that 56% of the millennial respondents strongly agree that modern amenities such as free WIFI and modern IT systems are an absolute necessity when visiting an accommodation establishment. A significant expectation is indicated from all age groups with a mean of 4.4. The mean scores of the expectations or agreements in this section ranged from 2.0 to 4.5 and a standard deviation ranging between 0.547 of 1.183.

Table 4.5: Process of establishment selection by millennial respondents.

Establishment Selection:	AGE	MEAN	STD DEV
The cost of accommodation determines the type of accommodation booked by millennial guests.	25-30	4.260	0.802
	31-35	4.222	0.810
	36-40	4.116	0.809
		4.223	0.803
Importance of location of accommodation establishment when choosing accommodation.	25-30	4.355	0.683
	31-35	4.281	0.710
	36-40	4.264	0.642
		4.317	0.681
Importance of travel reviews and ratings when choosing accommodation.	25-30	4.353	0.745
	31-35	4.353	0.720
	36-40	4.091	0.707
		4.305	0.738
Booking through a reservationist is preferred.	25-30	3.372	0.975
	31-35	3.236	0.987
	36-40	3.314	0.922
		3.330	0.967
Preference of making bookings through online platforms.	25-30	3.985	0.918
	31-35	3.856	1.002
	36-40	3.554	1.016
		3.865	0.970
Booking through a traditional travel agency is preferable.	25-30	2.687	0.924
	31-35	2.665	0.998
	36-40	2.825	0.827
		2.708	0.929
Preference to be a walk-in guest at accommodation establishments.	25-30	2.127	0.978
	31-35	2.030	0.895
	36-40	2.314	1.009
		2.133	0.964
Preference of having booking details sent via email or SMS.	25-30	4.456	0.671
	31-35	4.473	0.657
	36-40	4.446	0.547
		4.463	0.643
Preference to be contacted telephonically regarding bookings & reminders.	25-30	3.385	1.163
	31-35	3.317	1.183
	36-40	3.420	1.153
		3.378	1.161
	25-30	4.422	0.878

Importance of modern amenities such as free WIFI and modern IT systems.	31-35	4.347	0.828
	36-40	4.339	0.802
		4.380	0.852

4.4.3 Service expectations

The results illustrated in Table 4.6 below show a summary of the service expectations of respondents at accommodation establishments in South Africa. Check-in procedures have improved as technology has developed and been implemented. The nature of check-in processes varies as establishments and styles of service differ from each other. In traditional hotels, guesthouses and bed and breakfasts guests can often only have one option of check-in procedures which would be to check-in at the reception desk, and more modern and independent service style establishments such as hotels or self-catering units and Airbnb allow self-check-in procedures or online check-in procedures (Barjaktarović & Pindžo, 2018:345). Results indicate that 44% of respondents prefer to check in at a reception desk, while 44% responded neutrally for online check-in, respectively. Age groups have a mean of 3.7 which is an above-neutral reaction indicating that there is a neutral level of preference to check in at reception desks while a decrease in desire to check in using online check-in procedures shows the mean preference of 2.9 amongst all age groups.

Post-arrival and check-in at their accommodation establishment, the guests need to familiarise themselves with the premises and often want to ask questions about the amenities and available facilities on offer. This serves as a great opportunity for the establishments to make a great first impression on the guests as it forms part of their welcoming period as advised by Sojern (2016). Table 4.6 shows that 23% of the respondents expect to receive an introductory tour of the establishment and 44% also indicate an expectation to receive a complimentary gift upon arrival at the establishment, which could be snacks, welcome drinks or any small gesture such as branded items like candles, or toiletries. The results show that all ages have a mean of 3.7, indicating a relatively high expectation to receive a guided tour of the establishment to familiarise themselves with the establishment. Similarly, with a mean of 3.5, the results indicate that millennials have an expectation to receive complimentary gifts upon arrival. The mean scores of the expectations or agreements in this section ranged from 2.6 to 3.9 and the standard deviation ranged from 0.840 to 1.015.

Table 4.6: Service expectations of millennial respondents at accommodation establishments in South Africa

Service Expectations	AGE	MEAN	STD DEV
Millennial guests prefer to check in at the reception desk.	25-30	3.693	0.891
	31-35	3.747	0.936
	36-40	3.863	0.840
		3.738	0.889
Millennial guests prefer to check in online.	25-30	3.003	1.000
	31-35	2.854	0.948
	36-40	2.851	0.989
		2.935	0.982
Millennial guest expectation to receive an introductory tour of the establishment.	25-30	3.710	1.013
	31-35	3.677	1.015
	36-40	3.689	0.989
		3.703	1.006
The millennial guest desire a complimentary gift.	25-30	3.589	0.959
	31-35	3.396	1.005
	36-40	3.4	0.947
		3.506	0.975

4.4.4 Spending patterns

The results in Table 4.7 below show a summary of the factors influencing the travel budget of South African millennials when visiting accommodation establishments in South Africa.

This price-sensitive generation is made up of extremely smart spenders who avoid excessive waste by making sure that value for money is always received (O’Connel, 2015). Results reflect that a mean of 3.4 of millennials do budget and do not exceed their budget when travelling. However, personalised services allow for the guests of the establishments to feel at home when visiting, standards of service will determine the quality of available personalised service experiences at the accommodation establishments as shared by Bharwani and Jauhari (2012). Contrary to the previous result above, the results also show that 32% of millennials agree that they are willing to spend more money on receiving personalized service experiences. All age groups within these respondents indicate a generally good desire to pay more for a better, personalised experience with a mean of 3.4.

Being smart spenders, the millennial generation knows how to budget and are not afraid to spend money on experiences and an opportunity to create memorable moments with family

and friends (Garikapati, 2016:589). Although they are willing to spend their hard-earned money on these travel opportunities 51% of millennials indicate that they are still spending conscious and prefer to book on special rates such as discounts and special packages such as off-season rates and special promotions that the establishments may offer. The results in this study align with the study by Garikapati (2016) as age groups indicate a high average of 4.1, reflecting that there is a great preference to spend wisely and make use of booking on special rates.

Millennials show that it is important to budget for travel and leisure experiences as 47% of the respondents agree that they do budget for travel, with 34% strongly agreeing and 34% agreeing regarding budgeting for leisure purposes. The preference for having a travel budget is reflected in the results as age groups have an average of 4.1 with a standard deviation of 0.806. In addition, respondents indicate that there is a preference to have a more specific budget allocated for leisure purposes only with age groups reflecting an average of 3.4.

Although in a previous question many respondents shared that their travel costs are paid for by their family, partner or company, 39% indicate that they use their own salary to cover the cost of their travel expenses. All age groups report a combined average of 3.5 with a standard deviation of 1.077, indicating that they relatively agree as they make use of their monthly income to cover the costs of their travel expenses. The mean scores of the expectations or agreements in this section ranged from 3.2 to 4.3 and the standard deviation ranged from 0.703 to 1.093.

Table 4.7: Factors influencing spending patterns of South African millennials when visiting accommodation establishments in South Africa

Spending patterns	AGE	AVE	STD DEV
Millennial guests are smart spenders who do not go over their travel budget.	25-30	3.343	1.111
	31-35	3.479	1.085
	36-40	3.545	0.975
		3.422	1.076
Millennial guests willingness to spend more money on receiving personalized service experiences.	25-30	3.346	1.104
	31-35	3.415	1.107
	36-40	3.306	1.023
		3.355	1.093
Millennial guests preference to book on special rates.	25-30	4.083	0.776
	31-35	4.183	0.703
	36-40	4.165	0.789
		4.128	0.758
Millennial guests do budget for travel.	25-30	4.104	0.821
	31-35	4.104	0.780
	36-40	4.234	0.806
		4.133	0.806
Millennial guests do have a leisure budget.	25-30	3.436	1.004
	31-35	3.380	1.061
	36-40	3.244	0.920
		3.387	1.003
I use my salary for travel.	25-30	3.628	1.094
	31-35	3.465	1.083
	36-40	3.407	0.971
		3.545	1.077

Section 3:

4.4.5 Factors influencing accommodation preferences

As reflected by the conceptual framework in chapter 1 and the literature provided in chapter 2, millennial expectations are influenced by particular aspects which can be identified as certain factors which may contribute to the level of expectations developed by each respondent respectively. The researcher has identified factors such as the tourism and hospitality industry and the standards of services and quality of establishments it has to offer, demographic elements such as the gender and age of the respondents as well as the financial status of the respondent (TGCSA, 2022). Based on diversity amongst the sample and varying

circumstances among each respondent it is determined that the combination of each of these aspects will determine different expectations for each respondent individually. The results were contained and analysed using cross tabulation. In Table 4.8 indicate that 25% of female respondents selected self-catering units as their accommodation establishment of preference, and 25% of the male respondents indicated their preference to make use of hotels as their accommodation establishment of choice.

Respondents in age groups 25-30 state that Airbnb is their preferred accommodation style (24%), with both the older age groups aged 31-35 years and 36-40 years indicating that self-catering units are their most popular choice of accommodation with 26% and 27% respectively. The accommodation style with the least responses amongst the age groups are bed & breakfast for 25-30 years old (16%), guesthouses for ages 31-35 with 15% and Airbnb for respondents aged 36-40 with a mere 10%.

The majority (24%) of the full-time employees are drawn to self-catering units as their preferred style of accommodation. The second and third most popular accommodation choice for full-time employed millennials is hotels (23%) and Airbnb (19%). Noticeably, all other categories of employment show the same trend, which places self-catering units as the most popular choice of accommodation, with hotels and Airbnb coming in second and third most popular respectively.

Millennials with the lowest income bracket (no earnings or no income) chose self-catering units and guesthouses as their first and second choice of accommodation (27% and 26% respectively) and bed & breakfasts at 18% received the third highest voting for this category. Contrasting to these results, higher earning respondents who earn R20000- R25000 indicate that majority of them prefer to stay in hotels (24%), self-catering units (22%) and Airbnb (21%) as their preference. Furthermore, both these groups of respondents (the highest earning respondents amongst this group, who earn R25000 and more) indicate Airbnb as their most preferred accommodation (24%), hotels (23%) and self-catering establishments at 21% being the third most preferred type of accommodation.

Table 4.8: Factors influencing accommodation preference

Accommodation Preference:		Airbnb	Self-catering unit	Hotel	Guest House	B&B
Gender	Female	20%	25%	21%	16%	18%
	Male	18%	23%	25%	19%	15%
	Prefer not to say	30%	30%	20%	10%	10%
Age						
Age	25-30	24%	23%	20%	17%	16%
	31-35	18%	26%	23%	15%	18%
	36-40	10%	27%	23%	18%	22%
Employment						
Employment	Full time	19%	24%	22%	17%	18%
	Part time	22%	24%	18%	15%	21%
	Not employed	17%	25%	27%	15%	15%
	Self employed	30%	40%	20%	10%	0%
	Studying	23%	24%	25%	15%	14%
	Prefer not to say	18%	27%	15%	19%	21%
Income bracket						
Income bracket	None	16%	27%	13%	26%	18%
	Prefer not to say	16%	21%	26%	17%	19%
	R1000 - R5000	17%	35%	18%	15%	15%
	R5000 - R10000	20%	29%	22%	14%	16%
	R10000 - R15000	22%	23%	20%	15%	20%
	R15000 - R20000	15%	27%	20%	19%	18%
	R20000 - R25000	21%	22%	24%	17%	16%
	R25000 or more	24%	21%	23%	15%	17%

4.5 Factor analysis and reliability

The millennial expectations were measured on a 5-point Likert scale, where the higher the score indicated, the greater the level of expectation as seen in the results presented from Tables 4.4 to 4.7. The mean scores of millennial expectations ranged from 2.03 to 4.70.

Reliability analysis was done in which Cronbach's Alpha was calculated using SPSS version 28, to test the internal consistency of each variable as well as the overall reliability of the data submitted. In Table 4.9, on the next page the results of the reliability analysis show that Cronbach's Alpha coefficients varied from a low 0.756 to a high 0.784. The overall Cronbach's Alpha value for the millennial expectations scale is 0.773.

Table 4.9: Cronbach's alpha from reliability analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.773	0.785	27

In order to identify the appropriateness of factor analysis, the researcher applies the Bartlett's test of sphericity, which measure the whether the factors are highly correlated as well as the Kaiser-Meyer-Oklin (KMO) which tests the adequacy of the sample through the use of SPSS (version 28). Each factor was tested separately with the KMO results presented as follows: Expectations of establishment at 0.689, establishment selection at 0.590, service expectations at 0.518 and spending patterns at 0.619.

Table 4.10 KMO and Bartlett's Test

KMO and Bartlett's Test					
EXPECTATIONS OF ESTABLISHMENT			SERVICE EXPECTATIONS		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.689	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	776.283	Bartlett's Test of Sphericity	Approx. Chi-Square	166.464.
	df	45		df	6
	Sig.	<.001		Sig.	<.001
ESTABLISHMENT SELECTION			SPENDING PATTERNS		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.590	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	128.347	Bartlett's Test of Sphericity	Approx. Chi-Square	229.477
	df	6		df	15
	Sig.	<.001		Sig.	<.001

The majority of the factor loadings determined by the factor analysis were greater than 0.60 and the commonalities of the 27 items ranged from 0.331 to 0.808. These results indicate that a great amount of variance is extracted by the factor solution (Mhlanga, 2018:9). The five millennial expectation factors identified by VARIMAX rotation as reliable and consistent with an Eigenvalue that is >1 are reported below.

Factor 1: Expectations of establishment had seven attributes which accounted for 36.85% of the variance, with an Eigenvalue of 2.580 and an alpha coefficient of 0.701.

This factor included the following attributes:

1. 'The appearance of the accommodation establishment, in reality, must match the online images',
2. 'Acknowledgment and attention from staff members at the accommodation is important for me',
3. 'It is important to receive loyalty rewards from an accommodation establishment',
4. 'It is essential to have a tailor-made travel package, specific to my travel needs',
5. 'Experiencing an authentic travel service, such as city exploring or experiencing the local culture and communities, is key to my travel expectations',
6. 'The accommodation must have the necessary new and modern technology',
7. 'Exploring the accommodation establishment and the amenities it offers is very important when visiting a new destination'.

Factor 2: Establishment selection had 10 attributes which accounted for 23.57 % of the variance, with an Eigenvalue of 2.357 and an alpha coefficient of 0.597.

This factor included the following attributes:

1. 'The cost of accommodation determines the type of accommodation booked by millennial guests',
2. 'Importance of location of accommodation establishment when choosing accommodation',
3. 'Importance of travel reviews and ratings when choosing accommodation',
4. 'Booking through a reservationist is preferred',
5. 'Preference of making bookings through online platforms',
6. 'Booking through a traditional travel agency is preferable',
7. 'Preference to be a walk-in guest at accommodation establishments',
8. 'Preference of having booking details sent via email or SMS',

9. 'Preference to be contacted telephonically regarding bookings & reminders'.
10. 'Importance of modern amenities such as free WIFI and modern IT systems'.

Factor 3: Service expectations had four attributes which accounted for 38.10% of the variance, with an Eigenvalue of 1.524 and an alpha coefficient of 0.249.

This factor included the following attributes:

1. 'Millennial guests prefer to check in at the reception desk',
2. 'Millennial guests prefer to check in online',
3. 'Millennial guest expectation to receive an introductory tour of the establishment',
4. 'The millennial guest desire a complimentary gift'.

Factor 4: Spending patterns had four attributes which accounted for 29.81% of the variance, with an Eigenvalue of 1.788 and an alpha coefficient of 0.463. This factor included the following attributes:

1. 'Millennial guests are smart spenders who do not go over their travel budget',
2. 'Millennial guests' willingness to spend more money on receiving personalized service experiences',
3. 'Millennial guests preference to book on special rates',
4. 'Millennial guests do budget for travel',
5. 'Millennial guests do have a leisure budget',
6. 'I use my salary for travel'.

To determine whether the aspects influencing millennial expectations impacted the actual expectations of millennials, the 27 items were factor-analysed, with VARIMAX rotation, to identify the underlying determining factors. Factors and variables were extracted by SPSS. These factors and variables were determined by the Eigenvalues and factor loadings of the variables, all items presenting an eigenvalue >1 and attributes with a loading value of >0.50 were considered. Table 4.10 presents the results of this VARIMAX process on the next page.

Table 4.11: Factor and reliability analysis results of millennial expectations in accommodation establishments in South Africa

Factor and reliability analysis of millennial expectations					
ITEMS	FACTORS				COMMONALITIES
	F1	F2	F3	F4	
V1	0.895				0.808
V2	0.629				0.516
V3	0.696				0.491
V4	0.691				0.482
V5	0.667				0.450
V6	0.624				0.457
V7	0.632				0.497
V8		0.632			0.616
V9		0.697			0.507
V10		0.650			0.626
V11		0.605			0.528
V12		0.346			0.331
V13		0.681			0.561
V14		0.618			0.515
V15		0.627			0.575
V16		0.592			0.506
V17		0.627			0.590
V18			0.719		0.694
V19			0.792		0.764
V20			0.694		0.632
V21			0.623		0.662
V22				0.679	0.562
V23				0.699	0.541
V24				0.360	0.173
V25				0.802	0.647
V26				0.692	0.490
V27				0.707	0.523
Eigenvalue	2.580	2.357	1.524	1.788	
% of variance	36.852	23.568	38.098	29.807	
Cronbach Alpha	0.701	0.597	0.249	0.463	
Number of items	7	10	4	6	

4.6 Chapter summary

This chapter presented the results the questionnaire conducted. The results have been divided into sections and subsections in the order that it was structured in the questionnaire. The first section presented the demographics and background information of the millennials, these results which were presented in the form of tables with each illustrated and explained. The results covered the demographics of the respondent as well as their employment sector, employment status, income earned and the travel background of the respondents were also indicated. In these results the researcher reported on the purpose of travel and the travel

partner as well as the person responsible for travel costs and the preference of accommodation establishments. The second section presented the millennial expectations by delving into subsections of expectations namely, establishment expectations, establishment selection, service expectations and spending pattern results which were also presented in tabular format, with frequencies and percentages, each illustrated and explained. Lastly, cross-tabulation was done to determine the factors influencing the accommodation preferences as well as a factor and reliability analysis was done and presented in tables with frequencies and percentages.

The following chapter, Chapter 5, concludes the study with a discussion, and stating the limitations of the study and recommendations for future research.

CHAPTER 5: DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1 Introduction

This chapter discusses the results presented in Chapter 4. The discussion reflects each section as per the previous chapter—firstly, the demographics and travel background, secondly the expectations regarding the accommodation establishment and its selection process and thirdly, the millennial service expectations regarding accommodation establishments and the spending patterns of South African millennials. This chapter includes the study limitations as well as recommendations for future research.

5.2 Section 1: Background information of millennials

The demographics of gender, age, race, location, work sector, employment status, income bracket and travel background of the millennial respondents are discussed below.

Demographic factors such as gender, age and employment status are deemed as prevalent factors taken into consideration when determining the expectations of the South African millennial traveller (Wijaya et al., 2018:2). The demographic information of the respondents helps the researcher formulate a deeper understanding of the group of respondents dealt with in this study. The researcher finds that the background information of the respondents strongly influences, who they are, their standard of living and their expectations. A study by Kara and Mkwizu (2020:5) determined that male tourists prefer to travel for business engagements or sports. Contrastingly, the study shows that female travellers often travel for educational opportunities, vacations and family visits. The results from this study show that the gender of the millennials was female-dominated with 77% while 22% of respondents were male and 1% of respondents did not indicate gender. In a similar study conducted in the United States of America based on customer service expectations, Gladly (2018:3) also found that female respondents were prevalent and similarly, Gladly (2022:2) also reported a dominant female response rate.

The ages of the millennial respondents in the current study range from 26 to 40 years and the post-millennial generation ranges from 0 to 25 years old. Three categories with a 5-year age range were created to separate the first-born millennial generation, who relate strongly to the ways and thinking patterns of the Baby Boomer generation, aged 36-40 who form 19% of the respondents in this study and another group, aged 25-30, the last born of the millennial generation, 54% of the respondents in this study, who strongly align and relate to Generation Z or the Post-Millennial generation. The group of 31-35 year olds (27%) are caught in the middle of this population and could be described as the millennials who embody and emulate

the characteristics of the millennial generation as defined in the literature review. The Media Insight Project (2015:3) states that millennials in this age group have generally not settled down yet and have just started establishing their long-term careers. The majority of the respondents in the study aged 25-30 are generalised as the unattached or the explorers (Media Insight Project, 2020:3) and are largely technically inclined which could strongly contribute to them dominating the responses. As this study was based online and shared solely online through social media platforms it was easy for them to access and complete. A study by Kim et al., (2015:6) reports findings that younger travellers, such as the millennial generation have a higher urge to participate in various tourism experiences offered at a travel destination. Contrasting to the study by Chen and Tsai, (2019:7) who report that older tourists prefer to explore a safe, friendly and quiet accommodation establishment for relaxation purposes.

The results show that the majority of the millennials in this study are coloured (61%), the second highest racial group (22%) are black and the third group (13%) are white. This information was required to represent the racial diversity of the South African population. As this study is aimed at South African millennials, the respondents needed to indicate their current location or place of residency within the country to confirm that they currently reside in South Africa. The first three provinces that most of the millennials indicated that they currently reside in are the Western Cape (77%), Gauteng (11%) and the Eastern Cape (5%). The rest of the results show that responses were received from all provinces around South Africa—Kwa-Zulu Natal (3%), Northern Cape (2%), Free State (1%), Limpopo (1%), Mpumalanga (0.32%) and North West (2%).

Wong et al., (2021:2) reports that the employment status is one of the key factors influencing and affecting decisions made when scouting for accommodation establishments. The state of the South African economic climate and high unemployment rate of 33,9% largely affects the South African population in many aspects, (Stats SA, 2022:2). In this survey done by the Quarterly Labour Force show that in the second quarter of 2022 the unemployment rate had dropped by 0.6% from 34.5% to 33.9% due to a total 648 000 jobs gained in the first and second quarter of 2022. Divulging into the employment status of South African millennials was of high importance to determine a brief look at the employment and financial status of each respondent. The status of employment could determine the extent of travel expectations of the millennials as the more they earn the higher the standard of service that they can afford. According to Twumasi et al., (2022:7) the expectation of ancillary services offered at a destination is influenced by the employment status of the South African millennial traveller. It is important to note that regardless of how much the person earns, the choice of accommodation remains the decision of the guest. Of the respondents, 71% are employed full time and 6% are unemployed, which is a positive reflection of the financial status of the

respondents in South Africa. The high employment percentage of these respondents indicates that many of the millennials can afford to travel or visit accommodation establishments in South Africa. The employment status and income is therefore deemed as a great contributing factor to standard of accommodation establishment booked by the guest (Wong et al., 2021:7).

These respondents are in different stages of their lives, as some are studying (mostly ages 25-30), some are employed full-time or part-time, some are exploring different avenues to determine long-term career plans (ages 31-35) and others have already formed established careers (ages 36-40). The working sector of the millennials classifies the type of employment that the respondents are currently employed in or studying towards. This information may also determine the type of accommodation establishments that the respondents prefer. Results in Table 4.2 show that the majority (20%) of the millennials work in the Education and Training sector, with 14% working in the Tourism and Hospitality sector, and 13% are employed in the Finance sector. A high percentage of respondents are employed in Information Technology. The survey done by Stats SA (2022:2) shows that the increase in the employment rate was as a result of job gains in the sectors of community and social services, trade, finance and construction. Job losses in manufacturing and transport reflected the low response rates in these departments in Appendix G. The majority of the respondents are employed in sectors that form part of the corporate world and office jobs, while fewer respondents indicated employment in practical work environments. This could be a result of millennials preferring to be employed by companies that operate standard office hours, Monday to Friday, 08:00 to 17:00, which gives them the freedom to spend their weekends exploring the scenery, sites and establishments of interest that the surrounding areas have to offer.

The income earned by the millennial generation is key knowledge to the tourism and hospitality industry, as their prices need to be adjusted accordingly to be able to appeal to their target market. Guests need to be able to afford the luxury of dining out or travel and booking into various accommodation establishments across the country. The respondents indicated that almost half of them earn more than R15000 per month, which means that depending on their basic month-to-month living costs. Respondents could put money aside and save to spend on leisure activities and explore the many accommodation establishments and food and beverage outlets the tourism and hospitality industry has to offer. Garikapati (2016:563) supports the findings in this study that millennial guests are not a materialistic population but rather a group of cautious spenders who choose to invest their savings in gaining life experiences through exploring, travel and leisure opportunities.

5.2.1 Travel background

The travel background, purpose of travel, travel partner, travel payment and accommodation preference of the millennials are discussed below.

Results indicate that 99% of South African millennials have had an opportunity to leave their hometown and travel around their country and explore the beauty that the country has to offer, regardless of the nature of the trip. This is a victory for the tourism and hospitality industry as exposure to a new environment is a highly important aspect of travel. Being exposed to environments different from your hometown not only increases your travel background but also enhances the level of experience, which influences the level of expectations of the respondents.

Understanding the purpose of travel for millennial travellers will give insight into the type of travel experiences they desire as well as the travel and destination expectations that go along with each unique trip. A global study done by Booking.com (2018:11) on travel trends found that younger business travellers such as the millennial generation enjoy business trips much more than their predecessors. This is because millennials choose to combine business and leisure trips to explore their travel destinations, which also justifies why 41% of the respondents indicated that they travel for both business and leisure purposes. Booking.com (2018:11) found that globally, the millennials and post-millennials have a greater desire to combine business and leisure experiences than the baby boomer generation (55 years and older) because the older generation work under stricter conditions and less flexible working circumstances, meaning it was not common to mix business and leisure when travel for work purposes.

Along with the purpose of travel, the nature of the relationship between the people accompanying the traveller allows the accommodation establishments to formulate a service style or itinerary to offer their guests, such as a romantic dinner for a couple, a unique family dinner, a formal brunch or dinner for colleagues or team building activities to create and prepare memorable trips for all guests. High interest in leisure trips is reflected in the results on the purpose of travel as respondents indicated they more often travel with family and friends than travel with their colleagues or alone. This creates many opportunities for accommodation establishments to create unique experiences for guests and maximize the opportunities for the establishment to secure loyal guests and build relationships. This in turn brings increased opportunities to generate repeat business through loyal customer relations.

Travel costs can be expensive and require financial planning. The travel budget is dependent on who takes responsibility for the payment of the travel costs. The choice of accommodation will be selected according to the amount available to spend. While 21% of the respondents indicate that their travel costs are paid by their employers, 15% report that their families pay

for their travel costs and a mere 7% indicated that their travel partner pays for their travel costs. Most respondents (57%) pay for their own travel costs, thus factors such as age, employment status and income bracket may influence the type of establishments and service styles they prefer.

Determining the millennials preference of accommodation establishments will ensure insight into the accommodation type, style of service and preference of the accommodation of choice. The majority (25%) of the respondents prefer to stay in a self-catering unit, with 22% choosing hotels and 20% choosing Airbnb as their accommodation preference. Accommodation establishments such as bed & breakfast and guest houses received 17% and 16% respectively. The top three results show a higher demand for accommodation establishments that offer the independent service style of self-catering establishments or Airbnb's, where guests can come and go at their leisure and not be restricted to the schedules of eating and cleaning times that may occur in hotels, bed & breakfast and guest houses.

5.3 Section 2: Expectations of establishment

The appearance of accommodation is a crucial element in the booking process as many customers are motivated by the appearance of the establishment when making decisions regarding the type of establishment they want to book. The online images must match the reality of the appearance to avoid disappointing or potentially losing customers who were not given the standard they expected and paid for. These results align with the results of Booking.com (2018:9) that found that the millennial generation strongly relies on and makes use of online reviews of accommodation establishments; they fear the pictures might not be a true reflection of the accommodation as online photos can often be misleading and result in disappointed guests. Booking.com (2018:9) used a Likert scale to measure expectations with a range of 1-5, where 1 meant strongly agree and 5 meant strongly disagree. The results show an average of 1.45 was reported by millennials indicating their concerns that online reviews might reflect false information and might lead to unrealistic expectations. The millennials rated their concern at 1.51 with regard to misleading online photos of accommodation establishments versus the reality of the state of the accommodation. Similarly, in the current study, the majority (71%), of the millennials strongly agreed with the importance of the appearance of accommodation matching reality with an average of 4.6. Twumasi et al., (2022:3) shares, tourists are attracted to physical attractions and design style offered by accommodation establishments namely: artwork, natural lighting and the indoor and outdoor facilities. This highlights the critical importance that accommodation establishments should ensure they are accurately and realistically presented online. This will give potential guests a glimpse into exactly what they should expect and also serve as a tool to sway the buying behaviour of the guests based on the presentation reflected in online images.

The study by Gladly (2022:6) found that 66% of respondents reported that they prefer brands that are known to them and are able to recommend services or products that they would like to receive or purchase. The current study aimed to determine the expectations the millennials have of staff, such as face-to-face interaction and acknowledgement during their stay at an accommodation establishments. The respondents in this study reported a high average of 4.4, indicating that most (55%) strongly agree that they desire face-to-face interaction and acknowledgement from staff. Results from Gladly (2022:12) echo these sentiments, stating that 73% of consumers or guests shared that they have an expectation to be treated like a guest and not just another number who holds no value to the establishment. This suggests that millennial guests want to feel welcomed and recognised by the staff at their accommodation establishment of choice. Staff can incorporate many creative elements in ensuring that the millennial guests have a great first-contact experience, as this can often set the tone of the service experience and ensure happy guests.

Guests who encounter a great service experience at establishments often become repeat guests as they know the standard of service that they will receive solely based on their first experience. A marketing strategy, such as a loyalty rewards programme, should be implemented to encourage guest loyalty. The results of the current study show that millennials have a relatively high expectation for receiving loyalty rewards such as discounts on accommodation, arrival or departure gifts and vouchers to spend in the restaurants, spa or other amenities available at the establishment—an average of 3.6, while 43% remained neutral on this statement. Gladly (2022:16) supports the expectation of the millennial respondents by reporting that 72% of guests indicated their willingness to spend more money with a brand or establishment that assures a great customer experience.

Oracle (2016:2) found that millennial guests want personalized service experiences, but also want packages tailor-made to suit their travel needs. The current study supports Oracle's findings as millennial guests report an average of 3, which shows a good expectation, while 37% remained neutral and 37% agreed that accommodation establishments should create a personalised travel package with their preferences, special requirements and unique desires.

The millennial respondents (44%), agree that they expect to experience authentic and unique travel experiences, such as participation in local cultures and community activities during their stay. To create personalised service experiences the establishments will require more information regarding the trip or visit to their establishment which will require guests to share some personal information or details about the prospective business or leisure trip. Oracle (2016) found that millennials are keen to share personal information with establishments in order to receive personalised service and acknowledgement from establishments. This allows establishments to suggest promotions that could personalise guest experiences that bring

repeat business and secure loyal guests. In the study of Booking.com (2018:6), 16% of the millennial generation indicated the desire to experience the local culture of destinations. These respondents desired to know the hidden gems and tourist attractions of each destination that they may travel to for business or leisure travel.

The redefinition of service calls for the implementation of new and updated systems and new technology in all hospitality establishments. Oracle (2016) reports that 51% of millennials reported their desire to be able to order food on-the-go and 41% expressed a great desire to incorporate the use of their smartphone devices to place orders whilst being physically seated in the restaurant. Similarly, in the current study, 40% of the millennial respondents agreed, with an average of 4.1, to have a large expectation to access new and modern technology in the accommodation establishments during their stay. This shows that millennials not only incorporate technology in everything that they do but have a great expectation to see the implementation of technology throughout their service experiences at the accommodation establishments. The millennial guests will gauge their expectations of technology implementation according to the star grading of the establishment and style of accommodation. Although technology is actively implemented in the tourism and hospitality industry, application thereof is limited in rural areas to its marketing (Kumar & Shekhar, 2020:737). It is important to recognise that some establishments in rural areas may not be as technologically advanced as others in the central business districts in large cities and therefore expectations must be adjusted accordingly.

Fortunately for millennial guests, a variety of lodging options are available. The expansion on the range of accommodation offered allows travellers to find a establishment that will suit the basic needs, expectations and financial limitations of the guest (Twumasi et al., 2022: 3). Most accommodation establishments have facilities that are built for the benefit and use of the guests staying at their establishments. Guests are expected to explore the facilities and make use of them as an added benefit, which often keeps guests occupied and entertained during their leisure time. Booking.com (2018) reports that Chinese respondents who travelled mostly for business, reported a great desire to explore the facilities such as the restaurants, swimming pool, fitness centre and spa offered to them at the accommodation establishment. This is supported by the results in the current study where 48% of the respondents strongly agree, with an average of 4.2 indicating the importance of exploring and making use of various amenities the establishment offers. Destinations are very proud of their offerings. Various aspects such as historical sites, beautiful scenery, tourist attractions and traditional elements all form part of the motivation for guests when selecting an accommodation establishment. Therefore, travellers are encouraged to strongly consider incorporating leisure within their

business travels by visiting popular tourist attractions when visiting new destinations (Booking.com, 2018:8).

5.3.1 Establishment selection

Elements influencing the establishment selection process can be identified as price, location, preferred style of service, amongst others. This requires guests to pay specific attention to these elements before selecting an accommodation establishment. The majority of 46% agree that the cost of accommodation is majorly factored into the selection process, with an average of 4.2 and 50% of respondents agree (average of 4.3) that the location of the accommodation establishment also plays a critical role in selection. The location of the establishment can determine the travel itinerary as people would want to explore within close proximity of their accommodation, not only to save costs but also to increase travel security.

When in the process of selecting an establishment, potential guests investigate the accommodation establishments online and often check the credibility of the establishment by reading online ratings by previous guests or accommodation critics, based on their personal opinion and experiences at the establishments. Gladly (2018:13) reports that a large number of guests depend on online reviews from websites shown on social media, 36% of respondents relied on the advice received from friends and family and 8% depended on advertising to make a choice of an accommodation establishment. In the current study, 45% of respondents strongly agree, with an average of 4.3, that reviews and ratings of previous guests significantly influence guests in booking an accommodation establishment. Reviews of the establishment are strictly based on the personal experiences of guests. Similarly, the study by Gladly (2018:17) found that 26% of their customers report that they change an establishment after just one bad experience; Gladly (2018) further shows that 92% of their respondents switch after 3 or less bad experiences. Gladly (2018) found that alternatively to switching to a different accommodation establishment, the respondents reported that they are likely to post their experience on social media via various platforms (42%) and 67% are likely to dissuade their family and friends by sharing their negative experiences. This highlights the implications of good and bad service experiences given to guests and the benefits or damage that they may cause to the reputation and growth of an establishment. Reputation and branding of a business are critical as once a bad reputation is attached to your brand, potential customers will automatically avoid the establishment and pursue a different establishment with a better name.

The reservation process is a very important aspect of an accommodation establishment as this is the first point of contact that potential guests have with the staff of the establishment, whether it is telephonic, face-to-face or online booking. As previously mentioned, various reservation processes have been developed over time. The researcher investigated to see which method

of reservation is the most popular choice amongst millennial guests. Forty percent of the millennials in this study remained neutral, showing that they do not mind making a reservation through a traditional reservationist as the preferred booking method. New and modern online reservation platforms have been developed for the use of the more technically savvy guests such as Booking.com, Trivago, TripAdvisor and Airbnb. The respondents in the current study (39%) agree that online platforms are the preferred reservation method with an average of 3.9. Gladly (2018:16) supports the results of this study, indicating that 41% of millennials have a preference to be contacted and helped through online platforms. A noticeable drop in popularity of travel agencies is noted by the respondents in this study as an average of 2.7 indicates a large group of respondents disagree and will not make reservations through traditional travel agencies. Respondents also show less enthusiasm to be walk-in guests at accommodation establishments as 43% indicate that they strongly disagree with arriving at an establishment without having a booking, which indicates that although they have impulsive and spur-of-the-moment characteristics, they still prefer to plan when it comes to creating travel experiences.

Gladly (2018:10) found that 22% of millennials want to be contacted via SMS. However, the results of the current study show that 53% of millennials agree and 41% disagree that they prefer to have confirmation of booking details sent to them via email or SMS. The researcher poses this statement to determine if millennial guests prefer to be contacted by accommodation establishments, reservationists, or travel agencies telephonically to confirm all booking details and reminders. Gladly (2018:10) found that 78% of the respondents wanted to be contacted by phone.

The respondents indicated that modern amenities such as free WIFI and modern IT systems are of high importance to millennial guests. They expect it to be included in the structure of available services of the establishment with a high average of 4.4 indicating a high level of interest and importance. Booking.com (2018:12) found that the youngest demographic group have the highest percentage of travellers who think WIFI is necessary. Similarly, Oracle (2016:7) reports that 82% of millennials make use of available WIFI when using their mobile devices at hotels. The current study also reports a variety of ways that accommodation establishments can incorporate technology into hotels, such as room service and the ability to place orders through an application, check-in and check-out procedures, making bookings at available on-site amenities, accessing the room without a physical key and control of entertainment such as TV and speakers, which are key for the millennial generation who are always seeking instant gratification and easy access to complete processes that are usually done at a slower pace.

5.3.2 Service expectations

Personalised service is rated as highly important by respondents. Gladly (2018:10) found that the millennial generation notes that even though face-to-face communication can be very advantageous when visiting a new accommodation establishment, they still remained neutral on this aspect, with an average of 3.7, showing that they do not have a strict preference between checking in online or face-to-face. In the Oracle (2016:8) study, 20% of millennials have used a mobile device to check into a hotel, 46% used their devices to book a room and 56% used their devices to browse the website of the hotel to familiarize themselves with the services the hotel has to offer, before making a reservation. With millennial guests being technologically advanced, the researcher aimed to gauge the level of preference of millennial guests to check in using an online system. The results show that 44% remained neutral, with a relatively low average of 2.9. Although automation and technology have become prevalent within the services received at accommodation establishments, the study by Oracle (2016:17) shows that people still prefer to have human interaction in case something goes wrong. With new service structures and different styles of service, it is noticeable that certain establishments do not have reception desks and therefore the researcher poses this statement to determine the millennial guests' preference for a telephonic check-in procedure. The results of the current study indicate that 38% of the millennials remained neutral on telephonic check-in procedures with an average of 2.6.

A study by Gladly (2018) reveals that 76% of the respondents want to be acknowledged and want to be known by the service providers. 40% of the respondents strongly agree and 40% agree that they have a great desire to be able to interact with staff and receive a warm welcome upon arrival at the accommodation establishment. Oracle (2016:17) reports that millennials still have a great desire for personalised service as they have indicated that they do not want a fully digital service experience. 37% of millennials agree that when visiting an accommodation establishment, it is important to familiarize yourself with your surroundings and respondents have a desire to receive a short tour of the establishment upon arrival.

Personalized services such as complimentary gifts, welcome drinks and snacks are a way to welcome your guests and make them feel comfortable. The millennials mostly remained neutral on this aspect, while 44% would like to receive these welcome gifts, although it is not a great expectation. Personal preferences and personal touches require the establishment to obtain personal information from their guests. In a study done by PWC (2018), 43% of American consumers indicated that they were open to sharing their personal information with companies, such as their demographic information and preferences, to allow for more personal, customized experiences. The respondents added that the more they trust their service providers the more personal information they are willing to share.

5.3.3 Spending pattern

The millennials, a people labelled as a price-sensitive generation, are made up of extremely smart spenders who prevent excessive waste of money by making sure value for money is always received (O'Connell, 2015). The researcher has learnt that the millennial generation are generally smart spenders and therefore posed the question to see if they are smart spenders when working out a travel budget and booking accommodation. Results show that 52% of millennials agree that they budget for their travel and accommodation, with an average of 3.4. A high level of preference (51%) to book accommodation establishments or travel experiences when it is advertised at a special rate as they are keen to spend on experience but also keen to save where possible. Discounted rates are often used as a powerful marketing tool by establishments to attract more guests. These special rates are often implemented in low season such as winter or slow business days such as weekdays, to attract as many potential guests as possible. This is a great deal for guests who benefit in terms of cost but is also a very lucrative way for establishments to secure a flow of income during the low season.

The researcher aimed to investigate the willingness of millennial guests to spend more money on receiving personalized service experiences or benefits such as private or exclusive dining and personalized gifting when exploring a new travel experience or visiting an accommodation establishment. The study by Gladly (2018) reports that in their study 68% of millennials would pay more for personalised experiences, 33% indicated they would pay 1-9% more, 27% indicated would pay 10-20% more and 8% would pay 20% more. The respondents in the current study indicate that 34% actively set money aside in their budget for leisure activities and travel. They indicate that their salaries are the source of finance used to cover the costs of their travel expenses with a high average of 3.5.

5.4 Factor and reliability analysis

A factor analysis is done to analyse the data that has been collected from a questionnaire. Dubey et al., (2021:4) describe the process of factor analysis as the process when the data is reduced from a large data set and then grouped as variables which reflect the same qualities. The factor analysis has been conducted in this study to identify the variables considered by the millennials when visiting accommodation establishments in South Africa. To interpret the output of the factor analysis the researcher looked at the descriptive statistics measured in this study such as the mean, standard deviation and then the sample size used throughout the study, which varies from 533 to 627 respondents. The sample size is indicated by "n" and is generally noted as acceptable when $n > 200$ (Dubey et al., 2021:4). When the sample size is $200 > n$ it is regarded as poor. Therefore, this study had an acceptable sample size, allowing for a great variety of respondents which reflects a great diversity of the results.

The mean scores and standard deviation are reported in Tables 4.4 to 4.7 to express the level of expectations that the millennial guests have when staying at accommodation establishments. The results show that the mean scores range from 2.03 to 4.70, indicating that the lowest experience item was identified as “Preference to be a walk-in guest at accommodation establishments”, (V14), which indicates that millennial guests prefer to make reservations in advance and not arrive without prior bookings being made. On the other hand, the millennials’ highest level of expectation item was “The appearance of the accommodation establishment, in reality, must match the online images”, (V1), which highlights the importance of the expectation of the quality of service anticipated by the millennial guests.

The results of the factor analysis are presented in detail in Appendix I, in which the Kaiser-Meyer-Olkin Measure KMO and Bartlett's test, communalities, total variances and component matrix are included for further analysis. As seen in the attached report, the correlation matrix includes all variables used for the factor analysis which are all correlated diagonally. According to Dubey et al., (2021:4) the result of the KMO should be greater than 0.70, ruling a value less than 0.50 inadequate. As seen in the attached report, the KMO and Bartlett's Test are conducted where any result above 0.5 is considered acceptable, although a value above 0.6 is preferred and in the case of this study, the value for all items range from 0.519 to 0.689, indicating an acceptable value as it is above 0.6. In the same table, the Bartlett's test of sphericity looks at the Sig value known as the p-value and considers a value below 0.005 as acceptable. In the results in Appendix I, all the p-values were reported as <0.001.

The factor loadings indicate how well each factor is explained by the variables in the study. The majority of the factor loadings determined by the factor analysis were greater than 0.60, which implies a moderately high correlation between the factors that were extracted and their variables. The communalities table presents an extraction value that explains the portion of each variable that can be explained by the factors. The communalities of the 27 items in this study ranged from 0.173 to 0.808, which indicates that the factor solution extracted a great amount of variance. The total variance table seen in Annexure H shows the researcher that SPSS extracts the components and indicates a cumulative percentage of 23.57% to 38.10%, therefore indicating that those extracted components explain 23.57% to 38.10% of the variance.

The component matrix and the rotated component matrix are used to read the factor loadings of each item. The minimum value of a factor loading should be set at 0.3, therefore indicating that no items with a factor loading of less than 0.3 will be included, (Mhlanga, 2018:9). The results show Cronbach's Alpha coefficients varied from a low 0.756 to a high 0.784. Reflecting an overall value higher than $0.6 > \alpha$, which according to the scale is considered an indication of acceptable reliability, (Mhlanga, 2018:8). These values represent a good internal consistency

of all the variables in question and as seen in the table in Appendix I, Cronbach's alpha value for the millennial expectations scale is 0.773, indicating acceptable reliability for all items overall.

5.5 Limitations

As mentioned in Chapter 3, section 3.5, the limitations of the study were COVID-19, response time, questionnaire fatigue and non-participation. Two new limitations are added, such as location and literature.

Location

Although this study was based throughout South Africa, the researcher was based in Cape Town which caused an imbalance in the number of responses received from all identified locations in South Africa. With a prevalent response from the Western Cape, the results of the study do not accurately represent the expectations of millennial respondents throughout all provinces in South Africa, so the findings cannot be generalised.

Literature

A challenge the researcher faced was the shortage of relevant literature, specifically African and South African literature based on the millennial generation in the context of the tourism and hospitality industry. There are a large number of studies conducted in countries like the USA, UK, China, Japan and others provided literature related to the study, of which none had African millennials in their sample. This made it difficult to source literature that focused solely on the expectations of the millennial generation in South Africa and created a gap in the body of knowledge not only regarding South African or African millennials and their expectations but highlights the great lack of literature on the tourism and hospitality industry in general.

COVID-19 pandemic

The COVID-19 pandemic affected the country in multiple ways. Many people lost loved ones to the virus and many of the global population fell ill and suffered long-term effects from this disease. COVID-19 greatly impacted the physical health of many people, the financial circumstances and the mental health of a large part of the population. Due to lockdown restrictions, many people developed irrational fears of going outside and coming into contact with other people for fear of contracting and succumbing to the virus. This restricted the movement and socialisation of the country's inhabitants as well as curbed the researcher in limiting possibilities of conducting the data collection processes.

In the study done by Mhlanga (2018:6) the data collection process was conducted by using systematic sampling methods to complete the questionnaire. Mhlanga (2018:6) systematically

approached every fourth millennial guest checking -in and out of the hotel, which allowed face-to-face interaction and took the opportunity to inform the potential respondents of the aim of the study as well as explaining the ethical considerations applied. This approach could not be adopted in this study by the researcher due to the lockdown regulations and social distancing requirements that were enforced in South Africa, which obliged the researcher to conduct a study strictly through social media platforms.

Post-reopening of all establishments, many people were still living in fear for an extended time and were very cautious when it comes to forming part of a social construct. As the wearing of masks has been lifted by the government, many inhabitants still follow the health and safety practices instilled by the pandemic leaves the tourism and hospitality industry with great damages suffered such as excessive financial losses during the pandemic. Tourism and hospitality establishments are in the process of recovery from these financial losses and therefore require the millennial population, the most influential generation, to fully return back to the establishments. The researcher has hopes that the expectations of the millennial guests will be met by these establishments and in return, the millennials will serve as an influence to the previous generation and generations that follow to return to normal life. For the tourism and hospitality industry, specifically the accommodation sector, an immense increase in the occupation rates of accommodation establishments is critical for them to survive and deliver the expected standard of service.

Response time

The method of data collection was not a time-efficient process due to the participants' slow responses. As the questionnaire was self-administered, it did not put any pressure on respondents to complete it on the spot and they could complete and submit the completed questionnaires at their leisure. This often resulted in respondents clicking on the link or reading the message but choosing not to complete immediately, resulting in a delay or the participant forgetting to complete it, or losing interest and not responding at all. This meant many lost opportunities to achieve more responses, whereas a face-to-face approach could have secured more responses on the spot.

Questionnaire fatigue and non-participation

The researcher noticed that questions on race, employment sector, income bracket and questions addressing budgeting and finance had many blank responses. This could indicate that certain questions make respondents feel uncomfortable and they leave it blank or indicate that they prefer not to answer for personal reasons. The lack of responses causes variances in the sample size of each question.

5.6 Recommendations

Academia

In Chapter 1, the researcher highlights a lack of available literature in the tourism and hospitality industry focussing on the South African and African population, as well as very limited literature focussing on the millennial generation of South Africa and their expectations. This is an indication of less interest being shown in conducting research within the hospitality industry in South Africa and Africa in general, which is highly contradicting to other countries where a large number of publications are available within the tourism and hospitality field. Students in the tourism and hospitality industry should be nurtured and motivated to conduct research within the industry. The researcher urges all tourism and hospitality-based learning institutions to invest in upcoming, future researchers in the tourism and hospitality field in South Africa and motivate the scholars to build more content on the identified gaps in the literature. Higher education institutions should create opportunities for students to assist in playing a role to conduct small studies, with the hopes of an interest in research developing. The institutions could run these projects throughout the academic journey of the students and work alongside lecturers to develop this research and publish articles.

The researcher would also like to encourage other students and peers to develop an interest and passion for research. Through this more collaborative work can take place. Research gaps and studies can be investigated together with industry partners and so increase the body of research specifically aimed at the tourism and hospitality industry but focusing on the latter at large. The importance of identifying the millennial expectations and the effects of implementation of services that meet and exceed these identified expectations has been highlighted in Chapters 1 and 2. The knowledge gained through this study and the newly developed methodology will serve as an academic contribution to the body of available literature in South Africa and Africa. The awareness of the millennial expectations highlighted in the findings will serve as an active guide to tourism and hospitality establishments in South Africa and Africa. These findings can be applied within the operational systems and services offered by these establishments to improve overall services offered to the millennial guests that meet and exceed their expectations.

Data collection methods

The millennial generation has applied their characteristics, expectations and needs and changed many aspects of traditional service and moulded it into a new and refreshed model or way of doing things. The researcher noticed that the traditional forms of data collection tools used are seen as outdated by the respondents. The researcher implemented new aspects of creating awareness of the study by developing a modern video, enticing millennial respondents

to answer an online questionnaire. The questionnaire was specifically placed online to make it easier for the millennial generation to access it. The online study was designed to merge the academic requirements of the study as well as meet the desires of the millennial generation, through the implementation of colour and emojis. These techniques were applied to ensure that the research appeals to respondents who do not prefer to read.

For the benefit of the study, the researcher was obliged to come up with new and creative ways to bridge the gap of formal research, which must meet the requirements of the Faculty of Research Ethics, as well as pique the interest of the millennial and post-millennial generation as they are a very large part of the current global population. The aim is to gain the interest of a maximum number of respondents to participate in research studies which will result in a greater number of suitable respondents and also create a greater pool of diversity among respondents. The researcher therefore recommends that data collection methods within the research field can be designed specifically to appeal to the target sample of each study respectively. Data collection methods needs to integrate new technological developments as this could potentially attract and include a larger response group for future research studies.

Training and Development programmes

The researcher suggests many ways that the tourism and hospitality industry can improve its standard of service and quality of the services that the establishments offer. A key element in offering better services is through training and development of staff. The researcher suggests that tourism and hospitality establishments incorporate the results of the study practically within the training and development programs. This can be achieved by accessing the expectations explored in this study and applying new service styles or approaches to exceed the customer service, modern and technological expectations and personalised service expectations. The staff within any establishment are the heart of the establishment. All departments need to work together to achieve the main goal of creating memorable, unique and extraordinary service experiences for the guests, not only to meet but exceed their greatest expectations. The researcher recommends that all establishments call a quarterly strategic meeting to analyse their current state of business as well as do a SWOT analysis to evaluate their strengths and weaknesses, opportunities and threats.

By identifying these aspects, the establishment will be able to use the identified strengths to determine exactly what the establishment has to offer its guests with the skills and available resources in their possession. By determining the weaknesses such as old software, lack of modern technology and outdated systems, the establishments will be able to identify their shortcomings and also put steps in place to ensure that their identified strengths compensate for their weaknesses such as upgrading of technology and operating systems. Analysing

opportunities for maximising number of guests and maintaining their loyal customers is imperative therefore establishments should develop relationships with other establishments in close proximity to their establishment to develop packages that could benefit all participating parties. This will allow each establishment to encourage their guests to explore local domestic tourism activities as well as motivating guests to support the local businesses within their travel destination. Any identified threats such as competition with other establishments need to be considered and newly developed opportunities should be activated to meet the expectations of the millennial guests at all times.

In order to deliver exceptional service experiences that are unique, the staff at establishments need to have a fully grounded understanding on who their guests are and the type of service standards that they have. The staff will be required to communicate with guests from different generational groups. This understanding can be determined through generational training workshops, which will analyse the needs and expectations of each generational group. As proven in the literature, each generation will require a uniquely different service approach determined by their characteristics and background. The training must be relevant, updated and constant for staff as this will also encourage staff to become more engaging with guests.

The establishments should implement personalised service experiences within their service offerings, which will allow for tailor-made services suiting varying needs and expectations of each guest. By implementing personalised services, establishments will incorporate the strengths and maximise opportunities to define a unique and memorable service offered to their guests, which will set the establishment apart from its competitors. The researcher recommends a system to be developed which is specifically designed to form as a database which will hold all of the information pertaining to guests who visit the accommodation establishment. In this system, the guest should be given an opportunity to note any special requests, inform staff of dietary requirements, hobbies and leisure preferences as well as indicating the nature of the visit. The staff of the establishment should also be given access to add new information as notes, based on observation of the needs and requests of their guests. These notes will also serve as a reminder in the case that specific guests become repeat guests, in which this will ensure that all staff are informed and can deliver an equal standard of service, regardless of the department they are employed in. This information will allow establishments to provide a better service to guests as personalised service offerings can be incorporated into the quality of service, resulting in the establishments meeting and exceeding the expectations of their guests.

5.7 Conclusion

During the COVID-19 pandemic, South African millennial travellers had zero prospects of travelling abroad and were limited to exploring inbound destinations. Significant increases in inbound travelling experiences required a significant increase in service standards provided by the accommodation establishments in South Africa. Determining the South African millennials' expectations of accommodation establishments in South Africa was the main aim of this study. The three objectives and research questions were answered as the responses received in the data collection process addressed each objective individually and explored the factors influencing the objectives. A total of 637 South African millennials participated in the study, making a significant contribution to on the literature and methodology of the tourism and hospitality industry, especially focusing on the South African millennial expectations at accommodation establishments in South Africa.

Chapter 1 allowed the reader to gain a general understanding of the background to the research problem and addressed the millennials' expectations of accommodation establishments in South Africa. Chapter 2 was an extensive review of relevant literature which was in line with this study and mirrored similar constructs. Chapter 3 detailed the methodology employed in the study, including the research approach, research design, data collection tools and methods as well as the process of data analysis, and applied ethical considerations.

The objectives of the study were met in Chapter 4 where the results were presented in tabular format. Findings revealed that the millennial generation has a preference to stay at self-catering units rather than other types of establishments. Results also show that majority of the millennials seek the implementation of technology and modern systems, as they have a great expectation to use systems for online check-in opportunities. Contrary to previous generations, the millennials report that they combine business travel with leisure travel and want to get to know their travel destination by exploring the unique sights, tourist attractions and local gems of the destination. These results indicate that the research objectives have been met despite the limitations of the study. The researcher recommends that owners, managers and staff in the tourism and hospitality industry critically consider the implementation of the recommendations made to assist establishments in reaping financial benefit by delivering services that meet and exceed the expectations of all guests.

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APPENDICES

APPENDIX A: QUESTIONNAIRE (MICROSOFT WORD)

Demographics:

Please select an answer by ticking your answer in the chosen box.

Details of Participant:							
Gender:	Male	Female	Other	Prefer not to say			
Age:	26-30		30-35	35-40			
Race:	Black	Coloured	White	Indian	Other	Prefer not to say	
Which province do you live in?	Western Cape	Kwa-Zulu Natal	Northern Cape	Gauteng	Limpopo		
	Mpumalanga	Eastern Cape	North West	Free State			
Employment:	Not employed	Employed: Full time	Employed: Part time	Self-employed	Studying	Prefer not to say	
Which sector are you in?	Automotive & Vehicles	Beauty & Grooming	Catering & Confectioners	Construction & Home improvement	Education & Training	Entertainment & Party	Fashion
	Finance	Healthcare	Healthy living	Hiring services	Freelance	Legal	Recruitment
	Retail	Mom & Baby	Safety & Security	Sports & recreation	Tourism & Hospitality	Travel & Transport	Other: Specify
Income Bracket (net)	None	R1000- R5000	R5000-R10000	R10000-R15000			
P/M:	R15000-R20000	R20000-R25000	R25000 or more	Prefer not to say			

Travelling background:

The purpose of the following questions is to establish your personal travel habits. Indicate which of the following travel habits best apply to you. (You may select more than one answer)

Travel Habits:	
1. I have travelled: -Around South Africa -Within my province -To other provinces, specify: Western Cape Northern Cape Eastern Cape North West Free State Gauteng Kwa-Zulu Natal Limpopo Mpumalanga -I have not travelled	3. I travel with: -Family -Friends -Colleagues -Alone 4. Travel payment: -My company pays for my travel costs. -I pay for my own travel costs. -My family pays for me -My travelling partner pays -Other, specify
2. I travel for: -Business -Leisure -Business and leisure -Other, specify	

When travelling in and around South Africa, which accommodation establishment would you like to stay in? (You may select more than one answer)	
1. Hotel	
2. Bed and Breakfast/ Guest House	
3. Airbnb/ Self-Catering unit	
4. Guest house	
5. Self-catering unit	

Expectations:

The Likert scale is used to determine to what extent the participant agrees with the statements listed below. The extent of agreement or disagreement on each statement can be shown by ranking the words from 1-5 to express the level of agreement or disagreement as shown below.

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
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Indicate which best applies to you, from the following statements relating to the importance of your various expectations being met during your travel experience.

Expectations of Establishment:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The appearance of the accommodation establishment in reality must match the online images.					
2. Acknowledgment and attention from staff members at the accommodation is important for me.					
3. It is important to receive loyalty rewards from an accommodation establishment.					
4. It is essential to have a tailor-made travel package, specific to my travel needs.					
6. Experiencing an authentic travel service, such as city exploring or experiencing the local culture and communities, is key to my travel expectations.					
7. The accommodation must have the necessary new and modern technology.					
8. Exploring the accommodation establishment and the amenities it offers is very important when visiting a new destination.					
9. Experiencing the local culture is important when enjoying a new destination.					
10. When visiting a new place, it is important to explore the popular tourist attractions.					
11. Experiencing the local culture and various tourist attractions are not key to my enjoyment of my travel experience.					

The following statements are key preferences when planning, organizing and choosing an accommodation establishment for your travel purposes. Select which is most suitable.

Establishment selection:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. My choice of accommodation is based on cost per night.					
2. When choosing accommodation, the location is key.					
3. Personal travel reviews and ratings are key when choosing accommodation.					
4. Booking through a reservationist is preferred.					
5. I predominantly make use of online platforms for booking accommodation.					
6. Booking through a traditional travel agency is preferable.					
7. I prefer to be a walk-in guest and make a booking on arrival.					
8. My booking details and reminders should be sent via email or SMS.					
9. The accommodation establishment should contact me telephonically regarding my booking details and reminders.					

3

10. Modern amenities, such as free WiFi and modern IT systems, are important when choosing accommodation.					
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Indicate the importance of the following service expectations on arrival at your chosen accommodation establishment?


Service Expectations:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Travel services by the accommodation establishment, such as airport transfer is expected.					
2. I would prefer to check-in at the reception desk.					
3. I predominantly make use of online check-in.					
4. I prefer to check-in telephonically.					
5. Being welcomed by staff, is important to my experience at the accommodation establishment.					
6. The accommodation should offer a porter service for my luggage.					
7. On arrival, I would like a short tour and introduction of the accommodation establishment.					
8. On arrival, I would like a complimentary gift.					
9. When arriving at the accommodation, I expect a complimentary welcome drink and/ or snack.					

Indicate which of the following statements best apply to your choices when considering and planning your travel budget and payments?

Travel Budget:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am a smart spender and do not go over my travel budget.					
2. I am willing to pay extra for a better service experience.					
3. I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travelling.					
4. I prefer to book on special rates.					
5. I budget or save for my travelling.					
6. I have a leisure budget.					
7. I use my salary for travelling.					

Your participation is highly appreciated.

APPENDIX B: GOOGLE FORMS ONLINE QUESTIONNAIRE



South African millennials' expectations on accommodation establishments in South Africa

My name is Lucinda Koeberg, a registered Masters (MTech) student in Tourism and Hospitality Management at the Cape Peninsula University of Technology (CPUT), in Cape Town.

I am conducting a study titled, SA millennials' expectations on accommodation establishments in South Africa. The purpose of the proposed study is to determine what SA millennials' expectations at accommodation establishments in South Africa are.

✉ lucindaresearch@gmail.com (not shared) [Switch accounts](#)

***Required**

I would like to request your consent to be part of this study. Participation is voluntary and identity will remain anonymous. You may omit questions or stop completing the survey at any point. This study is aimed at people who are living in South Africa and are between the ages of 25 and 40 years old.

Yes, I consent to being part of this study.

No, I do not consent to be part of this study.

[Next](#) [Clear form](#)

Participant Details

Demographics

Gender

Male

Female

Prefer not to say

Other: _____

Age

25 - 30

30 - 35

35 - 40

Race

Black

Coloured

White

Indian

Prefer not to say

Other: _____

Where do you live? (Please select your province)

Western Cape

Gauteng

Kwa-Zulu Natal

Northern Cape

Limpopo

Mpumalanga

Eastern Cape

North West

Free State

Which sector are you in?

Automotive & Vehicles

Beauty & Grooming

Catering & Confectioners

Construction & Home improvement

Education & Training

Entertainment & Party

Fashion

Freelance

Legal

Recruitment

Retail

Mom & Baby

Safety & Security

Sports & Recreation

Tourism & Hospitality

Travel & Transport

Other: _____

Employment

Not employed

Employed: Full Time

Employed: Part Time

Self-employed

Studying

Prefer not to say

Income Bracket per month

None

R1000 - R5000

R5000 - R10000

R10000 - R15000

R15000 - R20000

R20000 - R25000

R25000 or more

Prefer not to say

Personal Travelling Background

The purpose of the following questions is to establish your personal travel habits. Indicate which best applies to you. You may select more than one answer.

I have traveled : (You may select more than one answer.)

- Around South Africa
- Within my province
- To other provinces
- I have not traveled

Purpose of travel: (You may select more than one answer.)

- Business
- Leisure
- Business and Leisure
- Other: _____

I travel with: (You may select more than one answer)

- Family
- Friends
- Colleagues
- Alone

Travel payment: (You may select more than one answer.)

- My company pays for my travel costs
- I pay for my own travel costs
- My family pays for me
- My traveling partner pays
- Other: _____

Accommodation Preference

When traveling in and around South Africa, which accommodation establishment would you like to stay in? (You may select more than one answer.)

- Hotel
- Bed and Breakfast
- Airbnb
- Guest House
- Self-catering unit

The importance of your travel experience being met: Expectations

☹️ Strongly Disagree (1) 😞 Disagree (2) 😐 Neutral (3) 😊 Agree (4) 😄 Strongly Agree (5)

Indicate the importance of your various expectations being met during your travel experience. Please select the option that best applies to you.

The appearance of the accommodation establishment in reality must match the online images. *

- ☹️ Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Acknowledgment and attention from staff members at the accommodation is important for me.

- ☹️ Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

The accommodation must have the necessary new and modern technology

- ☹️ Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Exploring the accommodation establishment and the amenities it offers is very important when visiting a new destination.

- ☹️ Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Experiencing the local culture is important when enjoying a new destination

- ☹️ Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

It is important to receive loyalty rewards from an accommodation establishment.

- ☹️ Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Planning, organizing and choosing an accommodation establishment for travel purposes

The following statements are key preferences when planning, organizing and choosing an accommodation establishment for your travel purposes. Select which is most suitable.

My choice of accommodation is based on cost per night.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

When choosing a hotel, the location is key.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Personal travel reviews and ratings are key when choosing accommodation

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Booking through a reservationist is preferred

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

I only make use of online platforms for booking accommodation

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Booking through a traditional travel agency is preferable

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

I prefer to be a walk-in guest and make a booking on arrival

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

My booking details and reminders should be sent via email or SMS

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

The accommodation should contact me telephonically regarding my booking details and reminders

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Modern amenities, such as free WIFI and modern IT systems, are important when choosing accommodation

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Back

Next

Clear form

Service Expectations

The importance of certain service expectations on arrival at your chosen accommodation establishment

Travel services by the accommodation establishment, such as airport transfer is expected.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

I would prefer to check-in at the reception desk.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

I only make use of online check-in

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

I prefer to check-in telephonically

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Being welcomed by staff, is important to my experience at the accommodation establishment.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

The accommodation should offer a porter service for my luggage

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

On arrival, I would like a short tour and introduction of the accommodation establishment.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

On arrival, I would like a complimentary gift.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

When arriving at the accommodation, I expect a complimentary welcome drink and/ or snack.

- 😡 Strongly disagree
- 😞 Disagree
- 😐 Neutral
- 😊 Agree
- 😄 Strongly Agree

Back

Next

Clear form

Travel Budget

Considering and planning your travel budget and payments

I am a smart spender and do not go over my travel budget

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I am willing to pay extra for a better service experience

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travelling

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I prefer to book on special rates

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I budget for my travelling

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travelling

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I prefer to book on special rates

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I budget for my travelling

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I have a leisure budget

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

I use my salary for travelling

- 😞 Strongly disagree
- 😞 Disagree
- 😊 Neutral
- 😊 Agree
- 😄 Strongly Agree

.

Thank you for taking time to complete this questionnaire, your participation in this study is highly appreciated.

[Back](#)

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South African millennials' expectations on accommodation establishments in South Africa

Your response has been recorded.

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Google Forms

APPENDIX C: INFORMED CONSENT LETTER



Researcher name: Lucinda Koeberg

Contact via email: lucinda807@gmail.com

Dear Participant

My name is Lucinda Koeberg, a registered Masters (MTech) student in Tourism and Hospitality Management at the Cape Peninsula University of Technology (CPUT), in Cape Town.

I am conducting a study titled South African millennials' expectations on accommodation establishments in South Africa. The proposed study aims to determine what SA millennials' expectations on accommodation establishments in South Africa are. The reason for conducting this study is to understand millennial needs when visiting in accommodation establishments.

I would like to request your consent to be part of this study. Participation is voluntary, and your identity will remain anonymous. Only the student and the supervisors will have to access the data to the data collected. You may omit questions or stop completing the survey at any point.

This study is aimed at people who are living in South Africa between the ages of 26 and 40 years old.

Should you have any queries, please do not hesitate to contact me on 0658496689 or email me at lucindaresearch@gmail.com.

Thank you for your time and valuable contribution.

APPENDIX D: CPUT ETHICAL CLEARANCE



P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 4603291 • Email: fbmsethics@cput.ac.za
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	FACULTY: BUSINESS AND MANAGEMENT SCIENCES
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The Faculty's Research Ethics Committee (FREC) on **20 October 2020**, ethics **Approval** was granted to **Lucinda Hayley Koeberg (215095391)** for a research activity **M Tech: Tourism and Hospitality** at Cape Peninsula University of Technology.

Title of dissertation/thesis/project:	South African millennials' expectations on accommodation establishments in South Africa Lead Supervisor (s): Dr. T Nyathela / Ms. N Septoe
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Comments:

Decision: **APPROVED**

 Signed: Chairperson: Research Ethics Committee	10 December 2020 Date
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APPENDIX E: PERMISSION TO CONDUCT RESEARCH AT CPUT



18 November 2021

Ms Lucinda Hayley Koeberg (CPUT student no: 215095391)
M Tech: Tourism and Hospitality
Faculty of Business and Management Sciences
Cape Peninsula University of Technology

Dear Ms Koeberg

RE: PERMISSION TO CONDUCT RESEARCH AT CPUT

The Institutional Ethics Committee received your application entitled: "*South African millennials' expectations on accommodation establishments in South Africa*" together with the dossier of supporting documents.

Faculty Ethics Committee Approval Date: 20 October 2020

Faculty Ethics Committee Approval Reference No: 2020FOBREC840

Permission is herewith granted for you to do research at



Wishing you the best in your study.

Sincerely



How to fill in the questionnaire:

1

Watch the video in attachment.

2

Click on link :

<https://forms.gle/jZkmVv3MtcULVhmv6>

3

Answer all questions

4

Click submit

5

Share the video and link with your friends and family

THANK YOU FOR YOUR PARTICIPATION!

APPENDIX G: EMPLOYMENT SECTOR

Employment Sector	595	%
Automotive & Vehicles	13	3
Beauty & Grooming	6	1
Catering & Confectioners	14	2
Construction & Home Improvement	16	3
Education & Training	122	20
Entertainment & Party	22	4
Fashion	2	0
Finance	77	13
Freelance	5	1
Healthcare	48	8
Healthy living	3	1
Legal	24	4
Mom & Baby	5	1
Recruitment	2	0
Retail	24	4
Safety & Security	9	2
Sports & Recreation	5	1
Tourism & Hospitality	85	14
Travel and Transport	8	1
Other Specify:	105	%
Agriculture	6	6
Anthropology	1	1
Architecture	1	1
Arts	2	2
Audit	1	1
Banking	2	2
BPO	3	3
Communications	4	4
Commercial and industrial consulting	1	1
Deathcare	2	2
Design and marketing	2	2
Digital Advertising	2	2
Digital and Web Development	1	1
Energy, Electricity Generation and distribution	4	4
Engineering	2	2
FMCG	1	1
Government	6	6
Graphic Designer and Apparel owner	1	1
Hiring services	1	1
Industrial Psychology	1	1
Information Technology	14	13
Leisure	2	2
Manufacturing	2	2

Marketing	1	1
Marketing and Advertising	2	2
Media	2	2
Media & Advertising	2	2
Military	2	2
Mining industry	1	1
N/A	3	3
Office space	1	1
Petroleum	1	1
Printing	2	2
Professional Services	4	4
Psychology	1	1
Public Relations	1	1
Public Sector	1	1
Public Sector: Legal	3	3
Residence Operations	2	2
Retail, Administration	1	1
Sales	1	1
Secretary	2	2
Social services	2	2
Taxation	2	2
Technical	1	1
Travel & Transport, Railway Engineering	2	2
Warehousing and distribution	1	1
Wine Industry	2	2

APPENDIX H: LIKERT SCALE PERCENTAGES

LEGEND: SD= STRONGLY DISAGREE, D= DISAGREE, N=NEUTRAL, A= AGREE, SA= STRONGLY AGREE

Establishment Expectations:	SD	D	N	A	SA
The appearance of the accommodation establishment in reality must match the online images.	1%	0%	5%	24%	71%
Acknowledgment and attention from staff members at the accommodation is important for me.	0%	1%	9%	35%	55%
It is important to receive loyalty rewards from an accommodation establishment.	1%	6%	43%	30%	20%
It is essential to have a tailor-made travel package, specific to my travel needs.	1%	8%	37%	37%	16%
Experiencing an authentic travel service, such as city exploring or experiencing the local culture and communities, is key to my travel expectations.	1%	4%	27%	44%	23%
The accommodation must have the necessary new and modern technology	0%	5%	18%	40%	37%
Exploring the accommodation establishment and the amenities it offers is very important when visiting a new destination.	1%	2%	12%	37%	48%
Experiencing the local culture is important when enjoying a new destination	0%	3%	17%	48%	31%
When visiting a new place, it is important to explore the popular tourist attraction.	0%	4%	20%	41%	35%
Experiencing the local culture and various tourist attractions are not key to my enjoyment of my travel experience	12%	33%	26%	19%	10%
Establishment Selection:	SD	D	N	A	SA
The cost of accommodation determines the type of accommodation booked by millennial guests.	1%	1%	12%	45%	41%
Importance of location of accommodation establishment when choosing accommodation.	0.32%	0.79%	8%	48%	42%
Importance of travel reviews and ratings when choosing accommodation.	0.47%	1%	10%	43%	45%
Booking through a reservationist is preferred.	2%	17%	40%	29%	13%
Preference of making bookings through online platforms.	0.63%	10%	21%	39%	29%
Booking through a traditional travel agency is preferable.	9%	3%	44%	12%	4%
Preference to be a walk-in guest at accommodation establishments.	27%	43%	21%	6%	3%
Preference of having booking details sent via email or SMS.	0.32%	0.32%	5%	41%	53%
Preference to be contacted telephonically regarding bookings & reminders.	5%	20%	27%	27%	21%
Importance of modern amenities such as free WIFI and modern IT systems.	0.95%	3%	11%	28%	57%
Service Expectations:	SD	D	N	A	SA
Expectation of millennial guests to have airport transfers.	1%	17%	41%	29%	12%
Millennial guest preference to check-in at reception desk.	1%	8%	28%	44%	20%
Millennial guest preference to check-in online.	4%	30%	44%	12%	10%
Millennial guest preference to check-in telephonically.	11%	38%	37%	10%	3%

The millennial guest desire to receive a welcoming and acknowledgment by staff members.	0.32%	4%	14%	41%	41%
The millennial guest expectation of a porter service at accommodation establishments	2%	16%	37%	25%	20%
Millennial guest expectation to receive an introductory tour of establishment.	2%	10%	27%	36%	24%
Millennial guest desire for a complimentary gift.	2%	9%	44%	26%	19%
Millennial guest expectations to receive a complimentary drink or snack on arrival.	2%	13%	37%	27%	21%
Spending pattern:	SD	D	N	A	SA
Millennial guests are smart spenders who do not go over their travel budget.	3%	19%	27%	34%	17%
Millennial guests willingness to pay extra for better service experiences.	0%	5%	19%	52%	24%
Millennial guests willingness to spend more money on receiving personalized service experiences.	4%	20%	29%	31%	16%
Millennial guests preference to book on special rates.	0.32%	1%	17%	48%	34%
Millennial guests do budget for travel.	0.32%	4%	14%	47%	35%
Millennial guests do have a leisure budget.	3%	17%	33%	34%	14%
I use my salary for travel.	5%	12%	25%	39%	18%

APPENDIX I: FACTOR ANALYSIS

ESTABLISHMENT EXPECTATIONS

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
My choice of accommodation is based on cost per night.	4.18	.829	530
When choosing a hotel, the location is key.	4.29	.696	530
Personal travel reviews and ratings are key when choosing accommodation	4.30	.737	530
Booking through a reservationist is preferred	3.27	.985	530
Booking through a traditional travel agency is preferable	2.69	.939	530
I only make use of online platforms for booking accommodation	3.84	.979	530
I prefer to be a walk-in guest and make a booking on arrival	2.11	.958	530
My booking details and reminders should be sent via email or SMS	4.47	.639	530
The accommodation should contact me telephonically regarding my booking details and reminders	3.32	1.171	530
Modern amenities, such as free WIFI and modern IT systems, are important when choosing accommodation	4.38	.855	530

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.689
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Bartlett's Test of Sphericity	Approx. Chi-Square	776.283
	df	45
	Sig.	<.001

Communalities

	Initial	Extraction
My choice of accommodation is based on cost per night.	1.000	.616
When choosing a hotel, the location is key.	1.000	.507
Personal travel reviews and ratings are key when choosing accommodation	1.000	.626
Booking through a reservationist is preferred	1.000	.528
Booking through a traditional travel agency is preferable	1.000	.561
I only make use of online platforms for booking accommodation	1.000	.331
I prefer to be a walk-in guest and make a booking on arrival	1.000	.515
My booking details and reminders should be sent via email or SMS	1.000	.575
The accommodation should contact me telephonically regarding my booking details and reminders	1.000	.506
Modern amenities, such as free WIFI and modern IT systems, are important when choosing accommodation	1.000	.590

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.357	23.568	23.568	2.357	23.568	23.568

2	1.942	19.418	42.985	1.942	19.418	42.985
3	1.056	10.556	53.541	1.056	10.556	53.541
4	.890	8.905	62.446			
5	.841	8.413	70.859			
6	.735	7.354	78.213			
7	.633	6.332	84.545			
8	.573	5.725	90.270			
9	.509	5.092	95.362			
10	.464	4.638	100.000			

Component Matrix^a

	Component		
	1	2	3
When choosing a hotel, the location is key.	.697		
Personal travel reviews and ratings are key when choosing accommodation	.650		.362
Modern amenities, such as free WIFI and modern IT systems, are important when choosing accommodation	.636		-.421
My booking details and reminders should be sent via email or SMS	.627		-.398
Booking through a traditional travel agency is preferable		.681	
I prefer to be a walk-in guest and make a booking on arrival		.618	.366
Booking through a reservationist is preferred	.401	.605	
The accommodation should contact me telephonically regarding my booking details and reminders	.353	.592	
I only make use of online platforms for booking accommodation	.346	-.459	

My choice of accommodation is based on cost per night.	.398		.632
--	------	--	------

Rotated Component Matrix^a

	Component		
	1	2	3
Booking through a traditional travel agency is preferable	.748		
Booking through a reservationist is preferred	.705		
The accommodation should contact me telephonically regarding my booking details and reminders	.662		
I prefer to be a walk-in guest and make a booking on arrival	.600	-.387	
Modern amenities, such as free WIFI and modern IT systems, are important when choosing accommodation		.751	
My booking details and reminders should be sent via email or SMS		.743	
My choice of accommodation is based on cost per night.			.778
Personal travel reviews and ratings are key when choosing accommodation			.744
When choosing a hotel, the location is key.		.436	.534
I only make use of online platforms for booking accommodation		.336	.360

ESTABLISHMENT SELECTION

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I would prefer to check-in at the reception desk.	3.73	.886	525
I prefer to check-in telephonically	2.54	.913	525
On arrival, I would like a short tour and introduction of the accommodation establishment.	3.65	1.014	525
On arrival, I would like a complimentary gift.	3.47	.952	525

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.590
Bartlett's Test of Sphericity	Approx. Chi-Square	128.347
	df	6
	Sig.	<.001

Communalities

	Initial	Extraction
I would prefer to check-in at the reception desk.	1.000	.744
I prefer to check-in telephonically	1.000	.732
On arrival, I would like a short tour and introduction of the accommodation establishment.	1.000	.587
On arrival, I would like a complimentary gift.	1.000	.555

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.575	39.386	39.386	1.575	39.386	39.386
2	1.043	26.077	65.464	1.043	26.077	65.464
3	.726	18.158	83.622			
4	.655	16.378	100.000			

Component Matrix^a

	Component	
	1	2

On arrival, I would like a short tour and introduction of the accommodation establishment.	.765	
On arrival, I would like a complimentary gift.	.743	
I would prefer to check-in at the reception desk.	.465	.727
I prefer to check-in telephonically	.471	-.714

Rotated Component Matrix^a

	Component	
	1	2
On arrival, I would like a short tour and introduction of the accommodation establishment.	.762	
On arrival, I would like a complimentary gift.	.745	
I would prefer to check-in at the reception desk.	.429	.748
I prefer to check-in telephonically	.505	-.690

SERVICE EXPECTATIONS

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I would prefer to check-in at the reception desk.	3.73	.887	524
I only make use of online check-in	2.92	.979	524
On arrival, I would like a short tour and introduction of the accommodation establishment.	3.65	1.015	524
On arrival, I would like a complimentary gift.	3.47	.952	524

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.518
Bartlett's Test of Sphericity	Approx. Chi-Square	166.464
	df	6
	Sig.	<.001

Communalities

	Initial	Extraction
I would prefer to check-in at the reception desk.	1.000	.694
I only make use of online check-in	1.000	.764
On arrival, I would like a short tour and introduction of the accommodation establishment.	1.000	.632
On arrival, I would like a complimentary gift.	1.000	.662

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.524	38.098	38.098	1.524	38.098	38.098
2	1.228	30.709	68.807	1.228	30.709	68.807
3	.657	16.437	85.244			
4	.590	14.756	100.000			

Component Matrix^a

	Component	
	1	2
I would prefer to check-in at the reception desk.	.719	-.420
On arrival, I would like a short tour and introduction of the accommodation establishment.	.694	.388
On arrival, I would like a complimentary gift.	.623	.524
I only make use of online check-in	-.370	.792

Rotated Component Matrix^a

Component

	1	2
On arrival, I would like a complimentary gift.	.813	
On arrival, I would like a short tour and introduction of the accommodation establishment.	.787	
I only make use of online check-in		.855
I would prefer to check-in at the reception desk.	.319	-.769

SPENDING PATTERNS

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I am a smart spender and do not go over my travel budget	3.39	1.079	520
I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travel	3.34	1.091	520
I prefer to book on special rates	4.12	.769	520
I budget for my travel	4.11	.836	520
I have a leisure budget	3.36	1.031	520
I use my salary for travel	3.58	1.078	520

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.619
Bartlett's Test of Sphericity	Approx. Chi-Square
	229.477
	df
	15
	Sig.
	<.001

Communalities

	Initial	Extraction
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I am a smart spender and do not go over my travel budget	1.000	.562
I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travel	1.000	.541
I prefer to book on special rates	1.000	.173
I budget for my travel	1.000	.647
I have a leisure budget	1.000	.490
I use my salary for travel	1.000	.523

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.788	29.807	29.807	1.788	29.807	29.807
2	1.146	19.100	48.906	1.146	19.100	48.906
3	.993	16.546	65.453			
4	.835	13.916	79.368			
5	.695	11.577	90.945			
6	.543	9.055	100.000			

Component Matrix^a

	Component	
	1	2
I budget for my travel	.802	
I have a leisure budget	.692	
I am a smart spender and do not go over my travel budget	.679	-.318
I prefer to book on special rates	.360	
I use my salary for travel		.707

I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travel		.699
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Rotated Component Matrix^a

	Component	
	1	2
I budget for my travel	.790	
I am a smart spender and do not go over my travel budget	.738	
I have a leisure budget	.644	
I prefer to book on special rates	.401	
I am willing to spend more money to receive personalised service experiences or benefits, such as private or exclusive dining or personalised gifting, when travel		.734
I use my salary for travel		.722

APPENDIX J: LETTER FROM GRAMMARIAN

22 Krag Street
Napier
7270
Overberg
Western Cape

2 November 2022

LANGUAGE & TECHNICAL EDITING

Cheryl M. Thomson

SOUTH AFRICAN MILLENNIALS EXPECTATIONS OF ACCOMMODATION ESTABLISHMENTS IN SOUTH AFRICA

Supervisor: Dr Tshinakaho Nyathela-Sunday

Co-supervisor Ms Nina Septoe

This is to confirm that I, Cheryl Thomson, executed the language and technical editing of the above-titled Master's dissertation of **Lucinda Hayley Koeberg, student number 215095391**, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully



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