



**HOTEL CHOICE ATTRIBUTE OF BUSINESS AND LEISURE TRAVELLERS IN  
CAPE TOWN**

**by**

**MMANARE PHOLOSHO MILDRED MATONDOLO**

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**Supervisor: Dr. T. Nyathela- Sunday**

**Co-supervisor: Mr. S Lekata**

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## DECLARATION

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**Signed**

**Date 11/12/22**

**Mmanare Pholosho Mildred Matondolo**

## **ABSTRACT**

As competitiveness between hotels increases, hotel managers are realising that improving their hotel's performance can be a competitive advantage. The rapid growth of the hotel industry has been driven by growing demand. The increased use of hotel services has resulted in hotels facing more demanding customers. Some of the characteristics of the successful activity of a business organisation are a presentation and constant improvement of the quality of services, which meet and exceed the expectations of customers. Understanding the customers' needs is important, and identifying the attributes that meet customer needs is essential for hoteliers. Therefore, the aim of this study is to examine the different hotel attributes that influence guests when selecting hotels in Cape Town. This was a quantitative study that used a cross-sectional design. The study was conducted using a closed-ended questionnaire. The questionnaire used consisted of a general question section and a sociodemographic section to obtain the background data of the respondents (travellers' information) and a hotel attributes section, which determined the selection criteria influencing guests' choice of hotel. The respondents of this study were guests who stayed in various hotels based on the Atlantic Seaboard, the Central Business District and the surrounding areas in Cape Town. A convenience sampling method was used to select the hotels and guests who participated in the study based on their availability and willingness. A total of 91 respondents from five hotels took part in this study. Data were captured in a Microsoft Excel spreadsheet and analysed using the Statistical Package for the Social Sciences version 28.0. The findings are presented using descriptive and inferential statistics in the form of tables.

The background of the respondents (sociodemographic, visiting category of the particular hotel, hotel visitors, hotel information, booking ratings and duration of stay section) of this study shows that 75% of the respondents were regular (meaning they go to that particular hotel often). Of these participants, 86% were from South Africa, and 68% of the respondents were between 18 and 35 years of age. Participants who stayed at the hotels for business and leisure reasons accounted for 46.2% while, 37.4% were just for business reasons and only 12.1% were for leisure. Only 4.4% indicated that they stayed at the hotels for other reasons. The results showed that most of the respondents were young South Africans, which suggests that these hotels attracted domestic travellers. These findings are helpful in the current environment whereby the tourism and hospitality industry is in the process of recovery and reshaping its market segmentation to focus more on domestic travellers. Most of the respondents had a university national diploma or degree or a college certificate, both at 38.5%, which was the highest among the other categories; this implies that most of the respondents were educated. This study identified 34 hotel attributes and grouped them into ten themes. Themes were established as follows: brand image, marketing, pricing, reservations, transport

and location, food and beverage, business facilities, facility structure, hotel hygiene & security and lastly, hotel services. Among these hotel attributes studied, guests rated hotel hygiene and security as the most important (71%), followed by the business facilities theme: business centre (68%) safety hotel hygiene and security, in addition, cleanliness of the room (67%), room comfort (66%). Furthermore, the guests also reported interpersonal skills under the hotel service theme, such as efficient service provision (65%). staff responsiveness (63%), understanding of guest requests (63%), as well as politeness and friendliness (56%) as important. The highest attribute rated was safety and security which falls under the hotel hygiene and safety theme. Knowing the essential attributes to consider in satisfying their guests will increase the number of returning guests and increase loyalty and profitability. Therefore, managers should pay attention as these factors play an important role in investments in the hotel industry.

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## **DEDICATION**

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## DEFINITION OF TERMS

<b>Attributes</b>	A quality or feature regarded as a characteristic or inherent part of someone or something (Perry & Thomas, 2017).
<b>Business traveller</b>	A guest staying in a hotel and taking part in a meeting or conference (Cooper et al., 2008:15).
<b>Leisure traveller</b>	A guest who is on holiday visiting relatives, sports and recreational and cultural tourists (Copper et al., 2018:5).
<b>Guest</b>	Someone who is paying to stay at a hotel (Macmillan Education Dictionary, 2009).
<b>Hotelier</b>	The owner or manager of a hotel (Cambridge Dictionary, 2021).
<b>Hotel</b>	A establishment provides accommodation, meals and other services for travellers and tourists (Lockyer, 2005).
<b>Off-peak season</b>	It is the low season, the time of year of the least amount of tourist activity, usually due to weather conditions (Cambridge Dictionary, 2021).
<b>Peak season</b>	The time of the year when travel time to a particular destination is most popular, as distinct from the low season (Cambridge Dictionary, 2021).
<b>SERVQUAL model</b>	A model of service that is used for measuring service quality and customer satisfaction (Hitesh Bhasin, 2022).

## **ACRONYMS AND ABBREVIATIONS**

<b>BCEA</b>	Basic Conditions of Employment Act 75 of 1997
<b>CBD</b>	Central Business District
<b>CPUT</b>	Cape Peninsula University of Technology
<b>CT</b>	Cape Town
<b>EC</b>	Eastern Cape
<b>F&amp;B</b>	Food and Beverage
<b>GDP</b>	Gross domestic product
<b>GP</b>	Gauteng Province
<b>LRA</b>	Labour Relation Act 66 of 1995
<b>NC</b>	Northern Cape
<b>RSA</b>	Republic of South Africa
<b>SA</b>	South Africa
<b>SME</b>	Small and Medium Enterprise
<b>SPSS</b>	Statistical Package for Social Sciences
<b>StatsSA</b>	Statistics South Africa
<b>UCT</b>	University of Cape Town
<b>UK</b>	United Kingdom
<b>UNWTO</b>	United Nations World Tourism Organisation
<b>USA</b>	United States of America
<b>WC</b>	Western Cape
<b>WTTC</b>	World Travel & Tourism Council

# **CHAPTER 1 OVERVIEW OF THE RESEARCH**

## **1.1 Introduction**

This chapter gives a brief background of the hotel attributes within the hospitality industry. It defines the research problem and the rationale for the study is explained, and the aims and objectives are stated. The significance of the study concludes the chapter.

Hotel choice attributes are the features of services that lead consumers to select one product over others. In other words, it can be defined as influential components for hotels to enhance in building guest satisfaction and gaining market share. Various studies in the hotel context have historically revolved around the critical attributes that guests seek in hotel selection (Poon & Low, 2005; Gu & Ryan, 2008; Chaves et al., 2012; Lu & Stepchenkova, 2012; Kim et al., 2019:999). The importance of attributes is viewed as a person's general assessment of the importance of an attribute for a product (Chu & Choi, 2000). When a customer observes an attribute as important, the customer will believe that the attribute will play an essential role in influencing their choice of product . Attribute satisfaction can lead hotels to choose service directions and a specific product by identifying the scopes that indicate a strong or weak impact on customer satisfaction. In addition, attribute satisfaction can be used as an independent variable to predict the likelihood of return and recommendations to others (Phillips et al., 2013).

Hotel revevue is directly impacted by customer satisfaction (one of the factors affecting customer satisfaction is the quality of services offered by the hotel (Liat et al., 2014). Customer expectations of hotel hospitality are influenced by personal factors such as gender, the purpose of stay, nationality, and private domain of hospitality (Ariffin & Maghzi, 2012:191). They indicate that reputation and a hotel's star rating also strongly affect the customers' observation of the hotel and its services. Hoteliers frequently face difficulties in matching demand and supply. According to Han et al. (2014), one of the most essential factors is understanding customer views of the services provided. This is not possible unless hotels assess themselves in terms of the quality of services they offer. Seeking guests' perceptions and considering the expected services offered, and finding out the discrepancy between the two would help to delve into the existing problems and find appropriate solutions.

With competitiveness between hotels increasing, hotel managers are starting to realise that improving their performance can become an advantage and with competitive benchmarking, these improvements can be identified and applied. The company's efforts to reach superior performance include the implementation of various emerging business tools and management philosophies (Hernaus et al., 2012:377). When financial resources are limited, business

practitioners have to focus on the activities that have the most important influence on hotel efficiency and financial results. Sources of inefficiency should be determined first so that hotel managers can devote their attention to areas whose improvement will result in better performance. Efficiency is one of the key critical factors of management control and a prerequisite for making improvements. Hotel efficiency can vary for numerous reasons, and mixed results have been found in different research. From the surrounding environmental factors, the vicinity of the seashore has the most significant effect on performance, while historical buildings and monuments do not have any impact (Shahroudi & Dery, 2011:1154).

Research in Crete has shown that nationally-branded hotels are the most efficient, followed by local brands with independent hotels and internationally-branded hotels being the least efficient (Manasakis et al., 2013:531). Large hotels and chain hotels have better performance results than small and independent hotels (Assaf et al., 2012:201). The highest expectations of guests were related to understanding, sociability, safety, and tangible criteria, and professional service quality was evaluated under the criteria of safety, tangibility, and friendliness sociability in the research conducted by Ramsaran-Fowdar (2007), Su and Sun (2007), Yilmaz (2009), Markovic et al., (2010) and Boon-Liat and Zabid (2013). It was determined that the higher the hotel category, according to the star classification system, the higher the quality of services provided by them. It is common cause that a customer paying a higher price expects better quality.

The hotel industry is evolving rapidly due to the growing demand for such services and ever-increasing travel opportunities. As a result, hotels face demanding customers, since the requirements for quality growth with increased use of hotels' services and the price paid. To increase the competitive ability of a hotel, maintaining and increasing customer loyalty is critical (Jasinskas et al., 2016:55). Some of the features of the successful activity of the business organisation are a presentation and constant improvement of quality services, which meets the expectations of customers.

Hotel choice becomes one of the main issues of discussion: the different of hotel services, quality, price and reliability are important. It is very important not only to attract but also to - retain the customer, since there are many hotels in the market providing the same or similar services. To retain the position held in the market and to compete in the future, it is essential to provide quality services by which existing customers may be retained, and new customers may be attracted (Jasinskas et al., 2016). Customer loyalty and satisfaction have both direct and indirect impacts on the hotel industry (Kandampully & Hu, 2007). The loyalty of existing customers is essential because the attraction of new customers is much more costly than the retention of existing ones (Wong & Sohal, 2002; Jasinskas et al., 2013; Balciunas et al., 2014; Dabija et al., 2014).



## 1.2 Research problem

According to Hazaei (2014:1), one of the most profitable industries in the world is the tourism and hospitality industry. Customer satisfaction has been identified as a key performance indicator in the hotel industry (Hazaei, 2014:1). Hazaei elaborated that if customers are satisfied, they are likely to come back and they would also bring their friends. The main task of the hotel industry is to satisfy and cater to their customers' needs. The level of customer satisfaction is essential to the hospitality industry and needs to be constantly monitored.

Customer perceptions and how they perceive the lodging industry provide an opportunity for the hospitality industry to grow and flourish, which would consequently result in enhanced customer satisfaction.

Several scholars have identified the perceived importance of hotel selection attributes and its impact on guest satisfaction, which differ in many aspects such as nationality, demographics, market segment, and travel patterns (Callan & Bowman, 2000; Chu & Choi, 2000; Kim et al., 2006; Rhee & Yang, 2015b).

Numerous researchers have conducted exploratory case studies of one designated hotel to compare the importance of hotel selection attributes between the domestic and foreign traveller groups (Rhee & Yang, 2015; Ren et al., 2016; Hwang & Park, 2018; Korea Herald, 2019; Wang et al., 2020; Atadil & Lu, 2021; Kim & Han, 2022).

Chu and Choi (2000) studied the selection attributes of hotels situated in Hong Kong based on the data collected from 343 guests to provide the Hong Kong hotel industry practitioners with the insight to develop customized marketing plans to cater to their target customers. There are limited studies that focus on hotel attributes between business travellers and leisure travellers globally. A few studies were conducted in Africa (Adedipe, 2018; Mutinda, 2020) but no studies were found conducted in South Africa, therefore this study will be the first of its kind in South Africa

The investigation into the reasons for hotel accommodation choices by customers is essential as such knowledge allows managers to make decisions that lead customers to return to particular hotels and as well attracting them in the first place. It is important that hotel managers understand their customers' preferences and which services and attributes play a role when choosing a hotel. This knowledge would enable hoteliers to position their product (hotel) in targeting consumers based on those preferences (Millar, 2009:2). Hence, this study is important in that it is adding to the body of knowledge that is useful to the hospitality industry in Cape Town by determining the key aspects that influence people that travel for business and those who travel for leisure.

Apart from the gap identified above, the researcher was curious to understand the attributes that guests consider when selecting hotels in Cape Town since the city is a hub of tourism, a vibrant, cosmopolitan and eclectic city with Table Mountain as one of the “Seven Wonders” of the world which attracts domestic and international tourists. It is also well-known for several heritage sites such as Robben Island, which was a prison for political leaders such as Nelson Mandela, Govan Mbeki and Walter Sisulu. Cape Town hosts several annual events which bring domestic and international tourists to the city. Whilst they are in the city, tourists can experience most of the activities in Cape Town which range from adventure activities to casual activities that are suitable for all ages and family members. Most hotels offer a variety of activities on-site and can also organise activities in nearby areas, such as heritage sites, the South African Museum, mountain gliding, seaboard gliding and many others.

Although Cape Town is usually observed as an iconic leisure tourism destination, the city is one of South Africa’s most central business tourism destinations (Rogerson, 2014; Rogerson: 2017). Research on the changing geography of business tourism in South Africa consistently shows that Cape Town is a major recipient of business tourism (Rogerson, 2015b). This is demonstrated by data for 2015s’ business trips which shows that across South African local municipalities, Cape Town ranked as the country’s second most important business destination after Johannesburg (Rogerson, 2017). The growth of Cape Town as a destination for business travel is indexed by the fact that in 2001, the city received only 209,000 business trips; by 2015 this total had nearly doubled. In terms of the City of Cape Town, the major business nodes are the Central Business District (CBD), the Victoria and Alfred Waterfront (V&A) and Century City (Rogerson, 2015).

The above information about Cape Town are of interest to the researcher in finding out the attributes that influence hotel choice in Cape Town.

### **1.3 Research objectives**

#### **1.3.1 Main objective**

The main research goal was to explore and evaluate the guests’ choice of hotel attributes and to weigh their importance for hotel selection in Cape Town, comparing business and leisure travellers.

#### **1.3.2 Sub-objectives of the study**

The following sub-objectives were identified:

- To analyse the different hotel attributes that influence business and leisure travellers to choose hotels in Cape Town.
- To evaluate how important hotel choice attributes are (in terms of weighting), in selecting hotels in Cape Town.
- To compare business and leisure travellers' choice attributes in Cape Town hotels.

#### **1.4 Main research question**

What are the attributes used for making a hotel choice (three, four, five-star graded hotels) among business and leisure travellers in Cape Town (Atlantic Seaboard and the CBD areas)?

##### **1.4.1 Secondary research questions**

The following sub-questions are useful to answer the main research question:

- What are the different hotel attributes that influence business and leisure travellers when choosing a hotel in Cape Town?
- How important are these attributes in the hotel selection process?
- Which attribute weighs more than the other?
- Are there any significant differences between individuals who travel for business and those who travel for leisure in terms of hotel selection in Cape Town?

#### **1.5 Research significance**

##### **1.5.1 Hoteliers**

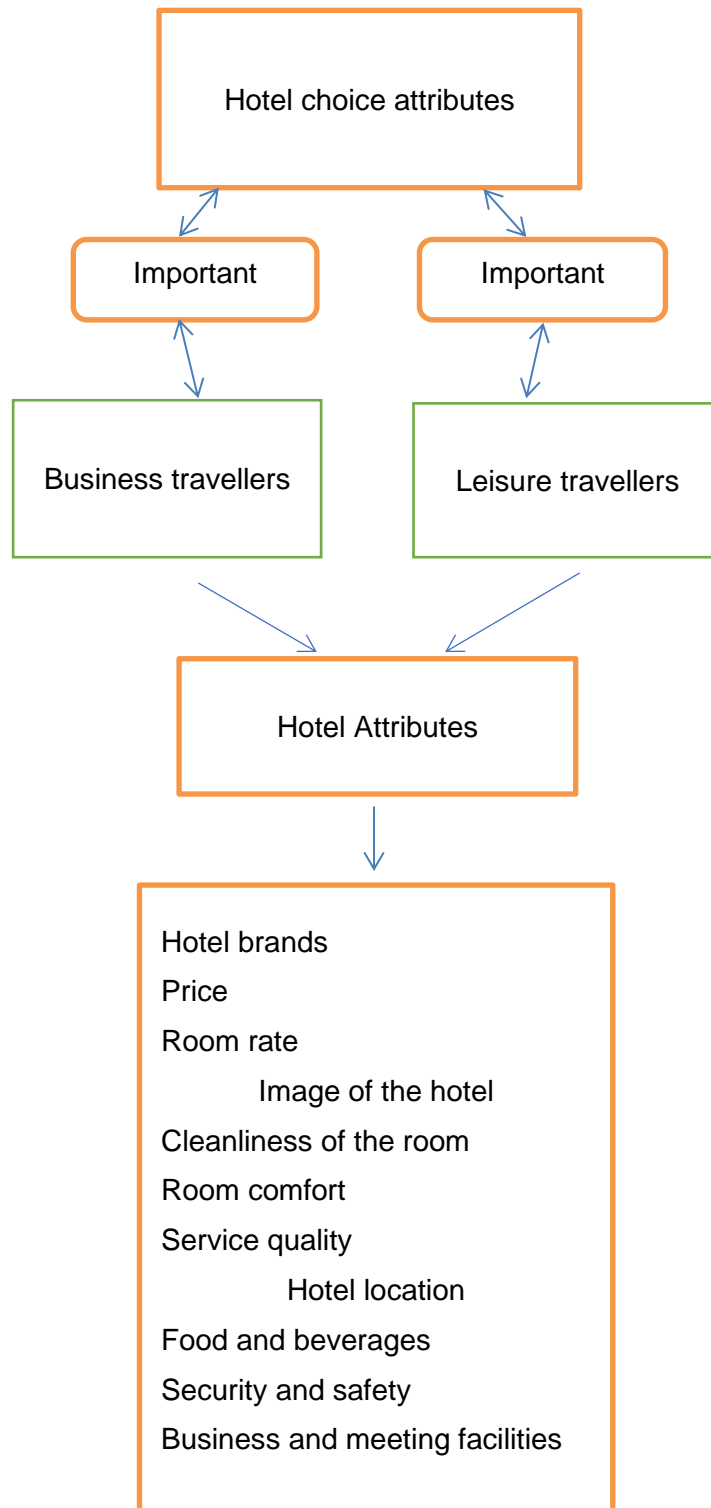
- The findings of this study are not only beneficial to the current hoteliers in Cape Town but also those outside Cape Town. It also provides guidelines to future hotels to understand the motivation, attitudes and valued attributes that shape consumers' opinions before establishing new hotels.
- When the organisations know which important attributes to consider in satisfying their guests, they can focus their efforts on improving them. Increased guest satisfaction will lead to a high number of returning guests, increased loyalty and ultimately profitability.
- The results of this study (the attributes) may be used to attract travellers from other types of properties as well as to maintain satisfaction levels for current customers. The findings of this study are not only beneficial to the current hoteliers but also provide guidelines to future hoteliers to understand the motivation, attitudes and valued attributes that shape consumers' opinions before establishing new hotels.

### **1.5.2 Academies and institutions**

This study identified a gap in terms of studies conducted regarding hotel guests' attributes that influence the choice of a hotel. There are studies globally, including certain countries in Africa but not in South Africa. Through this study, this researcher established two aspects which are hotel attributes that were not reported in other studies, so this will form the basis for other studies. In the methodology section, the researcher developed a data collection design framework that people can use as a reference when conducting similar studies.

### **1.6 Conceptual framework**

Figure 1.1 depicts the conceptual framework and gives the direction of the study. Based on the literature, the main concepts are established.



**Figure 1.1: Conceptual framework for the study**

Source: Author's own construct

## 1.7 Chapter outline

The chapters and content analysis for this research study will cover the following:

**Chapter 1:** This chapter provides a brief background of hotel attributes and the hospitality industry. The problem statement and the rationale for the study are explained, as well as the aims and objectives, concluding with the study's significance and a summary of the chapter.

**Chapter 2:** Literature review: the researcher will expand the literature and the main concepts will be discussed as follows, hotel selection process (importance), an overview of the hotel industry, types of travellers and hotel choice attributes.

**Chapter 3:** This chapter explains the research methodology applied in the study. It starts by discussing the research methods, paradigm, the research approach, which was quantitative, and descriptive research design. The demarcation, study population, sampling method and data collection are described. The chapter further discusses the data analyses and presentation, ethical considerations and the challenges of data collection.

**Chapter 4:** This chapter presents the results obtained from the questionnaires. The results are presented graphically and in tabular format, using frequencies and percentages.

**Chapter 5:** This chapter concludes the study. It expands on the results presented in the previous chapter and links them with the literature and other studies relevant to this study. The results are structured according to the categories and are presented in various themes. The chapter is structured into three sections, namely A: Socio-demographics, B: Hotel attributes discussed in detail, and C: Inferential results. The limitations of this study are stated and recommendations are suggested, as well as the contribution of the study

## 1.8 Chapter summary

Chapter 1 provided a background of the research study, focusing on the tourism and hospitality sector. Furthermore, the chapter highlighted current gaps in the research conducted to date in the hospitality research field. The problem statement and research objectives were discussed to emphasise the importance and relevance of the study. This dissertation sought to examine and understand the hotel choice attributes of business and leisure travellers in Cape Town, and the process of answering the research study focusing on three objectives related to hotel guests, hotel choice factors, and the types of hotels, mainly star-rated hotels. The chapter concludes with an illustration of the conceptual framework of the research study and gives an outline of the thesis, chapter by chapter.

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Introduction**

The previous chapter introduced the study and provided a background to the research problem, problem statement, research main goal, questions and objectives of the study. This chapter reviews the previous literature and seeks to identify the valued attributes that influence different groups of guests in hotel selection when comparing business and leisure travellers. It is essential that every research project begins with a review of existing literature. The main concepts of the literature will be discussed as follows which are SERVQUAL - hotel service, hotel selection, hotel choice attributes, and types of travellers. The SERVQUAL concept will be discussed in detail below. In an addition, an overview of the hotel and tourism industry will be discussed.

#### **2.1.1 SERVQUAL hotel service**

Sharma and Srivastava (2018:44) indicated that there could be many reasons why customers may be satisfied and vice-versa. For the actual reasons customers are satisfied or dissatisfied to be measured, several researchers follow SERVQUAL to do the investigation. It is a very effective instrument used to measure the difference between the service perception of hoteliers and the expectation of the customers. Tessera et al. (2016) indicate that these are the three dimensions that have a direct impact on customer satisfaction, which are tangibles, responsiveness and empathy. Sharma and Srivastava (2018:46) recommend that the hotel industry can use the SERVQUAL technique to measure customer satisfaction on the basis of these factors known as assurance, empathy, reliability, tangibility and responsiveness; this will then lead the hoteliers to improvise their service elements. Tefera and Govender (2015) found that SERVQUAL is a useful measurement tool for the hotel industry. However, they developed HOTSPERF as an alternate scale, which is a modification of SERVQUAL and SERVPERF containing 25 attributes that accommodate the developmental level of hotel services. The study findings indicated HOTSPERF is both a valid and reliable instrument that can be used to measure hotel guests' perception of service quality.

According to Salehi and Hanzaei (2019), the hotel industry plays a very significant role in different countries, (whether the country is a well-developed country or an emerging country) in contributing to its growth product (GDP) through its 'tourism sector' industry. The tourism industry contributes billions of US dollars in (South Africa), and hotel guests' satisfaction as a key performance contributed to that growth (World Travel & Tourism Council [WTTC], 2019:2). Cape Town is the second largest city in South Africa after Johannesburg and the second most visited city in South Africa, with 1.6 million international tourists after COVID-19 pandemic.

Despite the Covid-19 pandemic, in 2021, around 1.04 million international tourists visited the continent (See Africa Today, 2022). Cape Town is a beautiful city with several tourist attractions and is situated on the southern tip of Africa. It is one of the most magnificently attractive parts of the world with beautiful beaches from the warm Indian Ocean to the icy Atlantic Ocean (Knick, 2022). Cape Town is the most-visited city in South Africa, by both international and local tourists, with its magnificent places to visit such as Table Mountain, which is one of the Seven Wonders of the World. Approximately 11km from Cape Town lies Robben Island which used to be a political prison and political prisoners such as Nelson Mandela were imprisoned there for 18 years, as well as former president Jacob Zuma and Kgalema Montlhane among others (Dook International, 2020). In the quest for retaining guests and increasing guests' satisfaction, some of the most important aspects are the service quality provided, the safety of the hotel and what a hotel can offer to its guests, whether they are there for business or leisure.

Hotel selection attributes are defined as the determining components for hotels to enhance in gaining market share and building guest satisfaction. Several studies in the hotel context have historically revolved around the important attributes that guests seek in their hotel selection. In any sector, including the hotel industry sector, customer satisfaction is the most important factor which can rapidly increase the retention of customers or clients depending on the products or services and it can rapidly lead to business profit growth. If the hotel manages to satisfy its guests they will likely return and they could also bring their friends, family, and business and company colleagues (Salehi & Hanzaei, 2019).

The significance of attributes is considered as a person's overall assessment of the significance of an attribute for a product (Chu & Choi, 2000). When a customer observes an attribute as important, the customer will be certain that the attribute will play a important role in influencing their product choice. The most important attributes to travellers when selecting a hotel, in general, are a well-studied phenomenon in the hospitality literature (Lockyer, 2005:485). Price, location and cleanliness are three of the most essential attributes to most travellers (Dolnicar et al., 2003). Whether or not travellers demand a hotel room with many ecologically friendly attributes may depend upon a number of factors, in addition to the actual attributes provided in the room. Preference for such a room may depend upon, for example, the behaviour of a traveller, sociodemographic and demographic characteristics, such as attitudes (Laroche et al., 2001:504).

The study by Lockyer (2003:297) found that both accommodation managers and business guests specified the cleanliness of the hotel as essential. According to Juwaheer and Ross (2020), most hotels focus more on the quality of service to meet the basic needs and expectations of the hotel guests and when those are identified and clearly understood then the



hotels are likely to anticipate and fulfil their hotel guests' needs and expectations. Sriyam (2020) also emphasises that when hotel guests are satisfied, they are more likely to return to the hotel or extend their hotel visitation. Currently, hotel guests around the world seem to have high expectations and demands for excellent service and products that hotels can provide, not just a room in which to sleep. This is why most hotels have rapidly increased their competition and instead of just offering beautiful and big guest rooms to attract hotel guests they now offer more products and services such as excellent service by the hotel employees at all levels to hotel guests such as fast Wifi, conference rooms, highly qualified and excellent chefs, free shuttles to nearby malls and airports and attractive activities around the hotel vicinity (Sriyam, 2020). According to Mmutle(2017), currently, the most important priority for hotel management is to meet guests' expectations with services such as excellent housekeeping, friendly receptionists and safety and security of the hotel for themselves and their families.

According to Callan and Kyndt (2001:317), business tourists place more importance on functional services than leisure tourists. For business tourists, efficient reservations, efficient front desk and smooth running of the hotel all reflect the desired competence of the hotel. Hotel attribute satisfaction can lead hotels to choose service directions and a particular product by identifying the dimensions that indicate a strong or weak impact on customer satisfaction. In addition, hotel attribute satisfaction can be used as an independent variable to predict the likelihood of return and recommendations to others (Phillips et al., 2013). The literature linked with the purpose of the study is discussed in detail below and categorised according to the main concepts, which are hotel selection, hotel choice attributes, and types of travellers. In addition, an overview of the hotel and tourism industry is discussed to show its importance in line with the hotel choice attributes.

## **2.2 Hotel selection**

The success of a company is determined by understanding client needs. The process of a guest's decision-making goes through a number of stages and is complex. Understanding the decision-making process and hotel attributes and when a guest chooses one hotel over another is the greatest key to success (Yavas & Babakus, 2005). According to Cobanoglu et al. (2011:286), a guest's overall satisfaction is significantly impacted by technology and satisfaction is a direct determinant of future behaviour. Cobanoglu et al. (2011:274) opine that the reason that causes a customer to return to a property is that they have received high-quality service. It could also be that the traveller wants to travel to the same area but prefers to explore something different. Another possible reason could be that the traveller is willing to try something new even if they come to the same area, and lastly, the traveller can be influenced by a better deal offered in another hotel. Grönroos(2009:131) indicated that in most

businesses and companies, loyal customers prefer to pay a premium price and they make cost savings by using the brand or provider they know very well.

There are different reasons a consumer might repurchase from a similar provider, for instance, repeat guests might stay in a specific hotel chain due to chain property being the only one acceptable to the traveller, convenience of location, indifference of the hotel chain and the hotel being considered as the best of the poor available alternatives (Lee & Cunningham, 2001).

### **2.3 Hotel choice attributes**

Researchers have often used emotional and motivational elements to predict a extensive of customer behaviours and intentions accurately (Perugini & Bagozzi, 2004:71). A group of customer research has used the techniques and theories of social sciences to understand consumer behaviour (Foxall et al., 2005). Hotel attributes that are most significant to travellers when looking for a hotel, in general, are a well-studied phenomenon in the hospitality literature (Lockyer, 2005:485). Price, cleanliness and location are three of the most important attributes to most travellers (Dolnicar & Otter, 2003). Kotler and Keller (2016) report that there are different key attributes that consumers will evaluate before making a decision on a product or service. Those attributes are price, location, brand, equity or safety. A purchase decision can only be made if these attributes are met. The post-purchase behaviour results from the use of the product or service. The customer will only be pleased if the product or service has fulfilled their expectation, however, if their expectation is not met then the customer will be dissatisfied, and they may not return. Whether or not travellers request a hotel room with many ecologically friendly attributes may depend upon a number of reasons, in addition to the actual attributes provided in the room. Preference for such a room may depend upon, for example, traveller behaviour, sociodemographic and demographic characteristics, such as attitudes (Laroche et al., 2001:504). Murphy and Chen (2014) identified attributes such as star ratings, review ratings, the number of reviews, review variation, and price as important factors in hotel selection. Amongst these five attributes, the study concluded that extrinsic review-related attributes such as review ratings, number of reviews, and review variations were more important than hotel intrinsic attributes (star ratings and price). Furthermore, Choi and Chu (2000:290) indicated that tangible aspects are crucial, for example, cleaning, maintenance of equipment and structures, the comfort of the rooms, the appearance of the employees, the interior and exterior decoration, in hotel selection. With that being said, there are various studies conducted regarding the attributes of the hotels and these are depicted in Table 2.1 below. The various attributes were extracted from previous studies sourced while conducting the literature review. These studies were conducted over the past two decades (2001-2022).

**Table 2.1: Hotel attributes extracted from previous articles**

<b>Authors and year published</b>	<b>Title of the study conducted, study area</b>	<b>Attributes</b>
Carneiro and Costa (2001)	“The influence of service quality on the positioning of five-star hotels - The case of the Lisbon area”	<ul style="list-style-type: none"> <li>• Brand image</li> <li>• Service</li> <li>• Opportunity for leisure and recreation</li> <li>• Meeting facilities</li> <li>• Location</li> </ul>
Callan and Kyndt (2001)	“Busines travellers’ perception of service quality; a prefatory study of two European city centre”	<ul style="list-style-type: none"> <li>• Location</li> <li>• Value for money</li> <li>• Room cleanliness</li> <li>• Convenience</li> <li>• Friendliness</li> </ul>
Lockyer (2003)	“Hotel cleanliness—How do guests view it? Let us get specific: A New Zealand study”	<ul style="list-style-type: none"> <li>• Value for money</li> <li>• Location</li> <li>• Room cleanliness</li> <li>• Convenience</li> <li>• Friendliness</li> </ul>
Dolnicar and Otter (2003)	“Which hotel attributes matter? A review of previous and a framework for the future (New Zealand)”	<ul style="list-style-type: none"> <li>• Image</li> <li>• Price</li> <li>• Value</li> <li>• Hotel</li> <li>• Room</li> </ul>
Poon and Low (2005)	“Are travellers satisfied with Malaysian hotels? (Malaysia)”	<ul style="list-style-type: none"> <li>• Hospitality</li> <li>• Accommodation</li> <li>• Food and beverage</li> <li>• Recreation and entertainment</li> <li>• Security and safety</li> <li>• Transportation,</li> <li>• Image</li> <li>• Location</li> </ul>
Lockyer (2005)	“Understanding the dynamics of the hotel accommodation (New Zealand)”	<ul style="list-style-type: none"> <li>• Price</li> <li>• Location</li> <li>• Facilities</li> <li>• Cleanliness</li> </ul>
Gu and Ryan (2008)	“Attachment, identity and community impacts of tourism - the case of Beijing hutong.”	<ul style="list-style-type: none"> <li>• Room size</li> <li>• Bed comfort</li> <li>• Bathroom cleanliness</li> <li>• Facilities</li> </ul>

Authors and year published	Title of the study conducted, study area	Attributes
		<ul style="list-style-type: none"> <li>• Location and accessibility</li> <li>• Service</li> <li>• Food and drink</li> <li>• Ancillary service</li> </ul>
Chaves et al. (2012)	“Decision making based on web 2.0 data: The small and medium hotel management. Spain”	<ul style="list-style-type: none"> <li>• Room</li> <li>• Staff</li> <li>• Location</li> </ul>
Lu and Stepchenkova (2012)	“Ecotourism experiences reported online: Classification of 875 satisfaction attributes.”	<ul style="list-style-type: none"> <li>• Room</li> <li>• Service</li> <li>• Eco-hotel settings</li> <li>• Food</li> <li>• Location</li> <li>• Value for money</li> </ul>
Li et al. (2013)	“Determinants of customer satisfaction in the hotel industry (Online, Hong Kong)”	<ul style="list-style-type: none"> <li>• Reception service</li> <li>• Transportation</li> <li>• Facilities</li> <li>• Food and beverage</li> <li>• Cleanliness</li> <li>• Maintenance</li> <li>• Value for money</li> </ul>
Zhou et al. (2014)	“Refreshing hotel satisfaction studies by reconfiguring customer review data (China)”	<ul style="list-style-type: none"> <li>• Physical room setting</li> <li>• Hotel image</li> <li>• Food and Beverage</li> <li>• Value for money</li> <li>• Location</li> <li>• Staff</li> </ul>
Ady and Quadri-Felitti (2015)	“Consumer Research Identifies Which Attributes are Most Important to Travellers When Booking a Hotel”. (USA)”	<ul style="list-style-type: none"> <li>• Breakfast</li> <li>• Wellness</li> <li>• Service</li> <li>• Room</li> <li>• Wi-fi</li> <li>• Food</li> <li>• Cleanliness</li> <li>• Amenities</li> <li>• Comfort</li> </ul>

Authors and year published	Title of the study conducted, study area	Attributes
Ren et al. (2016)	“Exploring customer experience with budget hotels (China)”	<ul style="list-style-type: none"> <li>• Location</li> <li>• Tangible sensory sensory experience</li> <li>• Staff relational</li> <li>• Aesthetic perception</li> <li>• Interactional experience</li> </ul>
Hwang and Park (2018)  Lee et al. (2018)	<p>“An exploratory study of how casino dealer communication styles lead to player satisfaction (online)”</p> <p>“Study on the preference for capsule hotel attributes using a choice experiment, Korea”</p>	<ul style="list-style-type: none"> <li>• Word of mouth</li> <li>• Price,</li> <li>• Location,</li> <li>• Service quality</li> </ul>
Korea Herald (2019)	“Korea Herald. (2019b, January 26). [Around the hotels] Promotions and packages (Korea)”	<ul style="list-style-type: none"> <li>• Value for money</li> <li>• Complementary breakfast,</li> <li>• Convenient check-in and</li> <li>• Check-out</li> </ul>
Wang et al. (2020)	“The differences in hotel selection among various types of travellers: A comparative analysis with a useful bounded rationality behavioural decision support model (China)”	<ul style="list-style-type: none"> <li>• Value,</li> <li>• Location,</li> <li>• Room features</li> <li>• Cleanliness</li> </ul>
Atadil and Lu (2021)	“An investigation of underlying dimensions of customers’ perceptions of a safe hotel in the COVID-19 era: effects of those perceptions on hotel selection behaviour (online)”	<ul style="list-style-type: none"> <li>• Hygiene control</li> <li>• Cleanliness</li> <li>• Safety</li> <li>• Economic value</li> </ul>
Kim and Han (2022)	“Saving the hotel industry: Strategic response to the COVID-19 pandemic, hotel selection analysis, and customer retention (Korea)”	<ul style="list-style-type: none"> <li>• Precautionary measures,</li> <li>• Functional quality,</li> <li>• Employee attributes, outward appearance,</li> <li>• Social service cape</li> <li>• Brand value</li> </ul>

**Table 2.2: Hotel attributes extracted from the previous articles in Africa**

<b>Authors and year published</b>	<b>Title of the study conducted, study area</b>	<b>Attributes</b>
Adedipe (2018)	“Star rating attributes and accommodation performance of upmarket hotels in Abuja territory (Nigeria)”	<ul style="list-style-type: none"><li>• Room facilities</li><li>• Service quality</li><li>• Regulatory control</li></ul>
Mutinda (2020)	“The Effect of service quality on customer satisfaction among hotels in Nairobi County (Kenya)”	<ul style="list-style-type: none"><li>• New technology</li><li>• Appealing facilities</li><li>• Neatness of the employees</li></ul>

Based on Table 2.2 above, there are hotel attributes that have been trending for the past two decades and the researcher observed the following patterns. From 2001 to the year 2020 it was location cleanliness, image, room and food (Callan & Kyndt, 2001; Carneiro & Costa, 2001; Dolnicar & Otter, 2003; Lockyer, 2003; Lockyer, 2005; Poon & Low, 2005; Gu & Ryan, 2008; Chaves et al., 2012; Lu & Stepchenkova, 2012; Li et al., 2013; Zhou et al., 2014; Ady & Quadri-Felitti, 2015; Ren et al., 2016; Hwang & Park, 2018; Lee et al., 2018; Wang et al., 2020). Recently, from 2021 to 2022, hygiene measures and technology were added to the list of hotel attributes, emerging during the COVID-19 pandemic (Kim & Han, 2022). These hotel attributes were reported from a global perspective. In the African context, the following attributes were reported—room facilities, service quality, regulatory control, new technology, and appeal and neatness of the employees.

The main categories of hotel attributes that emerged from the literature review are discussed in the next sections.

## **2.4 The various hotel attribute categories**

The various attributes will be discussed in this section.

### **2.4.1 Services**

Traditionally, excellent service was the hallmark of a luxury experience that hotel guests wished for, and it was delivered by luxury expensive hotels but it is now an aspect of the broader hotel industry. Most countries expect most hotels to adhere to service excellence for the benefit of the hotel guests (Yoong, 2022). The definition of service, according to the online Oxford Dictionary (2021), is first, “the act of helping or doing work for someone”, secondly, it is “a system supplying a public need such as transport, communication, or utilities such as electricity and water”, while the verb “service” is to “perform routine maintenance or repair work on something like a vehicle or machine”. The definitions align with the current research—

'service' refers to "the ability of service providers to consistently meet and occasionally even exceed customer needs and expectations" (Yoong, 2022). This implies that the true definition of excellent service to the customer means going beyond meeting the customer's basic needs.

According to Poku et al. (2013:601), service is an economic activity that formulate value and provides benefits for consumers at particular times and spaces by bringing about the wanted change in or on behalf of the recipient of the service. Service is an umbrella attribute, it can either be a product (tangible) or a service (intangible), and these are the kind of services that are rendered in the hotel such as housekeeping, room comfort, physical product services, in-room dining, security, reception, to name a few. The following attributes are linked to these services such as cleanliness and housekeeping (Kandampully & Surhartanto 2000:350; Lockyer, 2003:297); security, physical (Min & Min, 2008:60); product, service, quality of food and beverage, customer satisfaction (Wilkins et al., 2007:849,850); customer loyalty and value service (Parasuraman & Grewal, 2000:168). Guests regard these as essential hotel selection criteria. A few of these services are discussed below.

#### **2.4.2 Service quality**

Service quality is generally accepted as being highly personal and it lies within the views of a customer (Gonzalez et al., 2007). Anwar and Climis (2017) define service quality as the ability of hotels to meet guests' expectations. In the hotel industry, service quality focuses on satisfying guests' needs. According to Anwar and Abdullah (2021), there are five elements to service quality, namely assurance, reliability, responsiveness, empathy and tangibility.

#### **2.4.3 Cleanliness of the room**

Cleanliness in the hotel industry is often regarded as an essential hotel attribute for guests when it comes to a choice of hotels (Dolnicar & Otter, 2003, Lockyer, 2003). In the hospitality industry, the quality of a room cannot be ignored. Dolnicar and Otter (2003) state that pertaining to the quality of a room, the following attributes are most important—the sheets are changed when the guest requests it; key cards control power in the room; and occupancy sensors.

#### **2.4.4 Image of the hotel**

Brand image is a main part of a hotel's identity; acting as the most important element in services because of its natural uniqueness such as heterogeneity, tangibility, perishability and

inseparability (Dhillon, 2013:61). Saleem and Raja (2014:708) theorised that the brand reflects a brand image held in consumer memory. Put simply, brand image is mostly what comes into the consumer's mind when a brand is placed in front of the customer. Lamey et al. (2007:3-7) found that the branded hotel could have an important effect on consumer decisions and marketing activities in advertising. In other words, when consumers assess a brand name, they obviously think of the brands' features. Mohajerani and Miremadi (2012:141) explain that brand image is the total impression made in the minds of the community about something. They added that the image of the service organisation is diverse, and therefore, every individual customer has various types of expected impressions, experiences, and contacts with the organisation, and this leads to a different image acceptance.

Some studies explored the influence of brand image on consumer behaviour in the service sector (Aghekyan-Simonian et al., 2012; Ryu et al., 2008). Due to the intangible elements of the hotel industry, some tangible cues, for example, hotel brand name, are important in shaping and influencing customer behaviour. Hotels should develop their own distinctive image that distinguishes themselves from competitors and communicate the major benefits to their target customers to build a strong brand. Customers are more likely to purchase products/services with well-known brand names (Lee and Tan: 2003).

#### **2.4.5 Price (room rate)**

The price of a product Product price has long been considered a key influence of consumers' purchase decision-making. Price may direct information to the customer regarding product/service value and quality. According to Goi (2011), price is the amount charged for a specific good or benefit, it is one of the most important attributes when it comes to a customer's decision. Price is the only attribute that brings revenue to an organisation. The company might receive or lose revenue if the price is too high or too low (Khan, 2014). Khan added that in the hospitality industry price can be defined as the sum charged per night.

Electronic markets enable customers to easily compare prices among vendors and find an affordable one. If a product/service price is observed as reasonable, consumers may have greater intentions to purchase. Price, as an exploratory cue, is more readily observable than quality (Yoon et al., 2014). Reasonable prices or low prices benefit hotels to achieve a sustainable advantage within their product markets in the competitive environment. Instead of a single price, consumers usually have a range of prices that are acceptable for an intended purchase (Lien et al., 2015:211).



#### **2.4.6 Security and Safety**

The physical features that indicate safety and security are an important part of the overall “services cape” of a hotel and also in outlining the service experience (Enz, 2009: 553). The words safety and security are frequently used interchangeably; the two differ in their focus. Safety involves protecting employees and customers within the hotel property from potential injury or death. Thus, safety issues deal with the effects of accidents, hazardous materials, and fire. In addition to the safety issues, hotel security goes beyond protecting employees and guests and is also concerned with preserving guests’ possessions and property and matters such as theft and violent crime (Enz, 2009:554).

#### **2.4.7 Room comfort**

The room comfort and the quality of a room are regarded as the most important attribute; when the sheets are changed when the guests request and all the key cards responsible for the control of power in the room and occupancy sensors are working well.

#### **2.4.8 Location**

The location choice is of critical importance to a hotel’s success because of the high costs embedded in hotel construction and acquisition (Urtasun & Gutierrez, 2006). Proper hotel location not only helps to increase market share and profitability but also enhances the convenience of customer lodging. Chou et al. (2008:293) found that the determination of selecting a hotel location is an important and critical decision due to the high cost of relocation and reconfiguration. Xiang and Krawczyk (2016) opine that the location of a property is an important attribute when it comes to hotel selection. In addition, leisure guests prefer hotels that are next to the city or those near attractions while business guests prefer hotels that are next to the business areas of the city.

Proper hotel location not only helps to increase market share and profitability but also enhances the convenience of customer lodging. It is also proposed that convenient location is rated as one of the top attributes affecting hotel selection and satisfaction by both business and leisure travellers, because hotel guests prefer a location where several services and facilities are available (Magnini et al., 2011; Tsai et al., 2011). In addition, guests’ enjoyment of the experiences and utility embedded in hotel stays is heavily contingent upon hotel location. Both business and leisure travellers regularly rate hotel location as one of the top attributes affecting hotel selection and satisfaction (Lee et al., 2010; Shoval et al., 2011). The study of Masiero and Nicolau (2016:676) indicated that location has different effects on the choice of hotel, which depends on the tourist’s length of stay. Persons who stay for up to three days prefer hotels that are closer to the city centre.

#### **2.4.9 Food and beverage**

Food quality is considered one of the important attributes, if the quality of food and beverage is good customers tend to spend and revisit restaurants in the near future (Ryu et al., 2012). Gu and Ryan: (2008), Lu and Stepchenkova: (2012), and Zhou et al. (2014) report that food and beverage were considered important attributes for hotel selection.

The attributes discussed above are influenced by the types of travellers or guests and the literature below discussed how hotel attributes influence customer satisfaction as well as the types of travellers or guests who have directed influence toward the attributes.

#### **2.5 Guest satisfaction**

Customer satisfaction can be seen as a customer's perception on which of their needs, wants, and expectations throughout the product or service lifecycle have been met or surpassed, bringing about ensuring repurchase (Lahap et al., 2016). Customer satisfaction is among the most important antecedents that hotel management needs to achieve while delivering services to customers. Customer satisfaction leads to various effects, and it was known to be an indicator of a company's future income and profit (Forozia et al., 2013). In other words, a service provider in the hotel industry should put a priority on fulfilling customers' needs as one of their main objectives. Furthermore, customer satisfaction has become the determinant and predictable aspect of success, therefore, hotels are not able to compete with their rivals without satisfying customers (Forozia et al., 2013). Tamwatin et al. (2015) found that tangible and intangible services influence customer satisfaction significantly and all these jointly influence customer loyalty. The findings of Omar et al., (2015) indicate that there is a very strong relationship between quality of service (attributes) and customer satisfaction. Mutinda (2020:58-59) found that tangibility has a positive influence on customer satisfaction. The study also found that there is a significant influence of tangibility on customer satisfaction. Al-Azzam's (2015) study indicated that the higher the service quality, the higher the customer satisfaction. There are various types of guests who travel for various reasons, namely business, leisure or both and family travellers; these types of guests are discussed below.

#### **2.6 The types of travellers**

All travellers make decisions including whether to travel or not, activities to undertake while they are at a destination, travel mode, trip duration, travel party and accommodation choice. It is essential to understand the reasons why travellers make these choices (Emir & Kozak, 2011). They further indicated that the service levels of employees is one of the greatest influences on customer loyalty. This aligns with previous studies that suggest a close relationship between the influence of employees' behaviors and service quality, and the level

of customer loyalty and customer satisfaction (Kozak, 2001, Weber, 2001; Varini et al., 2003; Özdemir & Çulha, 2009; Wilkins et al., 2010).

There are different types of travellers or guests, to name a few, family travellers, backpackers, millennial travellers, health and wellness seekers, business travellers, leisure travellers and *bleisure* (both business and leisure) travellers. The travellers that fall within the two main categories are discussed below.

### **2.6.1 Business travellers**

Business travel is significant and yet very few attempts have been made to model it. The motivation for international travel, in particular pleasure travel, stems from the human desire for fun, recreation, and the undefined motive to seek and explore the unknown and unseen. This motive for exploration includes different social, cultural and physical attributes and applies to both natural and man-made attractions (Kulendran & Wilson, 2000:47). According to Ritchie (2000: 63), business travel is defined as all non-discretionary trips which happen clearly for the purpose of engaging incidentally in the course of conducting work or incidentally related work-related activities. Callan and Kyndt (2001:317) indicate that the business tourist places more importance on functional services than leisure tourists. For business tourists, efficient reservations, efficient front desk and smooth running of the hotel all reflect the desired competence of the hotel. Essentials for business travellers were found to be the strong factors impacting guest satisfaction. These essential amenities included business centre services, an express check-in and check-out, an in-room telephone, an alarm and easily accessible electronic outlets. Technologies that are found in rooms, such as voice over internet protocol (VOIP) telephone services, pay-per-view movies, voice mail/messaging, game systems and universal battery chargers were significant in positively impacting guest satisfaction (Cobanoglu et al., 2011:285).

### **2.6.2 Leisure travellers**

In the past, foreign travel was usually all for work or to visit family members and/or friends, today travel purposes are to get to know the world. It also pleases the more personal need for self-affirmation, which is not “pride” but “status”. It is a way of showing one’s spending power and thus consolidating one’s prestige back home (Xu & McGehee, 2012). According to Kim and Park (2017), leisure travellers are more focused on the general atmosphere. In addition, leisure travellers are more price-sensitive because they must pay for their holidays while business travellers are less price-sensitive because their hotel visits are often paid for by their companies.

### **2.6.3 Bleisure (both business and leisure) travellers**

These are travellers who travel for both business and leisure activities (Kim & Park, 2017). While in town for work, they make time in their schedules for more leisure and tourist activities. They might extend their work trip into a long weekend and have a mini vacation before heading back home. These types of guests will require the same services as business travellers, and amenities they can enjoy during their time not working.

The expectation towards hotel attributes by the guest types mention above is influenced by the offerings within the hotel establishments which fall under the umbrella of the hospitality industry. The hotel industry and the hotels are discussed below.

## **2.7 Overview of the hospitality industry**

The hospitality industry has grown in importance and plays an essential role in fostering tourism and local economic development, a high-performing hotel usually has a high occupancy rate and economic output (Jones et al., 2014; Mohajerani & Miremadi, 2012). Concerning that, the hotel sector arose as a subsection of the industry that strengthened the business. The powerful nature of this industry in attaining service perfection drives hotel operators to constantly seek a new approach to building strong positive experiences for their customers (Liat & Rashid, 2013). Subsequently, it is vital for hotel operators to focus on the present and future guest needs and to meet these needs efficiently. The word hospitality (*hospes*, a word derived from Latin) translates to “visitor” and “stranger” (Wich, 2019). ‘Home away from home’ is explained as where one is surrounded by strangers and yet feels welcomed. Many years ago, strangers arriving in a foreign land, relied on their camping skills or a local’s kindness when looking for lodging. According to Wich (2019), hotels were only built after the 18<sup>th</sup> century when technology changed, it was mostly inns and taverns offering basic rooms to weary travellers.

As globalisation led to an influx of large numbers of travellers into major cities, the need for lodging led to the opening of the first hotels in the modern sense. Ever since then, the sector has known a nearly unbroken run of growth and international expansion, even in the face of modern, innovative disruptions such as Airbnb. The hospitality industry is the largest, and it also is considered one of the most important industries. It has been said to be one of the largest GDP contributors of most countries and in South Africa, it was said to contribute R425.8 billion to the economy in the year 2018 and this figure increases yearly (WTTC, 2019:2). The hospitality industry is said to contribute over 1.5 million jobs in South Africa. In 2019 it was calculated that, globally, tourism bookings, which comprise travel and the hospitality industry overall, reached a staggering USD 2.9 trillion, making it one of the most rapidly growing sectors in the world (Lock, 2020:1).

Tourism infrastructure is not fulfilled without consideration of accommodation; thus accommodation acts as a vibrant foundation for tourism development. The accommodation industry has been identified as vital in developing their tourism industry by many countries, and the countries have come forward to coordinate their activities by placing big incentives and concessions to the hoteliers (Bhatia, 2006). Undeniably, tourism has been a safe harbour industry for both developing and developed countries in terms of economic growth, as tourism development creates new direct and indirect jobs, reduces the current account deficit, and increases tax revenues (Dogru & Sirakaya-Turk, 2017).

## **2.8 Global hotel overview**

The hotel industry is one of the fastest-growing sectors in the world and it is a key contributor to tourism business growth globally (de Grosbois, 2012). The hotel industry contributes significantly to the global economy by supporting leisure and business travel and creating employment opportunities. A hotel that is performing very well usually has a high occupancy rate and the output of the economy. Scholars and practitioners have examined several elements that affect hotel economic performance, in particular capital investment, employee services to improve customer satisfaction and the quality of facilities (Pan, 2015; Prayag & Hosany, 2015). A destination that is beautiful is more attractive to tourists, and people are more likely to visit places with many facilities (Holmes, 2002; Kirillova et al., 2014).

## **2.9 South African hotel overview**

Bhatia (2006) defines a hotel as “A place which supplies board and lodging” or “A place for the entertainment of travellers”. A hotel is an institution where travellers are provided lodging, meals, and other services. This section focuses on the types of South African hotel industry sector; it gives a brief background history of the development of hotels in South Africa. It also in particular, focuses on the change from the provision of liquor as their major profitable activity to the supply of accommodation for hotel travellers in general whether for business or leisure (Rogerson, 2018). The types of hotel industry developments are the most significant expression of tourism growth in any city in the country. In the extensive international literature on urban restructuring and spatial change, the accommodation hotel industry or hotel sector in general and hotels, in particular, are overlooked as compared to the other urban functions (Rogerson, 2018).

The Hotel Act and new tax allowance legislation in the 1960s was a watershed moment in the historical development of the South African hotel industry. This led to the sector's rapid growth and restructuring of the South African hotel industry onwards and in particular during the 1970s, in part due to the activities of Southern Sun Hotels (Saunders & Barben, 2007). The development of a modern hotel industry sector in South Africa was connected to the development and partnership of large hotel chains, most importantly the Southern Sun Hotel chain, which was established by hotel tycoon Sol Kerzner with support from the South African Breweries (Rogerson, 2011). Now the hotel industry sector distribution has changed from concentrating in urban areas and that resulted in the expansion of domestic and international hotel travellers in general. According to (Caras, 2007), the key developments occurring in the South African hotel industry sector were a result of the new Hotel Act policy and new tax allowance policy dispensation. The major hotel groups in South Africa are listed in Table 2.3 below.

**Table 2.3: Leading hotel brands in South Africa**

<b>Hotels</b>	<b>Total</b>
Protea	69
Tsogo Sun	93
City Lodge	53
Sun International	15
Three Cities	32
Legacy	19
Peermont	10
Mantis	12
Overall total	303

Source: Rogerson (2016)

## **2.10 Hotel star ratings**

The term 'hotel rating' is occasionally referred to as hotel classification, or hotel grading. These terms are used to refer to the same concept used to rank hotels based on the availability of the facilities of the accommodation, services and standards (UNWTO, 2014).

Hotel star gradings are categorised as follows:

One-star hotels are usually privately owned with a small family setting. Basic services are usually provided by the owner and family with a limited and basic facilities and meals. The level of cleanliness and maintenance, and room comfort should always be of a satisfactory standard (Australian Motoring Services, 2014).

Two-star hotels range between small to medium-sized properties and offer more facilities than one-star hotels. The guests can expect better-equipped, comfortable, overnight rooms with an en-suite bath and shower. (Whitelaw & Jago. 2009).

Three-star hotels are typically of greater quality with a broader range of facilities and more professional staff providing better service than one- and two-star hotels. The guest rooms will have a full en-suite bath and shower with a good standard of facilities (Kosar et al., 2015).

Four-star hotels are expected to offer a degree of luxury, and quality in decor and equipment in all aspects of the hotels. There is more space, well-designed, harmonised furnishings and decor. The en-suite bathrooms will have both baths and fixed showers. (Clauzel et al., 2020).

Five-star hotels are usually more spacious with luxurious accommodation of the best international standards. The interior and exterior designs create an impression of quality, comfort and elegance with spotless furnishings and fittings. The services provided to guests should be formal, well supervised and flawless without being invasive. (UNWTO, 2015).

## **2.11 Conclusion of the literature review**

Categorising the hotel choice attributes of business and leisure travellers presents challenges but has numerous potential benefits. Hotel choice attributes of business and leisure should therefore be employed as a valuable tool to enhance hotel services to travellers which contributes to satisfaction and the development of better services. The anticipated outputs for this research are a description of the hotel choice attribute of business and leisure travellers in Cape Town, an analysis of the different star-graded hotels, a summary of the problems that hinder the flow of information regarding the satisfaction of hotel travellers or guests, suggestions for improvement and a summary of the current challenges and recommendations for improved hotel service of travellers or guests. The outcome of the research will contribute to the improvement of hotel services offered to their guests.

## **2.12 Chapter summary**

The chapter contextualised the literature for the study topic. It covered hotel attributes, hotel selection, and the different kinds of services in the tourism and hotel industry. It also highlighted how the hospitality industry plays a vital role in the economy of the country. The types of

travellers and star ratings were also discussed. Various articles and journals were used as references in support of the chosen study topic.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The previous chapter reviewed the existing literature and sought to identify the valued attributes that influence different groups of guests in hotel selection when comparing business and leisure travellers. This chapter presents the methodology applied in the study, including data collection, the sampling technique, and the data collection instrument. In addition, the quantitative data analysis is presented, with a detailed discussion of the statistical techniques and analysis employed.

Research is a method of establishing new and old facts based on new concepts, ideas, or hypotheses that can be created. A scientific investigation may result in the discovery of new facts, the testing of new ideas and the confirmation of previously held beliefs. Empirical research entails the objective and systematic collection of data, which is then analysed and evaluated to solve or answer a question (Suri, 2013:83). Research methodology indicates the methods of data collection as well as the techniques used for such data collection.

#### **3.2 Research paradigm**

Paradigms define the researcher's philosophical direction (Kivunja & Kuyini, 2017). There are various paradigms available from which a researcher can choose. These include positivism, interpretivism/constructivism, post-positivism and pragmatism. This research follows positivism as this paradigm allows the researchers to follow a position of realism and rely on experimentation and their epistemology is that of objectivism (Rehman & Alharthi, 2016).

#### **3.3 Research approach**

There are two common research methodologies within social sciences, namely, qualitative and quantitative research methodology. Qualitative research methodology refers to research that produces descriptive data; generally, people's own written or spoken words (Leedy & Ormrod, 2010:52-53). Quantitative refers to data that can be quantified. Although these frameworks are used within social sciences, they are also considered for research in information systems (Creswell, 2013). Quantitative designs may be descriptive or experimental, where only correlations between variables are formed by descriptive analysis and causality is established by an experiment (Neuman, 2011:16). This study used the quantitative method. According to Rahman (2017:105), the purpose of the quantitative research approach is to answer the questions starting with how many, how much, and to what extent. The quantitative research method was used to find out what are the attributes for making a hotel choice (star-graded

hotels) amongst business and leisure travellers in Cape Town (Atlantic Seaboard and the CBD areas).

### **3.4 Research design**

Descriptive research is often used as a pre-cursor to more quantitative research designs with the general overview giving some valuable pointers as to what variables are worth testing quantitatively (McCombes, 2019:4). Descriptive research design was found to be appropriate for this study as it answers the questions of who, what, when, where, and how associated with a particular research problem. This research design was selected as the most appropriate for this study to find out what attributes influence hotel selection in Cape Town hotels (CBD and Atlantic Seaboard) among business travellers and leisure travellers. This research design was selected because it acquired first-hand information from respondents that articulated rational, sound conclusions and recommendations for this thesis.

### **3.5 Demarcation**

In the mid-20<sup>th</sup> century, Cape Town was the most racially divided city in the Republic of South Africa. The 1948 national elections which the National Party won, represented a turning point in the country's history since very few people of coloured and Asian descent were able to vote in those elections along with Africans and indigenous people who had been banned altogether since the late 1930s. During their election campaign, the National Party, which was dominated by white South Africans, felt threatened by black aspirations, and they pledged in their election manifesto to implement a policy of strict racial segregation in all spheres of living. The Nationalists labelled this new system of social segregation system as "apartheid" which means "apartness" or "separation", the name which became globally known as and under their election slogan of "swart gevaar" meaning "black danger". This new evil system led to the erosion and eventual abolition of the Cape's multiracial suburbs and introduced new legislation which was known at the time as the Group Areas Act, which classified all areas according to race (Adhikari, 2018). Formerly multi-racial suburbs of Cape Town were either purged of residents deemed unlawful by apartheid legislation or demolished. The most infamous example of this in Cape Town was District Six (Bickford-Smith, 2007). After it was declared a whites-only region in 1965, all housing there was demolished and over 60,000 residents were forcibly removed. Many of these residents were relocated to the Cape Flats. Under apartheid, the Cape Flats was considered a "Coloured" area that excluded "Bantus" which were Africans and indigenous people (Black, 2019).

Not far from Cape Town city centre, about 11 kilometres from the city, is the notorious prison Robben Island in which many famous indigenous Xhosa kings and political and anti-apartheid activists were incarcerated. Prisoners included people such as King Makhanda Nxele, former president Nelson Mandela, Kgalema Motlaleli and Jacob Zuma. Nelson Mandela made his first public speech since his imprisonment from the balcony of Cape Town City Hall hours after being released on 11 February 1990. Cape Town is a port city on South Africa's southwest coast, on a peninsula beneath the imposing Table Mountain. Slowly rotating cable cars ascend to the mountain's flat top, from which there are sweeping views of the city, the busy harbour and boats heading for Robben Island. Since the end of apartheid, Robben Island has become a popular tourist destination for local and international tourists. Furthermore, in 1999 Robben Island was declared a World Heritage Site for its importance in South Africa's political history and development of democratic society (Clark & Worger, 2013).

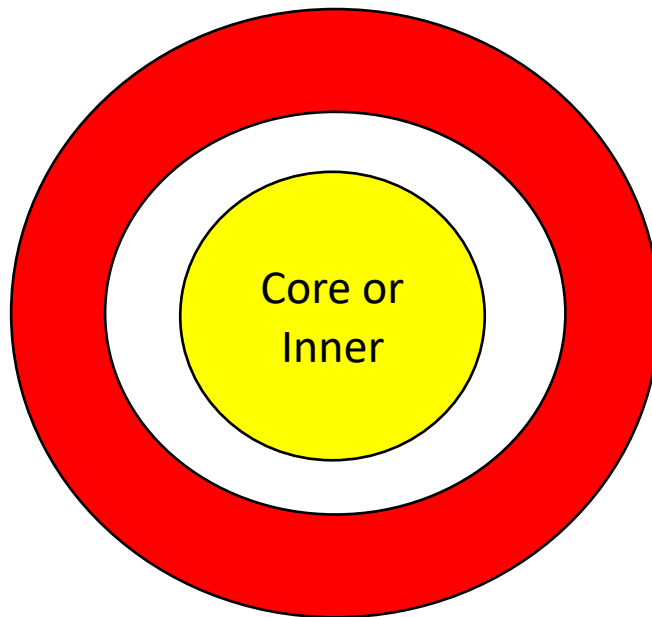
The current study was conducted in the Cape Town CBD and Atlantic Seaboard. According to Creswell (2014:215), a study demarcation normally covers a geographic area that can be clearly defined. Though Cape Town is usually regarded as an iconic leisure tourism destination, the city is one of South Africa's most important business tourism destinations (Rogerson, 2014; Rogerson, 2017). Research studies on the changing nature of business tourism in South Africa, consistently show that Cape Town is a major focus for business tourism (Rogerson, 2015b). This is demonstrated by data for 2015 business trips which shows that across South African local municipalities, Cape Town ranks currently as the country's second most important business destination after Johannesburg. The growth of Cape Town as a destination for business travel is indexed by the fact that in 2001 the city received only 209,000 business trips; by 2015 this total had nearly doubled (Rogerson, 2015). In terms of the City of Cape Town, the major business nodes are the CBD, the V&A and Century City. Figure 3.1 below indicates the area where the hotels are located, which are Cape Town CBD, Sea Point, Green Point, the V&A, Bantry Bay, Granger Bay, Mouille Point, and Three Anchor Bay.



**Figure 3.1: Map of the study area**

Source: OnTheWorldMap (2019)

Figure 3.2 below depicts the egg analogy of this research study. The yellow area (the core or inner circle) represents the inner vitelline membrane or egg yolk, the white circle represents albumen or shell membranes, and the last part in red represents the outer eggshell. The egg analogy in this research can be defined in two ways: the map of the study areas and the focus of the data collection of this research. The inner yellow area represents the Cape Town CBD, the V&A Waterfront, Gardens, Zonnebloem, Oranjezicht, Granger Bay, Mouille Point, Greenpoint, Sea Point, Bantry Bay, Clifton and Camps Bay. The shell membrane or the white circle represents Century City, Observatory, Hout Bay, Pinelands, Rondebosch, Claremont, Kenilworth, Wynberg, Goodwood, Bellville, Milnerton, Constantia and Llandudno which are within a 20 kilometre radius from the inner circle study area. The last outer shell or red circle represents Stellenboch, Durbanville, Blougerstrand, Melkbosstrand, Somerset West, Strand, Paarl, Franschhoek, Simonstown and Gordon’s Bay, which are within a 35–60 kilometre radius from the core or inner circle of the study area. For future research may unfold the other areas of your egg to compare and contrast perceptions of guests in these areas too”. Thereby, bridging the gap for further studies in this area.



**Figure 3.2: The egg analogy of this research study**

Source: Author's own construct

### **3.6 Study population**

Sampling is the process of identifying, selecting and separating a representative part of the population of the objects or individuals on which a survey will be conducted (Jowah, 2015:126). It is crucial for research purposes and must be done correctly as its implications are far-reaching (Jowah, 2015:130). Three-, four- and five-star graded hotels in Cape Town were targeted, however only 5 of the five star graded hotels participated in this study.

#### **3.6.1 Sampling method**

Sampling is a process of selecting a group based on certain characteristics from a larger group (Asoba, 2016:51). This study used a non-probability sampling method in a convenience sampling procedure.

#### **3.6.2 Sample size**

This study used a non-probability sampling method in a convenience sampling procedure, where respondents in the hotel were willing to participate in the study. Probability sampling of respondents in the hotel was difficult as not all hotels identified were willing to partake in the study. Furthermore, guests were not static as there are seasonal changes in guest numbers, and guests replace each other continuously. A sample size of 400 of this study was chosen

based on Veal's (2011:361-362) suggestion that the absolute size of the sample is more important than the actual sample size relative to the survey population. There is a general misunderstanding among researchers that the size of a survey sample should be arrived at based on its relationship to the size of the whole population (5% or 10% of the population). The criteria for the selection of the sample should be determined by the level of precision needed in the results, the level of detail in the planned analysis, and budget availability (Veal, 2011:361-362).

### **3.6.3 Selection of hotels**

This study used a non-probability sampling method, in a convenience procedure, where respondents in the hotel who were willing to partake in this study were targeted. These hotels were selected on the fact that they are based around the top tourist attractions in Cape Town. This study focussed on star-graded hotels (3–5 star hotels) only which have multiple room options, conference and business facilities, a gymnasium, a pool, a concierge service luxury accommodation, restaurants, and bars on site. Many guests prefer staying in these hotels. Therefore, these hotels were the most appropriate for this study, especially for getting an adequate number of respondents. One of these four-star service hotels is perfect for business travellers and families on a leisure holiday, has a total of 65 luxury rooms and it provides an ideal stay for a corporate or conferencing guest. The hotel is just two minutes away from the Cape Town International Convention Centre. Leisure travellers are close to the CBD, Table Mountain, Cape Town Harbour and even some of the city's premier beaches. The other hotel which boasts a picture-perfect location on the scenic V&A Waterfront has 115 rooms and 73 suites, which feature recycled floors and furniture. The hotel is in the perfect location for both business and leisure travellers. In addition, another hotel is well-known as a comfortable stay for corporate and leisure travellers, with 112 rooms, including superior rooms, deluxe suites and universal rooms.

### **3.6.4 Selection of respondents**

This study used a non-probability sampling method in a convenience sampling procedure, where willing hotel guests were participants in this study. All guests that were above the age of 18 who stayed in these hotels were the respondents.

### 3.7 Data collection

Data was collected using a phased structure. Figure 3.3 below shows the phases of how data was collected in this study.

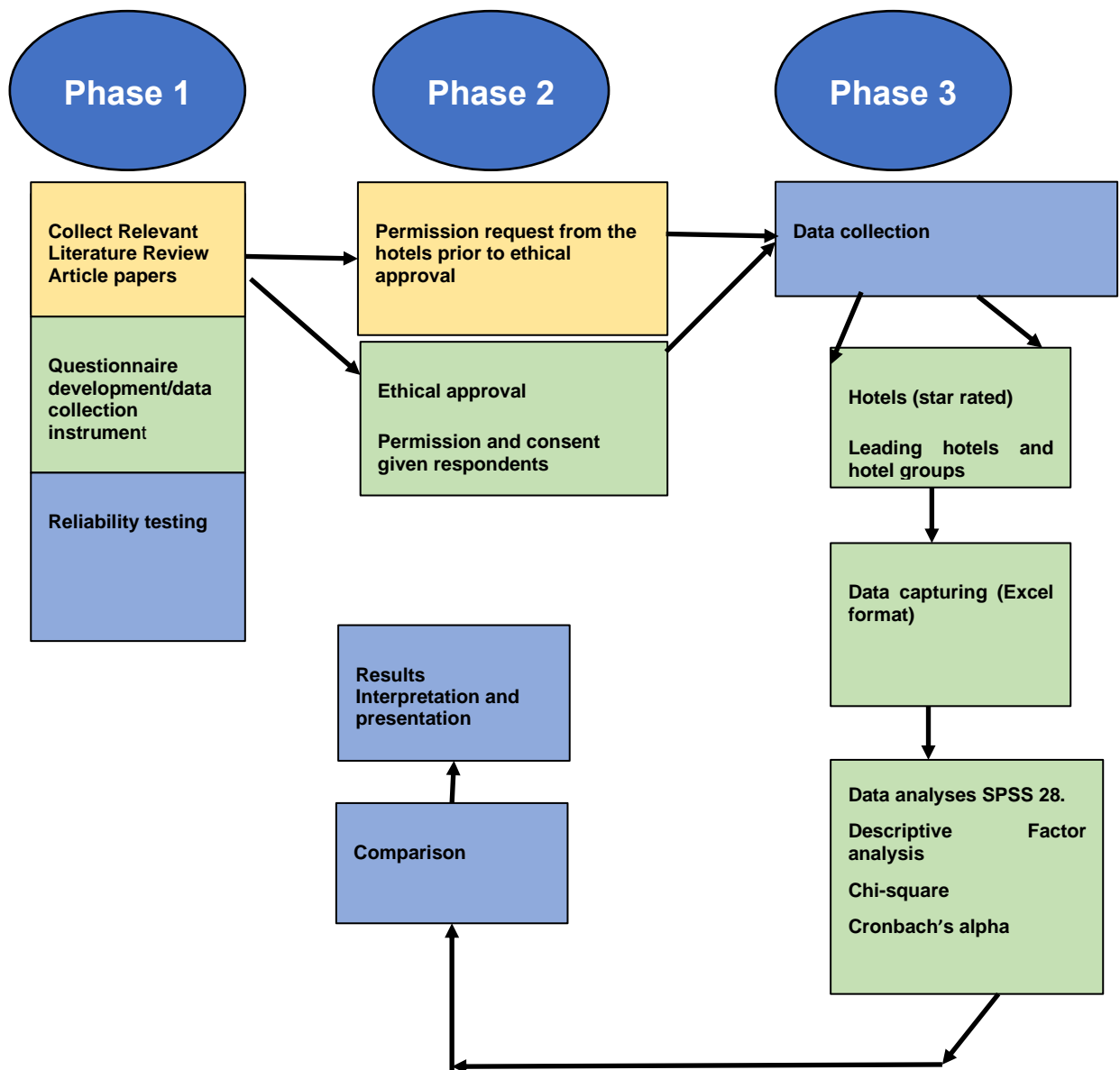


Figure 3.3: Data collection diagram

Source: Author's own construct

### **3.7.1 Phase one: Data collection Instrument**

Roopa and Rani (2017:273) state that a questionnaire is a research instrument that consists of a sequence of questions that are logically arranged to elicit the required information from a responder. In Phase 1, as indicated in the above diagram, this study's data was collected by using a questionnaire (see Appendix A) which included closed-ended questions with a few open-ended questions which were follow-ups on certain questions. The questionnaire was developed from variables from previous literature (Dolnicar & Otter, 2003; Poon & Low, 2005; Gu & Ryan, 2008, Chaves et al., 2012; Lu & Stepchenkova, 2012; Li et al., 2013; Zhou et al., 2014, Ady & Quadri-Felitti, 2015). The questionnaire that was used to gather quantified information was self-administered and designed to be directed at individual guests who frequented three, four and five-star graded hotels situated on the Atlantic Seaboard suburbs in Cape Town, South Africa. Contemporary tourism, hospitality and leisure planning require quantified data for decision-making, as they are mass phenomena (Ezeuduji, 2013:4). Veal (2011:125) states that questionnaire-based surveys are probably the most common method used in leisure and tourism research. This is partly because the basic mechanics are relatively easily understood and mastered. The questionnaire for this study consisted of 16 questions that were arranged in four sections as detailed below:

- Section A: General questions: to determine the amount of time the guests have spent in/stayed in the hotel.
- Section B: Sociodemographic: the purpose of the socio-demographics was to determine the profiles of the guests participating in the study.
- Section C: Guests' attributes: determined which attributes are important when making hotel choices
- Section D: Satisfaction and loyalty: the experience at the particular hotel.

Sections A, B and D had a few open-ended questions but mostly closed-ended questions structured using a nominal scale. Section C used a Likert-type scale to discover the level of agreement with the attributes with statements by asking for the respondents' choice of answer from a range of options spanning a spectrum of opinions from 'totally important' to 'totally unimportant', and included a 'neutral' option. This was done to measure the intensity of respondents' level of importance on how these attributes influence the choice of hotels. A self-reporting attitude scale was used in the study. The measurement scales are shown in Table 3.1 below.



**Table 3.1: Likert-type rating scale used in Section C**

1= Totally important
2= Important
3= Neutral
4= Unimportant
5= Totally unimportant

### **3.7.2 Structure of the questionnaire**

The questions were direct and concise; simply-worded and long questions were avoided and split into shorter questions to avoid confusion. The questionnaire comprised closed-ended questions and the few open-ended questions were follow-ups on certain questions. The questionnaire was structured in a manner to answer the research objectives of this study. The questionnaire (see Appendix A) was laid out and structured in such a way that respondents would find it easy to complete. Most questions could be answered by ticking a box to select an answer from a list provided. The questionnaire consisted of different sections: a) general questions, b) travellers' profiles (socioeconomic and demographic data such as age, gender, level of education, and type of travel, c) choice attributes and d) guest satisfaction and loyalty questions. Traveller profile was included in the questionnaire as categorical variables. Hotel choice attributes were included in the questionnaire on a 5-point Likert scale (1 = totally important, 2 = important, 3 = neutral, 4 = unimportant, and 5 = totally unimportant). The questionnaire was then tested for reliability to ensure that it is in line with the objectives of the study.

### **3.7.3 Phase two: Permission**

Ethical clearance was obtained from the CPUT Ethics Committee in the Faculty of Business and Management Sciences (see Appendix B) before the start of the research. Data collection only commenced once permission was obtained from the participating hotels to conduct research (see Appendix C). A formal email was sent to the hotel managers requesting permission (see Appendix D), then a clarification email was sent (see appendix E) to the researcher by the hotel managers regarding the study. Several follow-up emails were sent (see appendix F) and eventually, some of the hotels responded (see appendix G). The researcher explained the rights, the protection of the respondents and the benefits of the study to the participating hotels. Thus, a letter of consent to conduct the current study was given to

the hotels (see Appendix H). Most of the hotels did not want to participate, mentioning the inconvenience that would be caused to their guests, and the need to keep the information of their guests confidential. Some of the hotels requested a request letter (see Appendix I).

#### **3.7.4 Phase three: Data collection and data analysis**

Fifty questionnaires were given to the front office supervisors and managers and they gave the questionnaires to their hotel guests. The researcher returned to collect the questionnaires after they had been completed by the guests. The researcher did not coerce the guests in any way to complete the questionnaire. The managers were sent emails as mentioned above to obtain permission and also to get information about the study, and they received an informed consent form explaining the purpose of the study and ethical aspects were also explained in detail. The researcher explained to the managers that only the guests who gave verbal consent can proceed to complete the questionnaire. Most questionnaires were completed and returned after a couple of days but up to even months. The researcher called constantly to remind the managers. Most hotel managers requested that data be collected only during their low season. Data was collected between the years 2017 and 2019 from these hotels.

Data from the completed questionnaires were captured using the Statistical Package for the Social Sciences software (SPSS) version 28 and were analysed using the same software. Descriptive statistical analysis was used. The data were presented in the form of graphs and tables, with frequencies and percentages. The data in the frequency tables were further analysed in contingency tables. Inferential statistics were produced in the form of Chi-Square ( $\chi^2$ ) tests and logistic regression analyses. The inferential statistics facilitated the examination of relationships between variables (travel type and the different variables' dimensions). The Chi-Square tests were used to establish the statistical significance of the individual independent variables as presented in the contingency tables. A factor analysis was performed and then reliability on variables that form 1 factor. Initially, factor analysis gave the researcher 10 factors. The results were refined by removing items (variables that are in both factors, with a gross loading difference of less than 0.4 based on the pattern matrix).

#### **3.8 Ethical considerations**

Ethics reflect the norms and rules of acceptable behaviour when conducting research (Rule & John, 2011:111). According to Rule and John (2011:112), some common principles and practices should aim to contribute to the public good and should not cause any harm. In

addition, personal autonomy should not be compromised by the researcher. CPUT (the researcher's institution) ethical committee approved the researcher's proposal, questionnaire, permission/consent form and other applicable forms required, and then issued an ethical clearance (2017FBREC432) (see Appendix A) for this study to be conducted. The researcher explained the rights, and protection of the respondents and the benefits of the study to the participating hotels. The researcher respected and protected the participants' rights. Participants were informed that participation was voluntary and that they could withdraw at any time from the study. A letter of consent to conduct the current study was obtained from the participating hotels (see Appendix B). The researcher informed and assured the participating hotels and their respondents that their names and the names of the organisations would remain anonymous, and their privacy would be respected throughout the study. All questionnaires sent to respondents included a declaration of anonymity to ensure the privacy of all respondents.

### **3.9 Chapter summary**

This chapter described the methodology adopted in the study. A quantitative research method was used with an explanatory research design. A non-probability method was used to select hotels and respondents. The research questions that guided the study were outlined. The procedures for collecting information and the methods for analysing the data were also discussed in this chapter. The results of the survey are presented in the next chapter.

## **CHAPTER 4 RESULTS**

### **4.1 Introduction**

The previous chapter discussed the research methodology applied in this study. This chapter presents and interprets the results of the data collected. The results presented below were analysed using SPSS version 28. Five hotels participated in the study; of these five, all were 5 star graded hotels. The target sample of this study was 400 however, only ninety-one guests from 5-star graded hotels participated in this study. The response rate of 91 is not unique to this study. Banoufatemeh (2015) conducted a study to identify and evaluate customer perceptions of service quality of 5-star hotels in Tehran and the response rate was 90. Factor analysis, reliability and validity were taken into account in the analysis. This chapter is structured into two sections. The first section, Section A, will discuss the background of the respondents (socio-demographics, visiting category of the particular hotel, hotel visitors' information category, booking ratings, duration of stay). The second section, Section B, discusses hotel attributes which are categorised into themes (Brand image, Marketing, Pricing, Reservation, Transport and location, Food and beverage, Facility structure, Hotel safety and security)

### **4.2 Research results**

The questionnaire of this study was structured to answer the following objectives of the study:

- To analyse the different hotel attributes that influence business and leisure travellers choice of hotels in Cape Town;
- To evaluate how important hotel choice attributes are (in terms of weighting), in selecting a hotel in Cape Town;
- To compare business and leisure travellers' selection criteria (based on hotel attributes) of Cape Town hotels; and
- To ascertain the possible reasons for the differences between the selection criteria of business and leisure travellers when choosing a hotel in Cape Town.

#### **4.2.1 Section A: Background of the respondents**

This section presents the results of the sociodemographic data of the travellers' backgrounds. There are questions that some of the respondents did not answer and therefore, there are missing values in the data. The missing values are under the socio-demographics (ethnic groups - 2 missing values) and hotel visitation (star ratings - 10 missing values and follow-up question "if yes"- 10 missing values).

## Sociodemographic

Table 4.1 below indicates that more males (53.8%) participated in the study than females (46.2%). The highest age group that participated was the 35-44 age group (42.86%). In terms of the nationality of the participants, the results show that most of the respondents were South African (84.6%). Of the non-South African respondents, 13.19% were from other African countries. Most guests who visited these hotels had a college or university education; 38.5% had a college certificate and a similar number had a diploma or first degree.

**Table 4.1: Demographics of participants**

		Count	% Count
Gender	Male	49	53.85%
	Female	42	46.15%
	Total	91	100.00%
		Count	% Count
Age	18–24	2	2.20%
	25–34	21	23.08%
	35–44	39	42.86%
	45–54	23	25.27%
	55–64	5	5.49%
	65 or above	1	1.10%
	Total	91	100.00%
		Count	% Count
Ethnic group	South African	77	84.61%
	Non - South African	12	13.19%
	Total	89	97.80%
	Missing system	2	2.20%
	Total	91	100.00%
		Count	% Count
Education	High school graduate or below	6	6.60%
	College	35	38.47%
	University's National Diploma or first degree	35	38.47%
	University's Master's degree and above	15	16.48%
	Total	91	100.00%

#### 4.2.2 Hotel visitation

Table 4.2 shows the number of visits to a particular hotel where the data was collected. Responses from guests ranged from one to eight visits. Most of the guests indicated that they visited a hotel five times (34.6%), followed by one visit (31.9%), and then two visits at 14.29%. Only 1.1% indicated having visited the hotel between six and eight times. The table also shows that regular guests (75.82%) were more than the once-off guests, which counted (24.18%).

**Table 4.2: Hotel Visitation**

<b>Number of visits</b>	<b>Count</b>	<b>% Count</b>
Once	29	31.87%
Two	13	14.29%
Three	10	10.99%
Four	6	6.59%
Five	31	34.06%
Six	1	1.10%
Eight	1	1.10%
Total	91	100.00%

<b>Visiting categories</b>	<b>Count</b>	<b>% Count</b>
Once-off guest	22	24.18%
Regular guest	69	75.82%
Total	91	100.00%

Table 4.3 below shows that 46.2% of respondents who stayed at the hotel were there for both business and leisure, followed by respondents who visited the hotel for business purposes only (37.4%). 47.3% of the respondents stayed at the hotel for two nights, followed by 29.7% of respondents who stayed for one night and 23.1% of respondents who stayed for three nights. Most of the guests knew the hotel through their company and institution (48.4%) and most of these guests indicated that they do check star ratings (66.67%). The guests also indicated that they mostly check the star ratings on booking.com (33.3%)

**Table 4.3: Hotel visitation**

		Count	% Count
Number of visits	Once	29	31.87%
	Two	13	14.29%
	Three	10	10.99%
	Four	6	6.59%
	Five	31	34.07%
	Six	1	1.10%
	Eight	1	1.10%
	Total	91	100.00%
		Count	% Count
		Frequency	Percentage
Travel categories	Leisure	11	12.0
	Business	34	37.4
	Business & leisure	42	46.2
	Others	4	4.4
	Total	91	100
		Count	% Count
Hotel information category	How did you hear about the hotel		
	Word of mouth	9	9.9
	Internet	10	11
	Media	3	3.3
	Travel Agency or Tour operator	22	24.2
	My company or Institution	44	48.4
	Other	3	3.3
	Total	91	100
		Count	% Count
Star ratings	Do you check star ratings?		
	Yes	54	66.67%
	No	27	33.33%
	Total	81	100.00%
	Missing system	10	10.99%
Total	91	100.00%	
		Count	% Count
If Yes, Where	Booking.com	18	33.3%
	TripAdvisor	17	31.4%

	Other	9	21.0%
	Total	44	
	Missing system	10	14.3%
	Total	54	100.0%

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		Count	% Count
<b>Number of nights</b>	One	27	29.6
	Two	43	47.3
	Three	21	23.1
	Total	91	100

### 4.3 Section B: Hotel attributes

A self-reporting attitude (Likert-type) scale was used to measure the intensity of respondents' level of importance on how these attributes influence their choice of hotels and also to discover the level of agreement with statements. The answer options were structured as follows: from 'totally important' to 'totally unimportant', including a 'neutral' option. These were structured into five categories as listed below.

- **Totally important**—something very significant and highly valued.
- **Important**—something that is vital and essential.
- **Neutral**—having neither a positive nor negative attitude towards.
- **Unimportant**—lacking in importance or significance.
- **Totally unimportant**—inconsiderable or non-essential.

For the significance of the study, the following themes emerged the findings:

- **Brand image:** The hotel image, hotel size, hotel star ratings, hotel review ratings, and the number of reviews.
- **Marketing:** The hotel market share, the level of marketing.
- **Pricing:** Room rate, value for money,
- **Reservation:** Ease of making a reservation, express check-in and check-out, time of check-in and check-out.
- **Transport and location:** Airport transfers, convenient hotel location.
- **Food & beverage:** Quality of food & beverage, and quantity of food & beverage.
- **Facility structure:** Meeting and conference facilities, business centre availability, wireless Internet connection availability, entertainment lounge, hotel ambience, fitness centres, hotel interior and exterior design, hotel ambience.



- **Hotel safety and security:** Safety and security, room cleanliness, room comfort, ecologically friendly practices.
- **Hotel services:** Staff responsiveness to guests' needs, efficient service provision, staff understanding of guest needs.

Table 4.4 below shows that most of the respondents rated all the attributes under the brand image category as neutral as opposed to important or unimportant, meaning that on the whole, the respondents have neither a negative or a positive attitude towards the entire brand image category. Broken down in detail, hotel size (53.8% neutral), number of reviews (41.8% neutral), hotel review ratings (40.5% neutral), and hotel brand (40.7% neutral), influenced the overall neutral rating for this category.

The researcher observed that almost 20% of the respondents rated hotel star ratings (17%), hotel review ratings (17.4%) and number of reviews (19.8%) as unimportant.

**Table 4.4: Attributes for brand image**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
The Hotel brand	19	20.9	32	35.2	37	40.6	3	3.3	0	0	91	100
The hotel size	9	9.9	31	34.1	49	53.8	2	2.2	0	0	91	100
Hotel star ratings	8	8.8	24	26.3	36	39.6	18	19.8	5	5.5	91	100
Hotel review ratings	4	4.4	27	29.7	37	40.7	16	17.6	7	7.6	91	100
Number of Hotel reviews	6	6.6	24	26.3	38	41.8	18	19.8	5	5.5	91	100

Table 4.5 below shows that under the marketing category, most of the respondents had mixed perceptions about this category. The attribute of the level of market share under these categories was considered neutral (52.7%) and also the level of hotel as neutral with 44%.

**Table 4.5: Marketing**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Level of market share	15	16.5	34	37.4	38	41.7	2	2.2	2	2.2	91	100
Level of hotel	7	7.7	41	45.0	40	44.0	2	2.2	1	1.1	91	100

Most of the respondents considered all attributes under the pricing as important to them. The majority of respondents indicated that value for money was important to them (93.4%), followed by the room rate (91.2%) as illustrated in Table 4.6 below.

**Table 4.6: Pricing**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Room rate	24	26.4	59	64.8	8	8.8	0	0	0	0	91	100
Value for money	38	41.8	47	51.6	5	5.5	1	1.1	0	0	91	100

Table 4.7 below indicates that most of the respondents considered all the attributes as important starting with ease of making a reservation (68.2%), followed by time of check-in and check-out (62.7%) and express check-in and check-out (60.5%).

**Table 4.7: Reservations**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Ease of making reservation	19	20.9	43	47.3	28	30.8	1	1.1	0	0	91	100
Express check-in and check-out	15	16.5	40	44.0	35	38.4	1	1.1	0	0	91	100

Time of check-in and check-out	14	15.4	43	47.3	34	37.4	0	0	0	0	91	100
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Table 4.8 shows that airport transfers are considered an important attribute (42.9%) although 31.9% of the respondents remained neutral. The convenience of hotel location was considered neutral by 29.7% of the respondents.

**Table 4.8: Transport and location facilities**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Important transfers	18	19.8	39	42.8	29	31.9	5	5.5	0	0	91	100
Convenience of location	19	20.8	20	21.9	32	35	16	17.8	4	4.5	91	100

Table 4.9 below shows that the attributes under the food & beverage category were considered totally important or important to the respondents. Quality of food & beverage was rated important at 92.4% and the variety of food & beverage was rated as important at 84.6%. There were a few outliers in the categories of neutral or unimportant, however, this was not significant.

**Table 4.9: Food and beverage facilities**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Quality of food and beverage	40	43.9	44	48	7	7.7	0	0	0	0	91	100
Quality of food and beverage	29	31.9	48	52.7	13	14.3	1	1.1	0	0	91	100

Table 4.10 below shows the following attributes as important: meeting and conference facilities the highest (46.2%), followed by the business centre at 44.0%. The results show that the respondents had mixed perceptions towards other attributes under facility structure as they indicated some as important and to some respondents, the same attributes were also considered neutral. For example, entertainment lounge was considered important with a percentage of (47.3), while the same attribute was considered neutral with a percentage of (42.9).

**Table 4.10: Facility structure**

Question Item	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Meeting conference facilities	28	30.7	42	46.2	16	17.6	4	4.4	1	1.1	91	100
Business centre facilities	27	29.7	40	44.0	14	15.3	1	1.1	9	9.9	91	100
Wireless availability	37	40.7	34	37.3	11	12.1	9	9.9	0	0	91	100
Entertainment lounges	9	9.9	35	37.4	38	42.9	9	9.8	0	0	91	100
Hotel exterior and interior design	6	6.6	32	35.2	31	34.2	17	18.6	5	5.4	91	100
Hotel ambience	8	8.8	23	25.3	37	40.7	17	18.7	6	6.5	91	100
Fitness centre	23	25.3	39	42.9	23	25.3	5	5.4	1	1.1	91	100

Table 4.11 below depicts the results of hygiene and security questions, showing that most respondents considered the following attributes important: hotel safety & security (98%), room cleanliness (97.8%), hotel room comfort (97.4%), and lastly, hotel ecologically friendly practices (74.1%).

**Table 4.11: Hygiene, Safety and Security**

Description	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Hotel room cleanliness	51	67.0	28	30.8	2	2.2	0	0	0	0	91	100
Hotel room comfort	60	65.9	29	31.9	2	2.2	0	0	0	0	91	100

Hotel safety and security	65	71.4	25	27.5	1	1.1	0	0	0	0	91	100
Hotel ecologically friendly practices	23	25.3	44	48.4	24	26.3	0	0	0	0	90	100

Table 4.12 below shows that the respondents considered most attributes under the service category as important, with staff understanding of guests' needs (98.9%) being the rated the highest, followed by hotel effective service provision and staff politeness & friendliness (97.8%), staff response to guests' needs (97.5%), followed by hotel staff neat appearance (90.2), and lastly, hotel staff recognition of guests (89.1%).

**Table 4.12: Services**

Description	Totally Important		Important		Neutral		Unimportant		Totally unimportant		Total	
	Freq	(%)	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Hotel staff neat appearance	38	41.8	44	48.4	9	9.8	0	0	0	0	91	100
Staff politeness & friendliness	51	56	38	41.8	2	2.2	0	0	0	0	91	100
Hotel staff multilingual skills	19	20.9	35	38.5	30	33	7	7.6	0	0	91	100
Hotel staff recognition of guests	37	40.6	44	48.4	10	11	0	0	0	0	90	100
Staff understanding of guests' needs	57	62.6	33	36.3	1	1.1	0	0	0	0	91	100
Staff response to guests' needs	57	62.6	32	35.2	2	2.2	0	0	0	0	91	100
Hotel effective service provision	59	64.8	30	33	2	2.2	0	0	0	0	91	100

#### 4.4 Section C: Inferential results

This section discusses the inferential results

##### 4.4.1 Factor analysis

The Kaiser-Meyer-Olkin (KMO) test and Bartlett test in Table 4.13 measure how suited the data is for factor analysis. They both evaluate all available data together. The KMO value of over 0.5 and a significance level for Bartlett's test below 0.05 suggests that there is some

correlation in the data. In this research project, the KMO is 0.749 and the p-value is lower than the level of significance, 0.05 at  $< 0.01$ . These indicate that the data is valid and we continued with factor analysis.

**Table 4.13: KMO and Barlett's Test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.749
Bartlett's Test of Sphericity	Approx. Chi-Square	591.6
	Df	55
	Sig.	<.001

Table 4.14 below indicates the proportion of each variable's variance that can be explained by the retained factors. The extraction values below are generally high, with values greater than 0.4 (except for one variable – hotel size), which implies that they are good extraction values.

**Table 4.14: Commonalities**

<b>Commonalities</b>		
	Initial	Extraction
11.2 Hotel Size	1	0.31
11.8 Express check-in and check-out	1	0.87
11.9 Time of check-in and check-out	1	0.844
11.12 Variety of food and beverage	1	0.504
11.18 Star ratings	1	0.882
11.19 Review ratings	1	0.873
11.20 number of reviews	1	0.839
11.25 Room comfort	1	0.603
11.26 Safety and security	1	0.622
11.28 Staff responsive to my needs	1	0.601
11.29 Efficient service provision	1	0.736

Extraction Method: Principal Component Analysis.

According to the total variance explained in Table 4.15 below, we can see that SPSS calculated 3 factors or components that led to most of the variation in the data. The cumulative percentage for these two factors is 58.9%, which implies that these three factors contribute to almost 70% of the variation.

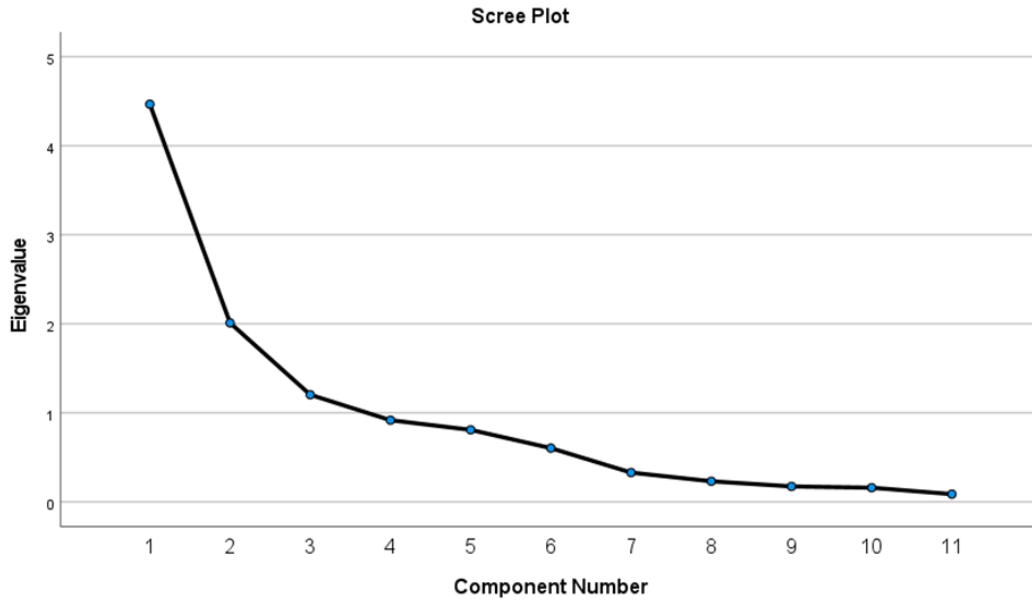
**Table 4.15: Total variance explained**

Component	Total Variance Explained						
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.468	40.616	40.616	4.468	40.616	40.616	3.457
2	2.012	18.288	58.904	2.012	18.288	58.904	3.121
3	1.204	10.947	69.851	1.204	10.947	69.851	3.172
4	0.918	8.348	78.198				
5	0.81	7.363	85.561				
6	0.604	5.495	91.056				
7	0.33	2.999	94.054				
8	0.232	2.109	96.163				
9	0.174	1.585	97.748				
10	0.16	1.454	99.202				
11	0.088	0.798	100				



Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



□

**Figure 4.1: Scree plot / eigenvalue / factor number**

The scree plot graphs the eigenvalue against the factor number. According to the scree plot in Figure 4.1 above, 3 factors (points) are above the eigenvalue of 1, and other potential factors are below, hence they are not extracted. At a glance, we can see that the fourth factor on the line is almost flat, indicating each successive factor is accounting for smaller and smaller amounts of the total variance.

The pattern matrix is illustrated in Table 4.16 below. In this table, we instructed SPSS not to print the coefficients that are 0.3 or less. This makes the output easier to read by removing the clutter of low correlations that are probably not meaningful in any way.

**Table 4.16: Pattern matrix**

<b>Pattern Matrix</b>			
	Components		
	1	2	3
Review ratings	0.947		
Number of reviews	0.924		
Star ratings	0.869		
Hotel size	0.474		
Efficient service provision		0.802	
Safety and security		0.786	
Staff responsive to my needs		0.782	
Room comfort		0.756	
Express check-in and check-out			0.946
Time of check-in and check-out			0.893
Variety of food and beverage			0.617

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Table 4.17 below is the component correlation matrix. We have it because the rotation done is an oblique rotation. If an orthogonal rotation had been done (like the varimax rotation), this table would not appear in the output because the correlations between the factors are set to 0. The results in the table indicate that factors 1 and 3 are fairly correlated, with a correlation value of roughly 0.437, factors 1 and 2 are weakly correlated.

**Table 4.17: Component correction matrix**

<b>Component Correlation Matrix</b>			
Component	1	2	3
1	1	0.228	0.437
2	0.228	1	0.372
3	0.437	0.372	1

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Factor analysis identifies variables that measure the same construct. Variables in each factor measure the same construct. The variables in factor 1 are “review ratings”, “number of reviews”, and “Star ratings”.

**Table 4.18: Chi square test**

The attributes identified were compared against the traveller type in order to establish if there is a relationship between travelling and various attributes, the following attributes were found to be significant, hotel brand, room rate, meeting & conferences, start ratings, review ratings, ambience.

Variables	P- Value	Df	Decision
Travel type *Hotel brand	0.021	1	<b>Significant</b> Reject null hypothesis There is Association (no independence)
Travel type *Hotel size	0.634	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Level of hotel market share	0.323	1	Not significant. Accept Null hypothesis. No association (there is independence)
Level of hotel marketing	0.835	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Room rate	0.041	1	<b>Significant</b> Reject null hypothesis There is Association (no independence)
Travel type *Value for money	0.933	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Ease of making reservation	0.099	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Express chkn and chkout	0.429	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Time of check-in and check-out	0.478	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Airport transfers	0.305	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Quality of food and beverage	0.399	1	Not significant. Accept Null hypothesis.

Variables	P- Value	Df	Decision
			No association (there is independence)
Travel type *Variety of food and beverage	0.556	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Meeting/conference facilities	0.049	1	<b>Significant</b> Reject null hypothesis There is Association (no independence)
Travel type *entertainment lounges	0.054	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel * Wireless availability	0.581	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *business centre availability	0.573	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type * fitness centre	0.587	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *star ratings	0.034	1	<b>Significant</b> Reject null hypothesis There is Association (no independence)
Travel type *review ratings	0.013	1	<b>Significant</b> Reject null hypothesis There is Association (no independence)
Travel type *number of reviews	0.063	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *convenient of hotel location	0.327	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Exterior/interior design	0.096	1	Not significant. Accept Null hypothesis. No association (there is independence)
Travel type *Ambience	0.016	1	<b>Significant</b> Reject null hypothesis There is Association (no independence)
Travel type *Room cleanliness	0.608	1	Not significant. Accept Null hypothesis.

<b>Variables</b>	<b>P- Value</b>	<b>Df</b>	<b>Decision</b>
			No association (there is independence)
<b>Travel type *Room comfort</b>	0.465	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type *Safety and security</b>	0.608	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type *Ecologic-friendly practices</b>	0.381	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type * Staff responsive to my needs</b>	0.465	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type *Efficient service provision</b>	0.465	3	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type *staff understanding of guests' needs</b>	0.608	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type * staff politeness and Friendliness</b>	0.465	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type * staff neat appearance</b>	0.917	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type *staff multi-lingual skills</b>	0.135	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type * staff recognition of guests</b>	0.543	1	Not significant. Accept Null hypothesis. No association (there is independence)
<b>Travel type * hotel satisfactory</b>	0.566	1	Not significant. Accept Null hypothesis. No association (there is independence)

#### **4.5 Chapter summary**

This chapter presented the results of the study. The results are divided into three sections. The first section presented the background of the travellers, the second section presented the socio-demographics and the third section presented the hotel attributes results. The results were presented in the form of tables and graphs. The second section covered the inferential results which covered the factor Cronbach's Alpha, analysis, and chi-square which are presented in graphs and tables.

## **CHAPTER 5**

### **DISCUSSION, RECOMMENDATIONS AND CONCLUSION**

#### **5.1 Introduction**

The previous chapter (Chapter 4) presented the results of the study using descriptive and inferential statistics. This chapter discusses the results presented in Chapter 4. First, the background of the respondents (socio-demographics, visiting category of the particular hotel, hotel visitors hotel information category, booking ratings, duration of stay) are discussed, followed by the hotel attributes which are categorised into themes (brand image, marketing, pricing, reservation, transport and location, food and beverage, facility structure, and hotel safety and security). The chapter concludes by discussing the limitation of the study and offering recommendations for future studies.

#### **5.2 Background of the respondents**

This section discusses the background of the respondents, including gender, age, and their highest qualification. It also discusses the number of times they have been to the hotel, their length of stay and the type of traveller or guest they are, as well as the importance of booking ratings for them when making a booking.

##### **5.2.1 Socio-demographics**

The demographics of gender, age and qualifications of the respondents are discussed below.

Analysis revealed that participants in this study were mostly males (53.8%), with females at 46.2%. These findings align with Emir and Kozak (2011:136) whose study was conducted in Turkey and focussed on the perceived importance of attributes on hotel guests' repeat visit intentions. The demographic profiles of the Emir and Kozak study showed that male representation (55.7%) was higher than females (44.3%), while there was not much difference in the distribution of participants' ages. It differs from the current study in that the highest age group that participated in the current study (42.9%) was between the ages of 35-44, followed by the age group 45-54 years (25.3%) and lastly, 23.1% between the ages of 25-34 years.

Regarding the education background, four categories were reported: university national diploma or first degree (38.5%), college qualification (38.5%), university master's degree and above (16.5%), and high school graduate or below (6.6%). This is different from the study of Emir and Kozak (2011) which reported educational background was dominated by those with a university degree (50.1%), followed by a high school graduate (37.1%).



### **5.2.2 Visiting category of a particular hotel**

The highest number of nights that the respondents stayed was two nights (47.3), followed by one night (29.7), and three nights (23.1%). Kim et al. (2019:1003) explored competitive hotel selection attributes among guests. An importance-performance analysis which was conducted in Korea reported results different from this study in that 27.3% of the respondents had stayed in a hotel three times in the past year, followed by twice (26.7%), and more than five times (22.2%). The current study's findings differ from the findings of Emir and Kozak (2011:136), whose study focussed on the perceived importance of attributes on hotel guests' repeat visit intentions in Turkey. Emir and Kozak reported that the frequency of taking holidays was more than once a year (40.1%), once a year (39.8%), and once a month (20.1%).

### **5.2.3 Hotel visitors**

The results show that the responses from guests ranged from being the first stay at the particular property up to the eighth stay at the property. Most of the guests indicated that they stayed at a hotel five times (34.1%), followed by once (31.9%) and then twice (14.5%). Only 1.1% indicated having visited the hotel between six and eight times. These results are again different from those of Emir and Kozak (2011:136), whose study focussed on the perceived importance of attributes on hotel guests' repeat visit intentions in Turkey. They reported that almost one-third (37.5%) of the respondents were most likely to return as repeat tourists and recommend to friends and relatives their destination choice. A further one-third was also likely to return and recommend (36.5%). The results of Emir and Kozak (2011:136) further indicate that the visitors' main motivation was the experience of all-inclusive accommodation (38.6%), followed by relaxation-entertainment (20.7%), playing golf (15.8%), spa-wellness (12.0%) and convention and congress (12.9%). These results differ from the current study's results as mentioned above.

### **5.2.4 Hotel information category**

The results of this study reported that most guests who stayed at the hotel were there for both business and leisure (46.2%), followed by guests who visited the hotel for business purposes only (37.4%). The results are again different from those of Emir and Kozak (2011:136), who found that the visitors' main motivation was the experience of all-inclusive accommodation (38.6%), followed by relaxation-entertainment (20.7%), playing golf (15.8%), spa-wellness (12.0%) and convention and congress (12.9%).

### **5.2.5 Bookings ratings**

The results of this study on booking ratings are supported by Murphy and Chen (2014 ) who focussed on the multiple effects of review attributes of hotel choice decisions conducted in New Zealand. Murphy and Chen reported that star ratings are important because this could be the first thing that the customer looks at when selecting a hotel. Additionally, the ratings directly impact the visibility of the property on review sites with customers less likely to scroll through pages to the lower-ranked properties. The above supports the result of the current study which indicated that most respondents do check the ratings through booking.com (19.8%).

### **5.2.6 Duration of stay**

Kamenidou (2009:158) conducted a study on hotel business travellers' satisfaction based on service quality—a segmentation approach in inner city five-star hotels in Greece. Kamenidou found that the majority of the business customers participating in the research (66%), mentioned that they had previously visited the hotel where they were staying, while 34% of the customers had never visited the specific hotel before. As regards the time of visitation, 73% of the business customers had spent one night at the hotel, followed by 22% that had stayed two nights, and 5% who had stayed three or more nights. This is different from the current study's findings that indicate that the highest number of nights the respondents stayed was two nights (47.3%), followed by one night (29.7%), and lastly, three nights (23.1%).

## **5.3 Hotel attributes**

This section discusses the findings according to themes established during data analysis: brand image, marketing, pricing, reservation, transport and location, food & beverage, facility structure and hotel safety and security.

### **5.3.1 Hotel brand image**

Brand image is the main element of a hotel and acts as the most significant element in services because of its natural uniqueness such as perishability, inseparability, tangibility and heterogeneity (Dhillon, 2013:61). Saleem and Raja (2014:708) theorised that brand image is a reflection of a brand held in consumer memory. Simply put, brand image is essentially what comes to consumers' minds when a brand is placed in front of them. In other words, meaning that the customers assess a brand name, they spontaneously think of the features of a brand approval. The findings of this study are different from Murphy and Chen (2014) who identified review ratings as the first most important factor, followed by star ratings. Their results were presented through coefficient estimates. Review rating scored 38.924 and star rating scored 11.351 as the important factors in hotel selection. However, it was observed that 56.1% of the

respondents considered the hotel brand as an important attribute to consider when choosing a hotel.

The result of the current study contradicts Murphy and Chen's (2014) study mentioned above. The current reports that most of the respondents remained neutral on all the attributes under the image category, meaning the respondents have neither a negative or positive attitude toward the image category. This was illustrated by the highest hotel size (53.8%) followed by the number of reviews (41.8%), hotel review ratings (40.7%), and hotel brand (40.7%), which were all above 40%, and lastly, hotel star ratings (39.6%), which was lower than 40%. The researcher observed that almost 20% of the respondents rated hotel star ratings (17%), hotel review ratings (17.4%) and number of reviews (19.8%) as unimportant, which indicated that the respondents had different perceptions.

### **5.3.2 Marketing**

Marketing is a crucial component in running any business. Even though it is proven to be an important element that determines the success of any hotel unit, it is a function that is often taken for granted. Kotler and Armstrong (2010:29) explain in detail that marketing is a tool used by companies to create value for customers and build strong customer relationships to capture value from customers in return. In today's competitive world with a changing pattern of customer requirements, market research has become a must for businesses to discover new markets, study the profile of customers in terms of their requirements, and obtain the required information to develop new products (Hodgson, 1990; Kozak & Baloglu, 2011). The results of the current study show that the respondents do consider the categories under marketing to be significant. Most of the respondents had mixed perceptions about the marketing category. The majority of respondents were neutral on the attribute of the level of market share (52.7%) and also neutral on the level of hotel (45.1%). However, on the other hand, the same attributes were considered important to some respondents with the level of the hotel (52.8%) and the level of market share (42.9%).

There are no other studies that relate to these findings, however, these results are supported by Talabi (2015) who opines that marketing assists in building a business brand name and placing its products or services in the heart of potential customers. In the hotel industry, the success of any hotel is often dependent on a good reputation. As the reputation of a hotel grows within society, more customers will stay in the hotel, increasing the occupancy rate of the hotel, which will bring more income to the hotel. Marketing assists in branding as it supports effective communication inside and outside the hotel unit (Talabi, 2015). In the hotel industry, the success of any hotel is often dependent on a good reputation. As the reputation of a hotel grows within society, more customers will lodge at the hotel, increasing the occupancy rate of

the hotel's room, and bringing in more income (Talabi, 2015). No literature was found to support this result (the hotel market share), showing that there is a gap in this specific category.

### **5.3.3 Pricing**

The price is the amount of money that customers have to pay to obtain the product or service. Due to the fluctuation in demand for hotel products, it is imperative that a hotel sets the correct price for its product to ensure a high occupancy rate. In instances where the customer perceives the price to be too expensive, there is a high probability of the customer switching to the product of a competitor or looking for an alternative lodging option. At the same time, if the price is too low, the likelihood of the hotel running at a loss will certainly increase (Talabi, 2015).

The results of this study reported that most of the respondents considered all attributes under the pricing as being important. Value for money was important to 93.4% of the respondents, followed by 91.2% of respondents indicating that the room rate was important. These results are supported by the study of Chu and Choi (2000:372-373) on the determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. Chu and Choi found that attributes such as hotel room and value for money were important factors in hotel selection. Furthermore, Choi and Chu (2000:289) indicated that from an empirical perspective, room quality and value for money were the top hotel factors that determined travellers' overall satisfaction levels and their possibility of returning to the same hotel.

### **5.3.4 Reservations**

The results of this study indicate that most of the respondents considered all the attributes as important, starting with ease of making a reservation (68.2%), followed by express check-in and check-out (62.7%), and time of check-in and check-out (60.5%). The study of Emir and Kozak (2011:136) conducted in Turkey on the perceived importance of attributes on hotel guests' repeat visit intentions supports the findings of the current study. Emir and Kozak found that the front office services division has become the most significant influence on customer loyalty. These results were presented through a CFA and descriptive statistics. This is parallel to the results of the Lewis and McCann (2004) study titled "Service failure and recovery: Evidence from the hotel industry". Lewis and McCann emphasised the importance of reception services (check-ins, check-outs, and reservations) in forming the first impression of customers about the hotel business and the level of their revisit intentions.

### **5.3.5 Transport and location**

The findings of Chou et al. (2008:293) indicate that the determination of selecting a hotel location is an important and critical decision due to the high cost of relocation and reconfiguration. Proper hotel location not only helps to increase market share and profitability but also enhances the convenience of customer lodging. Masiero et al. (2019) support the finding that hotel location attributes significantly affect customers' hotel choices. The current study's findings indicate that airport transfers are considered an important attribute with a percentage of 42.9%, although some of the respondents remained neutral (31.9%). Convenience of hotel location was considered important to only a few respondents (29.7%).

### **5.3.6 Food and beverage**

The current study reported that all the attributes under the food and beverage category were important to the respondents, with quality of food and beverage being the highest (92.4%), followed by variety of food and beverage (84.6%). These results are supported by Wilkins et al. (2007:849-850) who found that physical product, service and quality of food and beverage were the most important factors in customer satisfaction and hotel selection. Food quality plays an important role in the food service industry. Similarly, the quality of food and the quality of ingredients are both helpful in increasing the effectiveness of the menu, which will become a selling tool for the restaurant and hotel. Customers show a willingness to return to a restaurant if the quality of the food is good (Ryu et al., 2012). Gray and Liguori (2001) opine that a skilled presentation of food and beverage services is extremely important in growing an effective marketing campaign. The findings of Gray and Liguori (2001) and Öztürk and Qu (2008) align with the current study, indicating that quality and the presentation of food and beverage services influence customers' revisit intentions. In addition, food and beverage services are considered an important factor that plays a significant role in creating customer loyalty for hotel organisations (Emir & Kozak, 2011). The above-mentioned support the results of this study.

### **5.3.7 Facility structure**

The result under the facility category showed that most of the respondents considered the following attributes as important, with meeting and conference facilities being the highest (46.2%), followed by the business centres (44.0%), then wireless availability (37.4%). The respondents had mixed perceptions towards other attributes under facility structure, with some being indicated as important. The findings of Carneiro and Costa (2000) support these findings, which indicate meeting facilities as important attributes. In addition, the study of Tsai et al. (2014) found that business centre facilities are important attributes for business travellers when choosing hotels, which further supports the findings of the current study. However, some

respondents remained neutral on the same attributes. For example, entertainment lounges were considered important (37.4%) while the same attribute was considered neutral (42.9%).

### **5.3.8 Hygiene and safety**

The results of this study for hygiene and security indicated that most respondents considered the following attributes as important: hotel safety and security (98%), followed by room cleanliness (97.8%), hotel room comfort (97.8%) and hotel ecologically friendly practices at (74.1%). The results of this study are supported by Lockyer (2003:297) who found that the cleanliness of the hotel was essential for both business guests and accommodation managers. In addition, Kandampully and Suhartanto (2000:350) identified customer satisfaction with housekeeping as a significant factor affecting customer loyalty. The result is also consistent with Min and Min (2005:60) who indicated that guest room cleanliness is an important attribute of service quality in the hotel industry. The result of the current study is supported by Kim's (2019) "Exploring competitive hotel selection attributes among guests." An importance-performance analysis indicated that safety and security are regarded as an important attribute for hotel selection.

### **5.3.9 Hotel services**

This study found that the respondents considered most attributes under the service category as important, with staff understanding of guests' needs (98.9%) being the highest followed by hotel effective service provision (97.8%), staff politeness and friendliness (97.8%), staff response to guests' needs (97.5%) followed by hotel staff neat appearance (90.2%) and lastly, hotel staff recognition of guests (89.1%). Supporting these findings, Parasuraman and Grewal (2000:168) also found that the quality of service enhances the perceived value of service, which contributes to customer loyalty in service organisations. The findings of Emir and Kozak (2011) also supported these findings, indicating that the service of employees is one of the greatest influences on customer loyalty. The results align with previous studies suggesting a close relationship between the influence of employees' behaviors, service quality, customer loyalty and customer satisfaction (Kozak, 2001; Weber, 2001; Varini et al., 2003; Özdemir & Çulha, 2009; Wilkins et al., 2010).

### **5.3.10 Factor analysis (reliability and validity)**

Veal (2011:46) defines reliability as the extent to which the information presented in the research findings would be the same if the research were to be repeated at a later date using

different respondents. According to Veal (2011:46) and Ezeuduji (2013:5), in social sciences, complete reliability (achieving the same results if the study is repeated later using different respondents) is a rare case as humans live in ever-changing socioeconomic situations. Therefore, further studies are always necessary to stay abreast of the changing needs of humans. Validity is the extent to which the measuring device is useful for a given purpose (Sarmah & Hazarika 2012:515).

Cronbach's Alpha was applied to see if multiple-question Likert scale surveys are reliable. Cronbach's Alpha reliability coefficient normally ranges between 0 and 1. However, there is no lower limit to the coefficient. The closer Cronbach's Alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. It should also be noted that an Alpha of 0.8 is probably a reasonable goal. According to George and Mallery (2003), the following rules of thumb on internal consistency should be considered:

**Table 5.1: Internal consistency**

Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$0\alpha < 0.5$	Unacceptable

Internal consistency or reliability associated with the scale in section B is 0.88. This implies that there is good internal consistency in responses based on these items/variables. Deleting any item would not increase internal consistency. An inter-item correlation was used to conduct an item analysis of a set of test questions. Inter-item correlations examine the extent to which scores on one item are related to scores on all other items in a scale. It provides an assessment of item redundancy—the extent to which items on a scale assess the same content. Ideally, the average inter-item correlation for a set of items should be between 0.15 and 0.5, suggesting that while the items are reasonably homogenous, they do contain sufficiently unique variances to be anti-isomorphic. When values are lower than 0.15, the items may not be representative of the same content domain (Swerdlik & Cohen, 2005). In essence, inter-item correlation is descriptive information about the correlation of each item with the sum of all remaining items. In summary item statistics the first number listed, 0.398, is the mean of these 12 correlations; the second number, 0.106, is the lowest of the 12; the third number, 0.768 is the largest. The mean of the inter-item correlations is 0.398, suggesting that the items are reasonably homogenous.

### 5.3.11 Conclusion based on the main attributes that influence business and leisure travellers choice of hotel

The purpose of the study was to evaluate the guests' choice of hotel attributes and to weigh their importance for hotel selection in Cape Town. Various hotel attributes were identified and categorised according to pricing, food and beverage, hotel services, and hotel safety and security were shown to be important. Amongst these categories the following attributes were shown to be important to travellers hotel choices: Pricing: value for money and room rate, Food and beverage: variety of food and beverage and quality of food and beverage, Hotel services: Staff responsiveness to guests' needs, efficient service provision, staff understanding of guests' requests, staff politeness & friendliness and staff neat appearance. Hygiene and safety: hotel safety and security, room and room cleanliness.

### 5.4 Study limitations

The study limitations are discussed below

- **Access to the guests:** The majority of the hotels did not want to participate, mentioning the inconvenience that would be caused to their guests, and the need to maintain the interests and confidentiality of their guests. It was difficult for the researcher to gain cooperation from some of the managers in the hotels. Thus, the researcher needed to be more patient during fieldwork.
- **Time frame:** The researcher anticipated that data collection would commence within the months the emails were sent to hotels to request permission to conduct the study (March to April 2016). However, data collection took longer than anticipated and planned. Due to the low response rate, it only took place between the years 2017-2019 in these hotels. Getting permission from certain hotels was a challenge. At first, managers would agree but the next time the researcher returned to the hotel to conduct the fieldwork, the manager no longer wanted the hotel to participate, meaning the researcher had to then go to other hotels to seek permission.
- **Participation preference:** Most of the participating hotels preferred to participate during the low season. The hotels were not as busy in the low season and they felt that their guests would not be disturbed. Hence, data collection took longer than anticipated.
- **Literature:** There are minimal existing studies comparing the type of travellers (Business or Leisure) which made it challenging for the researcher to find information to support the argument of the findings.
- **Representation:** The findings of this study only represent Cape Town so they cannot be generalised.



- **Findings:** No literature was found to support this current result (the hotel market share), therefore this shows that there is a gap in this specific marketing category.

## **5.5 Recommendations**

### **5.5.1 High-rated attributes**

- The findings of this study picked the following attributes ranked as high: room rate, value for money, quality of food and beverage, variety of food and beverage, room cleanliness, room comfort, safety and security, staff responsive to my needs, staff politeness and friendliness, efficient service provision, staff understanding of guests needs.
- The researcher recommends to current hoteliers that if these attributes were previously not perceived as important by them, they should start focusing on them and if improvement is needed, they should be implemented. This is also suggested for future hotel owners.
- The findings of this study are not only beneficial to the current hoteliers but also provide guidelines for the establishment of future hotels to understand the motivation, attitudes and valued attributes that shape consumers' opinions.

### **5.5.2 Academies and institutions**

- This study is the first in South Africa so it adds new knowledge to the hospitality industry as a whole, in South Africa and globally, so others can adopt it and conduct it elsewhere.
- This study compared business and leisure travellers but there was no literature to support the discussion.
- Due to a lack of literature comparing business and leisure travellers, more studies should be conducted to understand the hotel attributes required as this study's findings may differ elsewhere.
- The researcher developed a data collection framework that can be adopted by future researchers

### **5.5.3 Future research**

- To broaden the study, future researchers could collect and compare data from different areas and the study can also be done outside Cape Town.
- A comparative study can be done to compare important attributes in hotel selection between Cape Town, and another tourist city outside South Africa. This will eliminate some limitations such as the number of participants and the study can be generalised to a greater population.

- The study did not focus on technology as part of the attributes, however, technology was found to be critical so future studies should include it. Currently, we are in the 4th Industrial Revolution era where hotels are introducing robots and customers are more technologically inclined.

## **5.6 Chapter summary**

This chapter discussed the finding of the study. It discussed the background of the travellers and their socio-demographics, followed by the hotel attributes. It also discussed the limitations of the study and offered recommendations to current and future hoteliers, and future researchers.

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## APPENDICES

### APPENDIX A: QUESTIONNAIRE

#### Section A. General Questions

*Please indicate your answer by circling the number that best represents your answer/ write in spaces.*

1. How many times have you been to this hotel? \_\_\_\_\_

2. Do you consider yourself a once-off or a regular guest to this hotel?

Once-off guest	1
Regular guest	2

#### Section B: Travellers' Profile (sociodemographic data)

3. Gender

Male	1
Female	2

4. Age group

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5

65 and above	6
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**5. Nationality**

South African	1
Non South African	2

**5b. If non-South African, please indicate your continent of origin**

Africa	1
Asia	2
Australia/Oceania	3
Europe	3
North America	4
South America	5

**6. Level of education**

High school graduate or below	1
College	2
University's National Diploma or first degree	3
University's Master's degree and above	4



**7. How would you classify your type of travel?**

Leisure	1
Business	2
Business & Leisure	3
Others? Please specify	4

**8. How did you get information about this hotel?**

Word of Mouth	1
Internet	2
Media (TV, magazines, books)	3
Travel agency or Tour Operator	4
My company or institution	5
Other? Please specify	6

**9. Do you look at review ratings of hotels before you book a hotel?**

Yes	1
No	2

**If yes, where?**

Booking.com	1
Tripadvisor	2
Others? Please specify	3

**10. How long do you intend to stay in this hotel? \_\_\_\_\_**

**Section C: Hotel Attributes**

*Please indicate your level of importance on how these attributes influenced you to choose this hotel. (Circle the number that best represents your opinion)*

<b>11 Hotel Choice Attributes</b>					
<b>Attributes</b>	<b>Totally</b>	<b>Important</b>	<b>Neutral</b>	<b>Unimportant</b>	<b>Totally</b>
11.1 Hotel Brand	1	2	3	4	5
11.2 Hotel size	1	2	3	4	5
11.3 Hotel market share	1	2	3	4	5
11.4 Level of hotel marketing	1	2	3	4	5
11.5 Room rate	1	2	3	4	5
11.6 Value for money	1	2	3	4	5
11.7 Ease of making reservation	1	2	3	4	5
11.8 Express check-in and check-out	1	2	3	4	5
11.9 Time of check-in and check-out	1	2	3	4	5
11.10 Airport transfers	1	2	3	4	5
11.11 Quality of food and beverage	1	2	3	4	5

<b>11 Hotel Choice Attributes</b>					
<b>Attributes</b>	<b>Totally</b>	<b>Important</b>	<b>Neutral</b>	<b>Unimportant</b>	<b>Totally</b>
11.12 Variety of food and beverage	1	2	3	4	5
11.13 Meeting /Conference facilities	1	2	3	4	5
11.14 Entertainment lounges	1	2	3	4	5
11.15 Wireless availability	1	2	3	4	5
11.16 Business Centres availability	1	2	3	4	5
11.17 Fitness Centre	1	2	3	4	5
11.18 Star ratings	1	2	3	4	5
11.19 Review ratings	1	2	3	4	5
11.20 The number of reviews	1	2	3	4	5
11.21 Convenient location of the hotel	1	2	3	4	5
11.22 Exterior and interior design	1	2	3	4	5
11.23 Ambience	1	2	3	4	5
11.24 Cleanliness of the room	1	2	3	4	5
11.25 Room comfort	1	2	3	4	5

<b>11 Hotel Choice Attributes</b>					
<b>Attributes</b>	<b>Totally</b>	<b>Important</b>	<b>Neutral</b>	<b>Unimportant</b>	<b>Totally</b>
11.26 Safety and Security	1	2	3	4	5
11.27 Ecological friendly practices	1	2	3	4	5
11.28 Staff responsiveness to my needs	1	2	3	4	5
11.29 Efficient service provision	1	2	3	4	5
1.30 Staff understanding of guest requests	1	2	3	4	5
11.31 Staff politeness and friendliness	1	2	3	4	5
11.32 Staff neat appearance	1	2	3	4	5
11.33 Staff multi-lingual skills	1	2	3	4	5
11.34 Staff recognition of guest	1	2	3	4	5

## Section D: Satisfaction and Loyalty

9. How satisfied are you with your experience in this hotel so far?

Totally satisfied	1
Satisfied	2
Neutral	3
Dissatisfied	4
Totally dissatisfied	5

10. Would you come back to this hotel again as a guest?

Yes	1
No	2

11. Would you recommend this hotel to another guest?

Yes	1
No	2

Thank you so much for your time!!!

## APPENDIX B: ETHICAL CLEARANCE CERTIFICATE



P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 4603534 • Email: majamanin@cput.ac.za  
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	Faculty: <b>BUSINESS AND MANAGEMENT SCIENCES</b>
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At a meeting of the Research Ethics Committee on 02 May 2017, Ethics Approval  
was granted to MMANARE PHOLOSHO MILDRED MATONDOLO (215295293) for research  
activities

Related to the MTech/DTech: Mtech Tourism & Hospitality Management at the Cape Peninsula  
University of Technology

Title of dissertation/thesis/project:	HOTEL CHOICES ATTRIBUTES OF BUSINESS AND LEISURE TRAVELLERS IN CAPE TOWN. Lead Researcher/Supervisor: Dr I.O EZEUDUJI & MS N THAVER
---------------------------------------	--

Comments:

Decision: APPROVED

	02 May 2017
Signed: Chairperson: Research Ethics Committee	Date

## APPENDIX C: PERMISSION REQUEST LETTER



Cape Town, 15 March 2016

Dear Sir/Madam,

### Requesting a Letter of Consent to conduct a study in your hotel

Ms. Pholoshlo Matondolo is a Master's student at the Cape Peninsula University of Technology. She is conducting a research on the topic: **Hotel choice attributes of business and leisure travellers in Cape Town**. The study will assess variables that can influence business and leisure travellers to make a hotel choice. The questionnaire for this study is attached. This research requires that guests in 3 to 5 star hotels in Cape Town be surveyed. Questionnaires will take approximately 5 to 7 minutes to be completed. All information collected will be kept confidential and used for research and statistical purposes only. Respondents are not required to indicate their names. The names of the hotels involved will not be revealed. Your assistance in giving Ms. Pholoshlo Matondolo, **a letter of consent** to conduct this research in your hotel will be highly appreciated. Ms. Matondolo will share her final results with your hotel, either by doing a physical presentation or sending you her final dissertation electronically. Should you wish to enquire further regarding this research, please contact me, the Academic Supervisor, using the contacts below.

Kind regards,

Dr. Ikechukwu Ezeudji

Department of Tourism and Events Management

School of Sport, Events, Tourism and Hospitality

Cape Peninsula University of Technology

Tel: 073 562 0926

Email: ezeudjii@cput.ac.za



## APPENDIX D: PERMISSION REQUEST EMAIL

Subject FW: [EXTERNAL] Fwd: Letter of Consent

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**From:** Pholosh Matondolo [mailto:[pmaleb@gmail.com](mailto:pmaleb@gmail.com)]

**Sent:** 04 April 2016 10:02 AM

**To:** .....

**Subject:** Fwd: Letter of Consent

Good day [REDACTED].

I hope this email finds you well.

My name is Pholosh Matondolo, am a Master's students of Tourism and Hospitality Management with Cape Peninsula University of Technology. I visited your hotel over the weekend, I was able to get your contacts as I was informed you are the relevant contact person for the attached letter.

Please find attached letter of consent and the example of questionnaire I intends to use for my studies.

Looking forward to hear from you.

Best regards

Pholosh matondolo

## APPENDIX E: CLARIFICATION EMAIL

Subject FW: [EXTERNAL] Fwd: Letter of Consent

**This message originated from outside your organization**

----- Forwarded message -----

From: **Pholosh Matondolo** <[pmaleb@gmail.com](mailto:pmaleb@gmail.com)>

Date: Mon, Apr 25, 2016 at 9:51 AM

Subject: Re: Letter of Consent

To: [REDACTED]

Dear: [REDACTED]

Thank you so much for the reply.

The questionnaire is actually for all type of guests? not specifically frequent guests only. The aim is to find out if a particular guest is a frequent or not.

If maybe I am not so clear, may I please make an appointment to come and explain better? to elaborate the main aim of the study and how will it benefit the hotel?

Regards  
Pholosh

On Fri, Apr 22, 2016 at 10:44 AM, [REDACTED] > wrote:

[Home](#) | [Conferences](#) | [Weddings & Occasions](#) | [Book Now](#)

powered by [elikitmedia](#)

## APPENDIX F: FOLLOW UP EMAIL

SUBJECT FW: [EXTERNAL] FWG: LETTER OF CONSENT

---

**This message originated from outside your organization**

---

----- Forwarded message -----

From: **Pholosh Matondolo** <[pmaleb@gmail.com](mailto:pmaleb@gmail.com)>

Date: Mon, Jun 13, 2016 at 12:43 PM

Subject: Re: Letter of Consent

To: [REDACTED]

Good day [REDACTED]

I trust that this email will finds you well

I would like to find out if you were able to have a meeting with the management in order to find out if I can come and do my survey with at your hotel?

Looking forward in hearing from you.

Regards

Pholosh

On Wed, May 4, 2016 at 2:04 PM, [REDACTED] wrote:

[REDACTED]

## APPENDIX G: FEEDBACK FROM THE HOTEL EMAIL

Subject FW: [EXTERNAL] Fwd: Letter of Consent

On Tue, May 10, 2016 at 11:29 AM, [REDACTED] > wrote:

Good afternoon

My apologies for not reverting back soonest. It's being hectic here and only now we are starting to "calm" down.

I would prefer that our guests are not interviewed as we have found out in previous similar circumstances that this is not convenient to guests. However, you are more than welcome to interview / discussion with myself on any other senior member of our staff.

Please do let me know and will gladly help and assist here with setting up the meetings.

Keep well

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

|

[REDACTED]

[REDACTED]

[REDACTED]

## APPENDIX H: INFORMED CONSENT FORM



Dear Respondents

The objective of this research is to determine the key attributes that influence both business and leisure guests in selecting hotels. I am a Master's student of Tourism and Hospitality Management with Cape Peninsula University of Technology, South Africa.

I would like to assure you that the information obtained from this questionnaire survey will be strictly confidential and only be used for research purposes. No names or addresses will be required from you; therefore your participation in this survey will remain anonymous. You can withdraw from this study at any given time.

For any enquires regarding this study, you are welcome to contact me at 079 065 7250 or email me at [Pmaleb@gmail.com](mailto:Pmaleb@gmail.com).

Regards

Pholoshlo Matondolo

## **APPENDIX I: REQUEST LETTER FROM THE HOTELS**

To whom it may concern.

We as the....., hereby grant permission that Pholosho Matondolo (215295293) a master's student of Cape Peninsula University of Technology to come and do her research survey for her studies at our hotel at a scheduled time. We look forward to hear and see the results of her study and hoping that it would be beneficial to us too as a hotel.

Regards

.....

## APPENDIX J: GRAMMARIAN LETTER

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape

27 November 2022

### LANGUAGE & TECHNICAL EDITING

Cheryl M. Thomson

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#### HOTEL CHOICE ATTRIBUTE OF BUSINESS AND LEISURE TRAVELLERS IN CAPE TOWN

**Supervisor: Dr. T. Nyathela-Sunday**

**Co-supervisor: Mr. S Lekata**

This is to confirm that I, Cheryl Thomson, executed the language and technical edit of the above-titled Masters dissertation of **Mmanare Pholoso Mildred Matondolo**, student number **215295293**, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully



CHERYL M. THOMSON

Email: cherylthomson2@gmail.com

Cell: 0826859545