

How Does Age, Gender and Employment Status Influence the Tourist Experience of Quality of Accommodation and Ancillary Services Provided in South Africa

Gabriel Kwadwo Twumasi*

Department of Business Management, Nelson Mandela University, Port Elizabeth, South Africa, Email, twumkojo2004@yahoo.co.uk, <https://orcid.org/0000-0001-5146-6546>

Janine Krüger

Department of Business Management, Nelson Mandela University, Port Elizabeth, South Africa, Email, Janine.kruger@mandela.ac.za, <https://orcid.org/0000-0001-5452-8503>

Felix Amoah

Department of Marketing, Nelson Mandela University, Port Elizabeth, South Africa, Email, Felix.Amoah@mandela.ac.za, <https://orcid.org/0000-0002-8355-1363>

*Corresponding Author

How to cite this article: Twumasi, G.K., Krüger, J. & Amoah, F. (2022). How Does Age, Gender and Employment Status Influence the Tourist Experience of Quality of Accommodation and Ancillary Services Provided in South Africa. African Journal of Hospitality, Tourism and Leisure, 11(4):1550-1563. DOI: <https://doi.org/10.46222/ajhtl.19770720.308>

Abstract

Due to the COVID-19 pandemic, national lockdowns, and their impact on travel and tourism, studies relating to inbound tourism are not only important but a necessity. The aim of this study was therefore to investigate how age, gender, and employment status influence the tourist experience of the quality of accommodation and ancillary services provided in South Africa. Using a web-based data collection method, 319 questionnaires were statistically analysed. The findings from the study revealed that no significant differences existed amongst the different genders of the respondents based on their experiences of the quality of accommodation and ancillary services. However, significant differences were found between various age groups and the quality of accommodation and ancillary services. The study further found that tourists with different employment statuses do not hold different views of the quality of accommodation and ancillary services. Based on the findings, valuable recommendations are offered that could be used by tourism destinations and the government in South Africa to attract inbound tourists. For example, tourist destinations could divide their markets into groups based on age to improve the quality of their accommodations and other services.

Keywords: Quality of accommodation; ancillary services; employments status; inbound tourist; South Africa

Introduction

Globally, tourism has emerged as a growing industry, creating job opportunities to reduce poverty and unemployment. According to the United Nations World Tourism Organisation (UNWTO), international tourist arrivals in 2020 increased by 4% compared with the previous year (UNWTO, 2020). International tourist attractions are important in South Africa because they provide various infrastructures that serve to provide job opportunities both in the urban and rural tourism communities. In terms of job creation, tourism provides a relatively broader share of employment for women and young people (UNWTO, 2021). However, according to Gössling et al. (2020) and Yu et al. (2020), the tourism industry is one of the most affected industries during the coronavirus pandemic. Between March and December 2020, international tourist arrivals decreased by 74% compared to the previous year (United Nations Conference on Trade and Development, 2020). UNWTO (2020) notes that international travel has been





affected by measures such as quarantine, visa controls, and travel bans put in place by many countries.

The travel and tourism industries exist to enrich tourist experiences. Tourist experience has been widely studied in the fields of tourism, hospitality, and accommodation by several scholars (Christou & Simillidou, 2020; Twumasi et al., 2019; Zhang et al., 2018). Research studies in this area can be used by tourism policy-makers, businesses, and other stakeholders for the improvement of the quality of products and services provided to their customers. Tourist experience refers to the involvement of the mind, emotions, and a mixture of active participation, passive gazing, and social interaction (Ebejer et al., 2020). An experience is often described as an event that occurs and is felt by the individual or group of people (Pine & Gilmore, 1999). Setini et al. (2021) argue that experiences observed or participated in by tourists in an event at a destination influence the tourists' travel experience.

Despite the relevance of tourist experiences to the industry, little empirical studies have focused on how certain vital demographic profile of the inbound tourist influence their perception of quality of accommodation and ancillary services at a destination. Gender, Age and Employment status are prevalent issues that assist to understand the experience of inbound tourists' regarding accommodation and ancillary services (Wijaya et al., 2018). For example, Bergantino and Catalano (2016) found that age and gender offers significant inbound tourists' travel information that assist tourism destinations with strategy formulation and implementation. Recent studies also indicate that employment status is one of the factors that affect travelling decisions (Wong et al., 2021). Although studies on the tourism industry have been conducted, no specific research could be established that addressed the influence of age, gender, and employment status of inbound tourist experience on accommodation and ancillary services in South Africa. Furthermore, we argue that a tourism destination with poor accommodation and ancillary services will negatively influence inbound tourist intention to recommend and revisit such a destination. Given the above, the primary aim of this study was to investigate how the gender, age, and employment status influences the tourist experience of quality of accommodation and ancillary services in South Africa. The remaining sections of the paper includes the literature review with the focus on quality of accommodation, ancillary services, and biographic characteristics relating to gender, age, and employment status. Following the literature review, the research methodology, results and findings, discussion of results, conclusions and implications are provided. The final aspect of the paper is dedicated to highlight the limitations and future research areas that emerged from the paper.

Theoretical framework

The study is based on the theory of customer (tourist) experience, which states that factors that provide sensory, emotional, cognitive, behavioral, and relational values lead to customer (tourist) experience (Cho et al., 2015; Jain et al., 2018). When a customer has a good experience, they remember it and are less likely to be influenced by the competition. Several authors (Agyeiwaah et al. 2019; Chang, 2018; Kim et al. 2019; Lee & Jan, 2019) have studied customer (tourist) experience from different angles and in different industries. But there is not much use of the theory in the tourism and hospitality industries in South Africa. As tourists visit a destination, their satisfaction depends on the offerings and expectations of the environment. This offering includes overnight facilities, campsites, inns, hotels, holiday centres, homestays, etc. (Siregar et al., 2019). Siregar et al. (2019) highlight that tourist satisfaction and revisit intention are influenced by accommodation and ancillary services. Liew et al. (2021) found that accommodation and ancillary services are used by tourists to measure the satisfaction and experience derived from a destination. The absence of accommodation facilities such as hotels, lodges, or B&B could impede the satisfaction and experience of



inbound tourists to a destination. Quality and decent accommodation will attract tourists. For example, attractive paintings, air quality, spacious rooms, natural lighting through windows, reduced noise, and the outdoor environment (e.g., swimming pool, flowers and gardening) are important to ensure that the accommodation industry thrives. Ancillary services have been defined as the tourism infrastructure utilized by the tourists within a tourist destination, such as banks, telecommunications, post offices, hospitals, and destination management organizations, or tourism bureaus, which act as support to the available tourism facilities (Wiweka et al., 2020). The best way for tourist destinations to ensure a steady inflow of customers is to develop a positive image through the quality of accommodation and efficient ancillary services. This section of the paper covers the literature on the quality of accommodation, ancillary services, and selected biographic characteristics of the tourist.

Quality of accommodation

Accommodation experience is associated with building attractions, accessibility, and amenities (Primadewi et al., 2021). In the context of tourism, accommodation is important since tourists expect a unique and specialised accommodation experience (Gelbman, 2021). (Primadewi et al., 2021). Tourists have different attitudes and ways of acting, and they would look for products and services that fit their tastes and where they would like to stay. Tourists' accommodations are offered at various destinations such as hotels, bed and breakfast (B&B), guest houses, farmhouses, motels, and Airbnb (Canziani & Nemati., 2021). A tourist accommodation experience further includes bedding, paintings, landscaping, and the impression created by the host. Many accommodation businesses have increasingly implemented procedures to provide pleasant housing for tourists based on gender, age, and employment status. For example, tourists would prefer accommodation in a destination that is peaceful and safe. The latter suggests that a positive tourist perception of the accommodation provided is critical to ensuring tourist satisfaction and return visits (Kar et al., 2021). Quality of accommodation favours the patronage of the accommodation and various tourist destinations. Accommodation owners, on the other hand, should pay special attention to the diverse tourists who require a variety of lodging options. By expanding the business range of accommodation offers, it is possible to attract a diverse age group of people and increase the revenue of the tourism businesses.

Ancillary service

Ancillary service refers to tourists' experience of critical facilities at a destination such as banks, fuel or gas stations, automated teller machines (ATM), hospitals, telecommunications, and post offices (Chaigasem & Leruksa, 2020). Currency exchange, car rental, food and beverage, tour excursions, travel insurance, and Wi-Fi access at a destination are also examples of ancillary services (Aminudin et al., 2018). These services are used by tourists before, during, and after their visit to a destination. The quality and efficiency of ancillary services are needed to become a unique service for tourists to experience. Available tourist destinations that provide excellent ancillary services in various forms, such as healthcare services, may exert a positive impact, as they would be perceived to provide a quality of life to tourists (Lee et al., 2020). Thus, the variety and quality of ancillary services provided in a tourist destination are important to attracting the inflow of tourists to a destination. Importantly, ancillary services make the tourist experience meaningful and complete. Inbound tourist satisfaction to a destination can be influenced by ancillary services (e.g., good service at the bank for foreign exchange). Tourists will consider the availability and functioning of these services as important when planning to visit a destination (Chiambaretto, 2021). Furthermore, ancillary services enhance tourist experiences and decision-making, satisfaction, and revisits to a destination. The inability



to provide ancillary services to tourists in a destination will have a negative influence on the perceived tourist experience and satisfaction of a destination. Ancillary services provide convenience for tourists. The current study addresses the knowledge gap by providing justification on how the age, gender, and employment status of inbound tourists' influence tourists' experience of accommodation and ancillary services.

Biographic characteristics of tourists' accommodation experience

This section highlights the literature on tourist biographic characteristics relating to gender, age, and employment status.

Gender

Tourists' have different needs, tastes, and preferences and would react differently towards a product or service. Woyo et al. (2019) noted that the gender of tourists has an impact on tourism activities. The influence of gender on tourism activities has been explored in different contexts, such as on tourism expenditure (Amir et al., 2017), adventure tourism (Lötter et al., 2012), travel motivation and satisfaction (Ma et al., 2018), inbound tourists' travel motives (Allaberganov & Preko, 2021). Kara and Mkwizu (2020) established in their study that male tourists prefer to travel for business and sports, as they may have a greater interest in the business agenda. Female tourists, on the other hand, travel for a variety of reasons, including family visits, vacations, and education. Other studies have also confirmed that there are no significant differences between male and female travellers' expenditure behaviour (Amir et al., 2017). A gender difference was discovered between male and female visitors who travel to Saudi Arabia to experience non-traditional festivals (Alshammari et al., 2019). Sánchez-Franco and Alonso-Dos-Santos (2021) analysed how gender exerts an influence on Airbnb accommodation. Their study used New York as a case study and focused on customer reviews gathered by an online database. Through reliable data analysis, their study found that individual gender impacts on the offering by an Airbnb operator. Thus, women's participation must not be negligible in tourism growth and development. The growth of tourism depends on tourism facilities that fit both genders. Therefore, inferring from the literature and the empirical evidence mentioned above, the study therefore hypothesised that:

H^{0a}: Female and male respondents do not have different perceptions regarding the quality of accommodation and ancillary services.

Age

Tourists seek accommodation when travelling to a tourist destination. In most instances, a tourist will relate his or her age to the type of accommodation available. Business travellers who are also tourists often consider their age when choosing an accommodation since individual age differences have an influence on tourist experience (Woyo et al., 2019). Age is regarded as an important variable in determining tourist behaviour, especially as travellers visit tourist destinations (Patuelli & Nijkamp, 2016). Several studies have examined the influence of age on the tourist experience of accommodation and satisfaction (Allaberganov & Preko, 2021; Nella & Christou, 2021; Stumpf et al., 2020). A study by Kim et al. (2015) confirmed that young travellers have a higher urge to attend and participate in tourism activities at a tourist destination. Young travellers also appear to be dominant in the global tourism market (Ramadhania et al., 2021). Research also concludes that older and middle-aged tourists constitute a sizable portion of tourists who visit destinations that provide a safe, quiet, friendly, conducive climate and quality of accommodation (Chen & Tsai, 2019; Patuelli & Nijkamp, 2016). Talón-Ballester et al. (2018) found that age is relevant for hotel accommodation



services and special attention should be provided to improve guests' satisfaction. Age was found to have a positive influence on tourist destination image. In other words, tourism businesses' ability to use experience of tourist age to provide suitable accommodation for all age groups will increase tourist intent to return (Kim et al., 2018). It is argued that the age of a tourist is an important factor in influencing inbound tourist behaviour and plays a vital role in the creation of memorable experiences (Pesonen & Tussyadiah, 2017). Therefore, inferring from the literature and the empirical evidence mentioned above, the study therefore hypothesised that:

H^{0b}: Respondents of the various age groups do not have different perceptions regarding the quality of accommodation and ancillary services.

Employment status

Employment status of tourists also plays an important role in the tourist's decision to visit a specific accommodation facility (Cai et al., 2021). Similarly, the employment status of tourists influences the desired ancillary services offered at a destination. In the study of socio-demographic variation on tourism expenditure in Melaka UNESCO World Heritage Area, Amir et al. (2017) found that differences exist between the tourist expenditure of students, self-employed, government servants, pensioners, private employees, and unemployed tourists. In the tourism industry, it is argued that employed people are more likely to travel to a tourist destination compared to the unemployed (Bama & Nyikana, 2021). Participation in tourism has been found to depend on the income of the tourist. It is therefore expected that tourist destinations that are famous for their many attractions might attract higher numbers of income earners. Employment status is also considered an important variable in inbound tourist travel decision-making (Wong et al., 2021). Therefore, deducing from the literature and the empirical evidence mentioned above, this study hypothesized that:

H^{0c}: Respondents of different employment status do not have different perceptions regarding the quality of accommodation and ancillary services.

Research methodology

This study formed part of a bigger study into the experiences of inbound tourists to South Africa. A quantitative research design was used for this study. According to Erickson and Kovalainen (2016), a quantitative research method is a useful tool to quantify behaviour, opinions, and attitudes. Quantitative research allows for data to be analysed using statistical methods. The target population for this study was inbound tourists who visited South Africa between 2018 and 2020. Respondents were reached through convenience sampling. A web-based survey using QuestionPro was used for the survey. A questionnaire using a five-point Likert type of questions was adopted to collect the needed data. The questionnaire had two sections (Sections A and B). Section A consists of a set of items measuring various variables. The quality of accommodation was measured with four items, while ancillary services were measured with three items. All the items in the questionnaire were sourced from validated items in previous studies. Section B of the questionnaire was designed to obtain the profile data of the respondents, which included gender, age, and employment status. The questionnaire link was shared on various social media platforms and through tourism destinations. Prior to the data collection process, ethics approval was obtained from the University's Faculty of Business and Economic Sciences research ethics committee. Potential respondents confirmed their consent to participate in the study. Only respondents who were willing to participate in the survey completed the questionnaire. The sample size considered for the study followed the



recommendations of Nemati and Barko (2004), Sprenkle and Percy (2005), and Swanson and Holton (2005). Based on inbound tourist arrivals of 16,65 million in South Africa in 2019, 320 inbound tourists who had arrived in South Africa were required to complete the questionnaire. A total of 920 respondents started the online questionnaire; however, only 319 usable questionnaires were obtained and used in the data analyses. The data from the completed survey was transformed from QuestionPro into Statistica. The T-test, Levene test, and Welch test were used to test the biographic factors (gender, age, and employment status) on the dependent variable (Quality of accommodation and Ancillary services).

Results and findings

Biographic profile

Table 1 presents the biographical characteristics of the respondents in the study. The biographic data in this study included gender, age, and employment status. The majority (66.1%) of the respondents were females, with 33.0% being males, and three respondents (0.9%) did not indicate their gender. With regard to the age group of the tourists, it was observed that the majority of the respondents were between the ages of 30 and 39 years (33.8%), while 31.0% were between the ages of 40 and 49 years. The smallest age group was that of 60 and older, which constituted 1.2% of the respondents who visited South Africa during the period 2018 to 2020. The results further show that over (63.6%) were employed by an organisation, 20.3% of the respondents were self-employed and 11.9% of the respondents were students. The group of unemployed respondents comprised (2.5%), and (1.2%) of the respondents were retired.

Table 1: Variables relating to gender, age and employment status

| Description | Segment | Frequency | Percentage (%) |
|-------------------|-----------------------------|------------|----------------|
| Gender | Male | 105 | 33.0 |
| | Female | 211 | 66.1 |
| | Missing | 3 | 0.9 |
| | Total | 319 | 100% |
| Description | Segment | Frequency | Percentage (%) |
| Age | 19-29 | 73 | 22.8 |
| | 30-39 | 108 | 33.8 |
| | 40-49 | 99 | 31.0 |
| | 50-59 | 34 | 10.6 |
| | 60+ | 4 | 1.2 |
| | Missing | 1 | 0.3 |
| | Total | 319 | 100% |
| Description | Segment | Frequency | Percentage (%) |
| Employment status | Employed by an organisation | 203 | 63.6 |
| | Self-employed | 65 | 20.3 |
| | Student | 38 | 11.9 |
| | Retired | 4 | 1.2 |
| | Unemployment | 8 | 2.5 |
| | Missing | 1 | 0.3 |
| | Total | 319 | 100% |

Source: Compiled from statistical results

Factor loadings and reliability test

Table 2 presents the factor loading and reliability of the items utilised to measure the *Quality of accommodation* and *Ancillary services*. The factor loadings of the items for the *Quality of accommodation* range between 0.359 and 0.579. Therefore, sufficient evidence of validity is provided. Furthermore, it is evident that the Cronbach's alpha coefficient for the factor *Quality of accommodation* is above the acceptable cut-off point of 0.70 (Andrew et al., 2011), returning



a Cronbach's alpha of 0.818 to indicate internal consistency and reliability. *Quality of accommodation* explains 41.81% of the variance in the data.

Table 2: Factor loading and reliability test

| Quality of accommodation | | | | |
|---------------------------------|---|-----------------------|---------------------------------|--|
| Variance: 41.81% | | | Cronbach's Alpha: 0.818 | |
| Item Code | Item | Factor loading | Items: Total Correlation | Cronbach's Alpha after deletion |
| QoAc1 | My accommodation was well maintained | 0.359 | 1.000 | 0.778 |
| QoAc2 | My accommodation reservations were booked easily | 0.579 | 0.593 | 0.748 |
| QoAc3 | I was adequately taken care of by the staff at the destination(s) I visited | 0.489 | 0.528 | 0.762 |
| QoAc4 | It was easy to make payments at the tourist destinations or attractions I visited | 0.404 | 0.442 | 0.794 |
| Ancillary services | | | | |
| Variance: 1.10% | | | Cronbach's Alpha: 0.754 | |
| Item Code | Item | Factor Loading | Items: Total Correlation | Cronbach's Alpha after deletion |
| AS1 | South Africa offers a wide well-maintained tourist route (air, road, and rail) | 0.529 | 1.000 | 0.631 |
| AS2 | Medical facilities at my destination such as hospitals and pharmacies were easily available | 0.372 | 0.626 | 0.606 |
| AS3 | South African tourism industry offers great quality tourism with up-to-date information | 0.396 | 0.435 | 0.770 |

Source: Compiled from statistical results

Displayed in Table 2 also indicates that the factor loadings of the items for the factor *ancillary services* range between 0.372 and 0.529. Therefore, sufficient evidence of validity is provided. The Cronbach's alpha coefficient for the factor *ancillary services* is above the acceptable point of 0.70 (Andrew, et al. 2011), returning a Cronbach's alpha of 0.754 to indicate internal consistency and reliability. This factor explains 1.10% of the variance in the data.

Levene test of homogeneity of variances for age and employment status on the variables

The test of homogeneity of variance was conducted among age, employment status, accommodation, and ancillary services using the Levene Test of Homogeneity.

Table 3: Results of the Levene Test of homogeneity of variances for age and employment status on variables

| Variables | Levene statistics (F) | df1 | df2 | Sig. |
|--------------------------|------------------------------|------------|------------|---------------|
| AGE | | | | |
| Quality of accommodation | 4.768 | 3 | 314 | 0.000* |
| Ancillary services | 8.288 | 3 | 314 | 0.000* |
| EMPLOYMENT STATUS | | | | |
| Quality of accommodation | 1.556 | 2 | 303 | 0.213 |
| Ancillary services | 3.146 | 2 | 303 | 0.044* |

*p<0.05

Source: Compiled from statistical results

The results in Table 3 show that there are significant differences between the variances of *Age* and *quality of accommodation and ancillary services as well as between employment status and ancillary services*. This implies that the condition of homogeneity within the data is satisfied. Furthermore, the results in Table 3 indicate that the condition of homogeneity of variances is not met under employment status for *Ancillary services*. Based on the results of the Levene's Test of Homogeneity and significant differences found between quality of accommodation and ancillary services and the *Age* of the respondents as well as between



Employment status and ancillary services, the Robust Test of Equality of Means using the Welch Test was conducted to determine the overall differences.

Table 4: Robust Test results of equality of means between age and variables

| Variables | | Statistica | df1 | df2 | Sig. |
|--------------------------|-------|------------|-----|---------|---------------|
| AGE | | | | | |
| Quality of accommodation | Welch | 3.161 | 3 | 141.728 | 0.027* |
| Ancillary services | Welch | 3.476 | 3 | 142.666 | 0.018* |
| EMPLOYMENT STATUS | | | | | |
| Ancillary services | Welch | 1.266 | 2 | 79.745 | 0.288 |

*p<0.05

Source: Compiled from statistical results

The Welch equality of means test in Table 4 indicated that significant differences exist between the mean scores of the respondents' age and the Quality of accommodation and Ancillary services. Regarding Employment status and Ancillary services, it is evident that the results of the Welch equality of means test do not indicate significant differences in the mean score of employment status of the respondents and ancillary services ($p > 0.05$). Based on the results, it is necessary to determine where the differences are between the age groups for Quality of accommodation and Ancillary services. A post-hoc test (Games-Howell test) showing whether differences exist between the age groups for the various variables is presented in Table 5.

Table 5: Results of the Post-Hoc analysis of age

| Age | Age groups | Quality of accommodation. | Ancillary services |
|-------|------------|---------------------------|--------------------|
| Years | 19-29 | 30-39 | 0.139 |
| | | 40-49 | 0.037* |
| | | 50+ | 0.024* |
| | 30-39 | 19-29 | 0.139 |
| | | 40-49 | 0.815 |
| | | 50+ | 0.680 |
| | 40-49 | 19-29 | 0.036* |
| | | 30-39 | 0.815 |
| | | 50+ | 0.995 |
| | 50+ | 19-29 | 0.024* |
| | | 30-39 | 0.680 |
| | | 40-49 | 0.995 |

*p<0.05

Source: Compiled from statistical results

From Table 5, for *Quality of accommodation*, a significant difference in the mean scores exists between the age groups 19 to 29 and 40 to 49 ($p<0.05$) and between the age groups 19 to 29 and those 50 years of age and older ($p<0.05$). In terms of *Ancillary services*, the Games-Howell test revealed a significant difference between the age group of 19 to 29 and the age group of 50 years and older ($p<0.05$). ANOVA test was conducted to investigate possible deviations in the quality of accommodation based on the employment status of the tourists. The results in Table 6 show that no statistically significant differences were found ($p>0.05$) between *Employment status* and *Quality of accommodation* ($F=0.587$; $df=2$; $p=0.557$).

Table 6: ANOVA Results for employment status and variables

| Variables | | Sum of Square | Df | Mean Square | F | Sig |
|--------------------------|----------------|---------------|-----|-------------|-------|-------|
| Quality of accommodation | Between Groups | 0.493 | 2 | 0.246 | 0.587 | 0.557 |
| | Within Groups | 127.281 | 303 | 0.42 | | |
| | Total | 127.774 | 305 | | | |

*p<0.05

Source: Compiled from statistical results



Analyses of the influence of gender on quality of accommodation and ancillary services – T-test

The Levene's Test for Equality of Variances was used to assess the homogeneity of variance spread for gender. Based on the results presented in Table 7, no differences exist between the views of females and males regarding the Quality of accommodation and Ancillary services.

Table 7: T-Test results for gender

| Variables | Levene's test of equality of variance | | Test of equality of Means | | | Mean Diff | Std Error | 95% confidence interval of difference | |
|--------------------------|---------------------------------------|-------|---------------------------|-----|----------------|-----------|-----------|---------------------------------------|-------|
| | F | Sig | T | df | Sig (2-tailed) | | | Lower | Upper |
| Quality of accommodation | 0.064 | 0.800 | -0.785 | 314 | 0.433 | -0.062 | 0.079 | -0.216 | 0.093 |
| Ancillary services | 0.14 | 0.709 | -0.915 | 314 | 0.361 | -0.078 | 0.085 | -0.245 | 0.089 |

*p<0.05

Source: Compiled from the statistical results

Discussions of results

The purpose of this study was to investigate how the age, gender, and employment status of inbound tourists influence the tourist experience of the Quality of accommodation and Ancillary services provided in South Africa. The profile of the respondents shows that the majority of the respondents who had visited South Africa during the period of the survey were international tourists who were female (66.1%) and male (32.9%). On the other hand, (0.9%) of the respondents preferred not to disclose their gender. The results of the t-tests further revealed that females and males do not differ regarding their perceptions of the tourist experience as measured by the Quality of accommodation and Ancillary services. Therefore, hypothesis H^{0a} stating that female and male respondents do not have different perceptions regarding the Quality of accommodation and Ancillary services is accepted. The findings correspond with a previous study by Amir et al. (2017), which found no significant differences between male and female travelers as regards their expenditure patterns. The results of the study also indicate that the respondents of different age groups have statistically significant different perceptions of the Quality of accommodation and Ancillary services. The Quality of accommodation is more important for inbound tourists in the age group of 40 years and older than for the age group of 19 to 29 years. It therefore depends on the target market of the tourism businesses on what the Quality of accommodation will be.

With regard to ancillary services, it is more important for inbound tourists in the age group of 50 years and older than for those in the age group of 19 to 29 years. This means that tourism businesses should consider providing different types of facilities to cater for all the individual tourists in the various age groups. Therefore, hypothesis H^{0b} is rejected for Quality of accommodation and Ancillary services. The findings regarding the Quality of accommodation substantiate previous studies which indicate that Quality of accommodation influences international tourist reasons for visiting a destination (Kara & Mkwizu, 2020; Nessel et al., 2021).

The study further established that respondents with different employment statuses do not hold different views of the Quality of accommodation and Ancillary services. This suggests that respondents seem to agree that tourist employment status influences their Quality of accommodation choice during their visit. Thus, hypothesis H^{0c} stating that respondents of different employment status do not have different perceptions regarding Quality of accommodation and Ancillary services is accepted for Quality of accommodation. However,



H^{0c} is rejected for Ancillary services. Therefore, segmenting the market based on the employment status of inbound tourists should not be a priority in the various destinations. However, a variety of products and services can be provided at various destinations to suit the specific needs of inbound tourists. Furthermore, the study demonstrated that identifying tourist age, gender and employment status may also be a way for tourism businesses to provide strategies to attract inbound tourist to the country.

Conclusion and implications

In the era of globalization, inbound tourists travelling to different destinations find accommodation and ancillary services very important. Through the findings, this study points to the notion that more emphasis should be placed on investigating factors influencing the inbound tourist experience with Quality of accommodation and Ancillary services. The results of the study suggest that tourism businesses, governments, and other stakeholders in the travel and tourism industry should invest in the Quality of accommodation and Ancillary services within tourism destinations. This could prove beneficial in enhancing customer satisfaction, which might influence the recommendation and revisiting of a destination. By understanding those influencing factors, travel and tourism businesses should first provide decent and affordable accommodation services since they are the most basic needs of tourists. Secondly, the cleanliness of accommodation at destinations should be improved to the expectations of tourism customers. While tourists can improve their own safety, public safety, health safety, and road safety should be paramount to the government and the travel and tourism industry. Tourism businesses in the accommodation and ancillary services sector need to tap into the motivations, behaviors, and preferences of travelers around the world. Given how many international tourists visit South Africa, it becomes a huge task to understand who should be targeted considering tourist gender, age, and employment status to communicate with them in a way to attract them to choose a destination. By segmenting their markets according to various age categories, tourist destinations can enhance the Quality of accommodation and Ancillary services offered. For example, young tourists will prefer services that offer opportunities where they will be able to use technology.

This study makes a new contribution to the body of knowledge regarding profile of inbound tourist experiences in South Africa. The findings and recommendations in the study will assist tourism destinations to enhance their services. However, there were some limitations to the study which can also indicate future research areas. Firstly, the study adopted a web-based data collection method. This resulted in only respondents who can access the link to answer the questionnaire online. Therefore, the sample is not representative of all inbound tourists to South Africa. Future research should consider a blend of web-based and physical distributed questionnaires to source for the needed data. Secondly, the sample size of 319 respondents can be regarded as another limitation of the study. The study needed respondents who had visited South Africa from 2018 to 2020. However, due to the global coronavirus pandemic in 2020 and subsequent national lockdowns in many countries, tourism activities in South Africa were severely impacted. The latter had an adverse influence on the sample size of the study. Future research should consider a larger sample size and extend the years of visit. This would assist in generalisability of the results from the current study.

References

- Agyeiwaah, E., Otoo, F. E., Suntikul, W. & Huang, W. J. (2019). Understanding Culinary Tourist Motivation, Experience, Satisfaction, and Loyalty Using a Structural Approach. *Journal of Travel & Tourism Marketing*, 36 (3), 295-313.



- Allaberganov, A. & Preko, A. (2021). Inbound International Tourists' Demographics and Travel Motives: Views from Uzbekistan. *Journal of Hospitality and Tourism Insights*, 1-17.
- Alshammari, F., Whaley, J., Hur, S. & Kim, Y. K. (2019). Gender Differences in Motivations to Attend Festivals in Saudi Arabia. *International Hospitality Review*, 33 (2), 126-141.
- Aminudin, N., Kamal, A. S., Jamal, S. A. & Anuar, F. I. (2018). Exploring Luxury Travel from the Perspective of Ancillary Services Supplier: High-End Vehicles and Limousine Service. *International Journal Supply Chain Management*, 7 (5), 443-454.
- Amir, S., Osman, M. M., Bachok, S. & Ibrahim, M. (2017). Socio-demographic Variation on Tourism Expenditure in Melaka UNESCO World Heritage Area. *Advanced Science Letters*, 23 (4), 2958-2961.
- Andrew, D. P. S., Pedersen, P. M. & McEvoy, C. D. (2011). *Research Methods and Design in Sports Management*. Sheridan: Champaign, USA.
- Appleni, L. & Henama, U. S. (2020). Visitors' Perceptions of Religious Tourism in South Africa: The case of Moria in the Limpopo Province. *African Journal of Hospitality, Tourism and Leisure*, 9 (2), 1-19.
- Bama, H. K. N. & Nyikana, S. (2021). The Effects of COVID-19 on Future Domestic Travel Intentions in South Africa: A Stakeholder Perspective. *African Journal of Hospitality, Tourism and Leisure*, 10 (1), 179-193.
- Bergantino, A. S. & Catalano, M. (2016). Individual's Psychological Traits and Urban Travel Behavior. *International Journal Transport Economics*, 43, 341-359
- Cai, G., Hong, Y., Xu, L., Gao, W., Wang, K. & Chi, X. (2021). An Evaluation of Green Ryokans through a Tourism Accommodation Survey and Customer-Satisfaction-Related CASBEE-IPA after COVID-19 Pandemic. *Sustainability*, 13 (1), 1-24.
- Chaigasem, T. & Leruksa, C. (2020). Ready to Be a Host? The Potential Development Guidelines of Sport Tourism in Buriram Province, Thailand. *African Journal of Hospitality, Tourism, and Leisure*, 9 (1), 1-8.
- Chang, S. (2018). Experience economy in hospitality and Tourism: Gain and Loss Values for Service and Experience. *Tourism Management*, 64, 55-63.
- Chiambaretto, P. (2021). Air Passengers' Willingness to Pay for Ancillary Services on Long-Haul Flights. *Transportation Research Part E: Logistics and Transportation Review*, 147, 1-18.
- Canziani, B. & Nemati, H. R. (2021). Core and Supplemental Elements of Hospitality in the Sharing Economy: Insights from Semantic and Tonal Cues in Airbnb Property Listings. *Tourism Management*, 87, 104377.
- Chen, C. M. & Tsai, T. H. (2019). Tourist Motivations in Relation to a Battlefield: A Case Study of Kinmen. *Tourism Geographies*, 21 (1), 78-101.
- Chikuta, O., Du Plessis, L. & Saayman, M. (2017). Nature-Based Travel Motivations for People with Disabilities. *African Journal of Hospitality, Tourism and Leisure*, 6 (1), 1-16.
- Cho, E., Fiore, A. M. & Russell, D. W. (2015). Validation of A Fashion Brand Image Scale Capturing Cognitive, Sensory, and Affective Associations: Testing Its Role in an Extended Brand Equity Model. *Psychology & Marketing*, 32 (1), 28-48.
- Christou, P. & Simillidou, A. (2020). Tourist Experience: The Catalyst Role of Tourism in Comforting Melancholy, or not. *Journal of Hospitality and Tourism Management*, 42, 210-221.



- Ebejer, J., Smith, A., Stevenson, N. & Maitland, R. (2020). The Tourist Experience of Heritage Urban Spaces: Valletta as a Case Study. *Tourism Planning & Development*, 17 (4), 458-474.
- Eriksson, P. & Kovalainen, A. (2016). Qualitative Methods in Business Research. London: SAGE Publications Ltd.
- Gelbman, A. (2021). Tourist Experience and Innovative Hospitality Management in Different Cities. *Sustainability*, 13 (12), 1-21.
- Glaesser, D., Kester, J., Paulose, H., Alizadeh, A. & Valentin, B. (2017). Global Travel Patterns: An Overview. *Journal of Travel Medicine*, 24 (4), 1-5.
- Gössling, S., Scott, D. & Hall, C. M. (2020). Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. *Journal of Sustainable Tourism*, 29 (1), 1-20.
- Huete-Alcocer, N., López-Ruiz, V.R. & Grigorescu, A. (2019). Measurement of Satisfaction in Sustainable Tourism: A Cultural Heritage Site in Spain. *Sustainability*, 11 (23), 1-15.
- Jain, R., Aagja, J. & Bagdare, S. (2018). Customer Experience – a Review and Research Agenda. *Journal of Service Theory and Practice*, 27 (3), 642-662.
- Kar, A.K., Kumar, S. & Ilavarasan, P.V. (2021). Modelling the Service Experience Encounters Using User-Generated Content: A Text Mining Approach. *Global Journal of Flexible Systems Management*, 22 (4), 267-288.
- Kara, N. S. & Mkwizu, K. H. (2020). Demographic Factors and Travel Motivation among Leisure Tourists in Tanzania. *International Hospitality Review*, 34 (1), 81-103.
- Kim, H., Kim, J., Kim, K. T. & Chen, Y. L. (2019). Memorable Travel Experiences: Qualitative Approach. *Advances in Hospitality and Leisure*, 15, 101-112.
- Kim, Y. H., Duncan, J. & Chung, B. W. (2015). Involvement, Satisfaction, Perceived Value, and Revisit Intention: A Case Study of a Food Festival. *Journal of Culinary Science & Technology*, 13 (2), 133-158.
- Kim, W., Malek, K., Kim, N. & Kim, S. (2018). Destination Personality, Destination Image, and Intent to Recommend: The Role of Gender, Age, Cultural Background, and Prior experiences. *Sustainability*, 10 (1), 1-18.
- Kruger, M., Viljoen, A. & Saayman, M. (2017). Who Visits the Kruger National Park, and Why? Identifying Target Markets. *Journal of Travel & Tourism Marketing*, 34 (3), 312-340.
- Lee, P., Hunter, W. C. & Chung, N. (2020). Smart Tourism City: Developments and Transformations. *Sustainability*, 12 (10), 1-15.
- Lee, T. H. & Jan, F. H. (2019). The Low-Carbon Tourism Experience: A Multi-Dimensional Scale Development. *Journal of Hospitality & Tourism Research*, 43 (6), 890-918.
- Liew, S. L., Hussin, S. R. & Abdullah, N. H. (2021). Attributes of Senior-Friendly Tourism Destinations for Current and Future Senior Tourists: An Importance-Performance analysis approach. *SAGE Open*, 11 (1), 1-9.
- Lu, C. Y., Dean, D., Suhartanto, D., Hussein, A. S., Suwatno, Kusdibyo, L., Chen, B. T. & Gunawan, A. I. (2021). Predicting Tourist Loyalty toward Cultural Creative Attractions the Moderating Role of Demographic Factors. *Journal of Quality Assurance in Hospitality & Tourism*, 22 (3), 293-311.
- Ma, A. T., Chow, A. S., Cheung, L. T., Lee, K. M. & Liu, S. (2018). Impacts of Tourists' Sociodemographic Characteristics on the Travel Motivation and Satisfaction: The Case of Protected Areas in South China. *Sustainability*, 10 (10), 1-21.
- Matshusa, K., Thomas, P. & Leonard, L. 2021. A Methodology for Examining Geotourism Potential at the Kruger National Park, South Africa. *GeoJournal of Tourism and Geosites*, 34 (1), 209-217.



- Nella, A. & Christou, E. (2021). Market segmentation for wine tourism: Identifying sub-Groups of Winery Visitors. *European Journal of Tourism Research*, 29, 2903 - 2903.
- Nemati, H. R. & Barko, C. D. (2004). *Organizational Data Mining: Leveraging Enterprise Data Resources for Optimal Performance*. London, England: Idea.
- Nessel, K., Kościółek, S., Wszendybył-Skulska, E. & Kopera, S. (2021). Benefit Segmentation in the Tourist Accommodation Market Based on eWOM Attribute ratings. *Information Technology & Tourism*, 23 (2), 265-290.
- Patuelli, R. & Nijkamp, P. (2016). Travel Motivations of Seniors: A Review and a meta-Analytical Assessment. *Tourism Economics*, 22 (4), 847-862.
- Pesonan, J. & Tussyadiah, I. (2010). Peer-To-Peer Accommodation: Drivers and User Profiles. In *Collaborative Economy and Tourism*, 285-303. Springer, Cham.
- Pine, B. J., Pine, J. & Gilmore, J. H. (1999). *The Experience Economy: Work is Theatre & Every Business a Stage*. Harvard Business Press.
- Primadewi, S. P. N., Sueca, N. P., Dwijendra, N. K. A. & Siwalatri, N. K. A. (2021). Emerging Architect's Design Method in Designing Tourist Accommodation Case Study: Tourist Accommodation in Ubud, Bali. *Civil Engineering and Architecture*, 9 (2), 271-280.
- Ramadhania, N., Munandar, J. & Tapachai, N. (2021). Destination Choice Intention of Young Tourist: A Comparative Study between Indonesia and Thailand, 1-25.
- Sánchez-Franco, M. J. & Alonso-Dos-Santos, M. (2021). Exploring gender-based influences on key features of Airbnb accommodations. *Economic Research-Ekonomska Istraživanja*, 34(1), 2484-2505.
- Siregar, E., Novita, V. & Mahmudah, D. (2019). Tourists' satisfaction and revisit intention to Medan, Indonesia. *HELD BY*, 117-129.
- Setini, M., Wardana, I., Sukaatmadja, I., Ekawati, N., Yasa, N. & Astawa, I. (2021). Policy models for improving ecotourism performance to build quality tourism experience and sustainable tourism. *Management Science Letters*, 11 (2), 595-608.
- Sprenkle, D. H. & Piercy, F. P. (2005). *Research methods in family therapy*. 2nd edition. New York, NY: Guilford.
- Stumpf, P., Vojtko, V. & Janecek, P. (2020). Do European tourists intend to revisit the same countries? Effect of satisfaction in European Union destinations. *Scandinavian Journal of Hospitality and Tourism*, 20 (4), 98-417.
- Swanson, R. A. & Holton, E. F. (2005). *Research in Organizations: Foundations and Methods of Inquiry*. San Francisco, CA: Berrett-Koehler.
- Talón-Ballester, P., González-Serrano, L., Soguero-Ruiz, C., Muñoz-Romero, S. & Rojo-Álvarez, J. L. (2018). Using Big Data from Customer Relationship Management Information Systems to Determine the Client Profile in the Hotel Sector. *Tourism Management*, 68, 187-197.
- Twumasi, G. K., Krüger, J. & Amoah, F. (2019). Antecedents and Outcomes of Inbound Tourist Experience: A Conceptual Paper. In 31st Annual Conference of the Southern African Institute for Management Scientists (SAIMS), 188-205.
- UNCTAD (2020) Impact of COVID-19 on Tourism in Small Island Developing States. Available at <https://unctad.org/news/impact-covid-19-tourism-small-island-developing-states>. [Retrieved May 23 2022].
- UNWTO (2020). 100% Of Global Destinations Now Have Covid-19 Travel Restrictions, UNWTO Reports. Available at <https://www.unwto.org/news/covid-19-travel-restrictions>. [Retrieved April 12 2022].



- UNWTO (2021). Tourism and covid-19 – Unprecedented Economic Impacts. Available at <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>. [Retrieved April 03 2022].
- Wijaya, S., Wahyudi, W., Kusuma, C. B. & Sugianto, E. (2018). Travel Motivation of Indonesian Seniors in Choosing Destination Overseas. *International Journal of Culture, Tourism and Hospitality Research*, 12 (2), 185-197.
- Wiweka, K., Setiawan, B., Wachyuni, S. S. & Adnyana, P. P. (2020). Local perspective of Community Participation in Lake Toba as a Tourism Destination. *International Journal of Tourism and Hospitality Review*, 7(1), 87-94.
- Wong, A. K. F., Kim, S. S., Kim, J. & Han, H. (2021). How the COVID-19 Pandemic Affected Hotel Employee Stress: Employee Perceptions of Occupational Stressors and their Consequences. *International Journal of Hospitality Management*, 93 (2), 102798.
- Woyo, E., Slabbert, E. & Saayman, M. (2019). Do Socio-demographic Characteristics Influence Destination Attractiveness Perceptions after Political Turmoil: The Case of Zimbabwe. *Tourism and Leisure: African Journal of Hospitality*. 8(3), 1-20.
- Yu, M., Li, Z., Yu, Z., He, J. & Zhou, J. (2020). Communication Related Health Crisis on Social Media: A Case of COVID-19 Outbreak. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2020.1752632>
- Zhang, H., Cho, T., Wang, H. & Ge, Q. (2018). The Influence of Cross-cultural Awareness and Tourist Experience on Authenticity, Tourist Satisfaction and Acculturation in World Cultural Heritage Sites of Korea. *Sustainability*, 10 (4), 1-14.