

Guest Experiences of Service Quality in Bed and Breakfast Establishments in East London, South Africa

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KEYWORDS Bed and Breakfasts. Customer Satisfaction. Service Excellence. Statistical Analysis. Experiences

ABSTRACT This study appraises guests' experiences in Bed and Breakfasts (B&Bs) establishments in the developing context, specifically in South Africa. The purpose was to establish the levels of service quality experienced by guests in B&Bs and the influence of demographic variables on such experiences. A descriptive quantitative research paradigm was adopted and face-to-face interviews were conducted with respondents using a structured questionnaire. Four hundred guests were targeted using a stratified purposive sampling technique. In order to meet the surveys' goals, descriptive and bivariate statistical analyses were conducted. The empirical results show that on a 5 point Likert scale, the overall mean experience score was 3.76, indicating rather low experiences of guests regarding service quality in B&Bs. Furthermore, significant statistical similarities and differences were found between guest experiences and demographic variables. The study advocates for the need to develop a service excellence approach that would help improve customer satisfaction and secure performance improvement in B&Bs in the developing context.