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Abstract

Purpose: Tourists from different nationalities manifest differing cultural values that influence service quality perceptions that subsequently elicit their behavioural intentions. However, the moderating role of nationality in the relationship between service quality and behavioural intention from the game lodges' perspective has not been sufficiently examined. Hence, this study aims to examine the moderating role of nationality on the relationship between service quality and behavioural intentions.

Methodology: The study adopted a cross-section survey and data was collected using structured questionnaires from 312 tourists from 29 different nationalities residing in star rated game lodges at Masai Mara national reserve and its conservancies in Kenya. Data were analyzed using both descriptive and inferential statistics. To test whether or not the nationality of the respondents influenced the study hypothesis, structural equation modelling (SEM) and a multi-group analysis approach were conducted. Data was presented in the form of tables and figures.

Findings: The study found that there was a positive and significant relationship between service quality and behavioural intentions. Similarly, the results indicated that the tourists' nationality moderates the relation between service quality and behavioural intentions.

Recommendations: The study findings contribute to the body of knowledge in service marketing and more specifically on the role of customers' nationality on service quality perceptions and behavioural intentions. The research findings provide a strong foundation for policy support in governance to the tourism stakeholders for the growth of different tourism markets in Kenya. Further, the study findings inform the stakeholders on the nature of service quality needed based on tourists' cultural differences to maximise the potential from the existing and emerging tourism market.

Keywords: *Visitors, Star Rated Hotels, Service Quality; Behavioural Intentions; Game Lodges*

1.0 INTRODUCTION

The hospitality industry is a key driver of the global economy and an integral part of the travel and tourism industry (Anabila, Ameyibor, Allan and Alomenu, 2022). Tourism industry accounts for 10.3% of the Gross Domestic Product (GDP) and contributes to social-economic development, employment and poverty reduction (World Travel and Tourism Council, 2022). Global tourism involves domestic and international travel for business, leisure, culture, sports, health and religion among other reasons (Chi & Phuong, 2022). Increased travel in both developed and developing countries (Sota, Chaudhry and Srivastava, 2020) has seen hospitality services grow into one of the major demands of tourists worldwide (Choo & Nasurdin, 2016). The increasing demand in this sector has led to the rise of investments in the lodging sector and this has resulted in stiff competition in the hospitality industry (Chikazhe, Makanyeza and Chigunhah, 2021).

According to United Nations World Tourism Organisation (2022), Middle East had the highest occupancy rates (65%), followed by Europe (58%) and Africa (56%). America, Asia and the Pacific had a share of 54% of hotel occupancy. Although Africa accounts 5% of global travelers, its hotel sector has been recognized as one of the fastest growing industry in the world. In Africa, hospitality industry contributes significantly to its economies and accounts for 7% of GDP (WTTC, 2017). This growth has been driven by Africa's growing middle class who seeks quality hotel accommodation (Dole and Willemin, 2018).

The lodging industry in Kenya is an important sub-sector of tourism industry due to its role in the provision of accommodation and other related services to overnight and long-term visitors (Ministry of Tourism and Wildlife (MoTW), 2020). Furthermore, the lodging sector is one of the largest contributors to tourism Gross Domestic Product (GDP) input accounting for 7.5 % of tourism gross value and has a growth rate of 16.6 % in the last few years (Kenya National Bureau of Statistics (KNBS), 2020). This has been attributed to increased international tourist arrivals and domestic tourism in the past few years (Government of Kenya (GoK), 2022; Tourism Research Institute (TRI), 2021; KNBS, 2020; MoTW, 2020). The increased number of tourists has also seen increased bed-night occupancy in game lodges and other accommodation facilities (GOK, 2022).

This study was conducted in the context of resort hotels which constitute accommodation facilities such as game lodges that satisfy the classification criteria for resort hotels as suggested by Gee (2000) for its unique location in terms of attractions, scenery and climate. Game lodges are becoming one of the fastest growing segments of tourists' attractions globally (Ali, Amin and Ryu, 2016). In this study, star rated game lodges refer to accommodation establishments located in Kenya's national parks and national reserves such as Masai Mara national reserve (MMNR). Tourists' patronage to Kenya wildlife service (KWS) national parks and reserve is an indicator of tourism performance (MoTW, 2020) as wildlife tourism is a core product in Kenya tourism industry. MMNR is one of the world's wildlife safari destinations owing to its annual wild beast migration (Haggai, Muniu and Njuguna, 2021). Globally, there is an increased demand for nature based tourism destinations such as MMNR that attracts both international and domestic tourists annually (KNBS, 2020). Hence, provision of superior service quality is therefore critical for the tourism and hospitality industry (Omondi, 2019) in order to retain the existing markets and attract the emerging markets.

In this light, game lodges participate in the provision of services in the international arena, thus understanding tourists' cultural differences on service quality perception becomes a critical

success factor (Dedeoğlu, Dedeoğlu and Küçükergin, 2018). Earlier research (Šerić, 2018; Suham-Abid & Vila-Lopez, 2020) have indicated differences in service quality perception among tourists from different nationalities which possess challenges in standardization and adoption of service delivery ((Tsiotsou, 2019). Within the international tourism context, cultural values are critical in differentiating service quality perceptions, satisfaction and behavior of a specific tourist group (Viet, Dang and Nguyen, 2020) Tourists from different countries have varying preference that influences their expectations and satisfaction which consequently affects behavioural intentions (Dedeoğlu et al., 2018). Numerous studies have adopted moderating factors and have been used as a link between service quality and behavioural intentions such as generation factor (Hwang, Lee and Kim, 2019), past experience(Ban, Kim, Sheeham and Prideaux, 2021) and gender (Sharma & Kumar, 2019). However, the moderating role of nationality in the relationship between service quality and behavioural intention from the game lodges perspective has not been sufficiently examined (Dedeoğlu et al, 2018). Culture is a crucial factor in service quality perception (Šerić, 2018). Inadequate research on examining the cultural differences especially in service quality delivery, might result in insufficient explanation of customers behavioural intentions.

Tourism is an international phenomenon, in both developed and developing countries. Global tourism involves domestic and international travel for leisure, sports among others (Chi & Phuong, 2022). In Kenya, both domestic and international tourists are attracted by numerous tourist attractions such as wildlife safaris among others. These tourists need hospitality services such as accommodation, thus the importance of lodging facilities such as game lodges. The Kenya vision 2030 (GoK, 2007) aims at making Kenya a leading international tourism destination through the adoption of various service marketing strategies. These marketing strategies target the high -end tourists in traditional and the emerging markets such as Asian and domestic markets visiting premium parks such as MMNR. There is increased international competition between destinations and lodges. According to UNWTO (2022), Kenya is not ranked among popular destination globally and in African regions it faces stiff competition from Egypt, South Africa and Tanzania. Therefore, Kenya need to adjust its marketing strategies in order to have a competitive edge both internationally and regionally. On way to achieve this is for hospitality practitioners and stakeholders to comprehend their customers' preferences based on cultural orientation. Previous research has paid much focus on moderating role of nationality in developed countries such as Europe, America and Asia, leaving a comparative few studies in developing countries such as Kenya. This could lead to losing the potential markets to other destinations and especially the emerging markets.

The current study objective was to examine the moderating role of tourists' nationalities (both domestic and international tourism markets) in the relationship between service quality and behavioural intentions.

2.0 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theoretical Background

Hofstede Culture Theory

Tourism is an international phenomenon, thus comprehending culture is critical. Hofstede (2011: p.3) has defined culture *as the collective programming of the mind which distinguishes one group or category of people from another*. Hofstede (2011) contends that individuals with similar cultural orientation share the same values. Based on Hofstede culture theory, six dimensions have been

identified. These include: power distance, individualism/collectivism, masculinity/femininity, long term/short term orientation, indulgence/restraint and uncertainty avoidance. Power distance describes the acceptance of human inequality and disparity amongst members of a society. Individualism vs femininity dimension indicates the degree of emotional roles between men and women. Masculinity stresses on the achievement and success while femininity focuses on building good relationship. Individualism/collectivism is concerned with how individuals regard themselves and also the manner in which they compare themselves with other members in the society. Individualistic cultures are concerned on one-self while collectivism culture has social dependence. Long term/short term orientation culture dimension relates to basis of peoples' effort while indulgence/restraint dimension relates to the degree of fulfillment or control to human desires. Finally, uncertainty avoidance refers to the degree of tolerance.

Despite Hofstede culture theory critic, a vast number of cross cultural studies in hospitality and tourism have applied this theory in service quality evaluations, service expectations and service recovery. Thus, a study conducted by Mariani & Predvoditeleva (2019) in Russian hotels empirically concluded that consumers from individualistic societies have higher expectations than collectivism societies who regard outcome service quality being more important than the process service quality. They further argue that masculine societies are less tolerant to service failures, are keen on reliability and responsiveness. In another study conducted by Jahandideh, Golmohmmadi, Kevin, O'Gorman (2014) between Chinese and Arab hotel guests' complaints behavior, reveal that Chinese culture focusses on collectivism while Arabic cultural values focus on uncertainty avoidance.

Service Quality and Behavioural Intentions

Service quality has attracted attention in research due to its significant influence on various industries' performance (Cheng & Chen, 2018). Several studies support service quality as an important factor in offering business competitive weapons which is essential for customer behavioural intentions (Clemes, Dean and Thitiya, 2020). Zeithaml, Parasuraman and Berry.(2014) revealed that service quality relates to the company's capacity to comply with or exceed the expectations of customers. It is the difference between what the customers expect of a service and the apparent service. Therefore, high quality service will positively influence on sustainability of an organization due to its indirect influence on a company's profitability through aspects such as behavioral intentions (Torlak, Demir and Budur, 2020).

Service quality is a multi-dimensional construct and there are different approaches used in measuring service quality. The first approach is the discrepancy between customer's service quality expectations and service quality perceptions (Parasuraman, Zeithaml and Berry, 1988). Other approaches include the overall service quality perception (Brady & Cronin, 2001). Within the service quality modelling framework, earlier studies of Brady & Cronin, 2001 and Dabholkar, Thorpe and Rentz., 1996 have conceptualised service quality as a multi-dimensional construct with a hierarchical framework. Based on this framework, the customers evaluate service quality at three ordered and hierarchical levels; a sub-dimension level, a primary dimension level and an overall level. The sub-dimensions' level comprises a number of sub-dimensions that explains the primary dimensions. The primary dimensions' levels are made up of at least three primary dimensions namely; interaction quality (IQ), Environment quality (EQ) and outcome quality (OQ). The three primary service quality dimensions indicate the tourists overall service quality perception of tourists patronizing game lodges in the Masai Mara ecosystem. In the lodging industry, customers

evaluate the physical environment based on accommodation physical facilities, which constitute the sub-dimension such as accommodation infrastructure, social contacts and safety. Service quality evaluation on personal interaction quality focuses on service delivery and more specifically on the interaction between staff and customers. The sub-dimensions of personal interaction consisted of employees' interpersonal skills, employees' professional skills and customer care. Four sub- dimensions namely; food and beverage quality, room quality, front desk quality and waiting time were used as indicators of outcome quality as conceptualized by Wu & Ko, (2013) multi-dimensional and hierarchical service quality model.

Similarly, the ever changing competitive environment in the hotel industry has witnessed more research on examining customer behavioural intentions (Sota, Chaudhry and Srivastava, 2020; Su, Swanson and Chen, 2016). Behavioural intention is often operationalized as multi- dimensional construct and consists of customer revisit intentions, recommendations and positive word of mouth. The extant literature supports service quality as an antecedent of behavioural intention in the hotel sector and more specifically in star rated lodges where customers expects higher service experience (Jasinskas, Streimikiene, Svagzdiene and Simanavicius, 2016).

Various studies support the relationship between service quality and behavioural intentions (Clemes et al., 2020; Daskalaki, Vousta, Boutsouki, Hatzithomas, 2020; Pandey & Sahu, 2020; Seetanah, Teeroovengadum and Nunkoo, 2020). Pandey and Sahu (2020) modeled the relationship between service quality and behavioral intention of tourists. From the study results, it was revealed that service quality (interaction quality) had a positive effect that was significant on destination attachment and e-WOM. The major limitation for this study was that it was conducted in a heritage site and therefore, the findings could not be generalized for other tourism set-ups such as adventure tourism, ecotourism, game tourism, among others. Additionally, only interaction quality (as service quality), destination attachment and eWOM were adopted in the study. The current study expanded these limitations by widening the scope to capture other service quality aspects and behavioral intentions indicators. A study was conducted by Chi, and Phuong, (2020) to evaluate the perceived service quality of tourists and its effect on loyalty. The results of the study unearthed that four factors of service quality re-categorized as infrastructure and transportation, hospitality and learning, handicraft and heritage and rural environment had a significant effect on customers' loyalty. Daskalaki *et al.*, (2020) study findings indicate a moderate and significant correlation between service quality dimensions and future behavioral intentions of tourists. The current study adopted the recommendations by Daskalaki *et al.*, (2020) of using a different service quality model and quantitative analysis techniques in order to test the influence of service quality on tourists' behavioral intentions.

The above rationale led to the development of the study hypothesis;

H₁; There is significant relationship between service quality and behavioural intentions

Moderating Role of Nationality

Nationality indicates membership to a specific country and its application is often seen in cross-cultural studies to reflect beliefs, practices, symbols norms and values prevalent among people in a society (Jin, Hu and Kavan, 2016) Different visitors' characteristics such as nationality have varying influence on service quality- behavioural intentions (Luo & Qu, 2016). Visitors' nationalities demonstrate different cultural values which ultimately influences service quality perception and behavioural intentions (Pantouvakis, 2013). Within the international tourism

context, cultural values are critical in differentiating service quality perceptions and behavior of a specific tourist group. Tourists from different countries have varying preference that influences their expectations and satisfaction which consequently affects behavioural intentions (Dedeoğlu et al., 2018). Zgolli and Zaiem, (2017) study confirmed the moderating role of nationality among guests residing in hotels in Tunisia and concluded that customer cultural values influences behavioural responses such as loyalty.

A number of moderating factors have been used as a link between service quality and behavioural intentions such as generation factor (Chang, Liao, Chang and Chen, 2020), gender (Dedeoğlu et al., 2016) and past experience (Tosun, Dedeoğlu and Fyall, 2015). However, the moderating role of nationality has not been sufficiently examined (Dedeoğlu et al., 2018).

The extant literature indicates that the domestic and international tourists have differing cultural diversity that differentiate their service quality perceptions and behavioural intentions. Thus, whether an individual is Kenyan or international ethnicity, plays a moderating role in this research. To test the moderating role of nationality on the relationship between service quality and behavioural intentions, the following hypothesis was developed;

H₂: Tourists' nationality has a moderating effect on the relationship between service quality and behavioural intentions among tourists patronising game lodges.

3.0 METHODOLOGY

Data was collected from tourists visiting Masai Mara national reserve and its conservancies. This study focused on game lodges in the Masai Mara Ecosystem in Kenya which has been recognised as a unique ecosystem (Nampushi & Nankaya, 2020; Pedroso & Biu Kung'u, 2019).. In addition, the choice of Masai Mara ecosystem was based on tourist popularity (GOK, 2022) attributed to the fact that Masai Mara National Reserve (MMNR) is one of the Kenya's leading wildlife reserve owing to its spectacular wild beast migration), abundance of variety of large wildlife that include the big five, and availability of high standard lodging facilities (Haggai et al., 2021).

Tourists who patronized the star rated game lodges in Masai Mara national reserve and its conservancies between November 2021 and August 2022 were considered as the total population of this study. Sample frame consisted of tourists who stayed in star rated game lodges. The proportionate stratified sampling was used to get the sample of respondents in each of the game lodges. Respondents from each lodge were selected through systematic random sampling. Every third customer who checked in was selected for data collection.

The measurement items were derived and modified from the existing literature. A structured questionnaire was used with a 5 – point Likert scale with scores ranging from strongly disagree “1” to strongly agree “5” to measure the constructs. A total of 384 questionnaires were distributed, out of which 320 were received back and after screening for completeness, 312 questionnaires were suitable for analysis. This represented a 93% response rate.

Data analysis was conducted in two phases. Descriptive analysis was done in the first phase and was employed to profile the study respondents. In the second phase, SEM with Amos vs. 24 graphics and a multi-group analysis approach were conducted to test whether or not the nationality of the participants (Domestic and International tourists) influenced the study hypothesis.

4.0 FINDINGS

Profile of the Study Respondents

The study findings revealed that respondents were drawn from international and domestic tourism markets (Table 1). Domestic tourism comprised the Kenyan residents and constituted 18.9% of the total respondents residing in star rated Masai Mara game lodges.

Table 1: Respondents per Tourism Market

Nationality/ Region	Counts	Percentage of the total
Domestic tourism		
Kenyan residents	59	18.9
International tourism		
America	93	29.8%
Europe	88	28.5%
Asia	50	17.0%
Africa	18	5.8%
Australia	4	1.3 %
Total	312	100%

International tourism market on the hand consisted of tourists coming from different world regions namely Europe, America, Africa, Asia and Australia. More than 50% of tourists came from America and Europe regions and constituted 29.8% and 28.5% of the total number of tourists respectively. This was followed by tourists from Asia region that comprised 17% and a small proportion of tourists from Africa and Australia regions consisting of less than 10% of total tourists. The results show that whereas Kenya has relied on the international market and more specifically USA market, UK, German, Italian and French market, there is a positive indication of patronage of Masai Mara game lodges by Kenyan residents as well as emerging markets such as Indians, Chinese, Polish and Spanish nationals. This is a clear indication that Kenya has made efforts in tourism market diversification as envisaged in vision 2030.

The social –demographic characteristics is presented in Table 2

Table 2: Social -Demographic Characteristics of Respondents

Respondents Characteristics		Count	Percentage (%)
Gender of the respondents	Male	204	65.4
	Female	108	34.6
Age of the respondent	<24 years	13	4.2
	25-34 years	75	24.0
	35-44 years	74	23.7
	45-54 years	86	27.6
	55-64 years	55	17.6
	>64 years	9	2.9
Marital Status	Single	100	32.1
	Married	171	54.8
	Other	41	13.1
Highest level of education	Pre-High School	2	0.6
	High School	11	3.5
	Diploma	12	3.8
	Undergraduate	59	18.9
	Postgraduate	210	67.3
	Other	18	5.8
Profession/Occupation	Employed	193	61.9
	Self-Employed	95	30.4
	Student	14	4.5
	Other	10	3.2
Frequency of visit	First Time	189	60.6
	Two-Three times	99	31.7
	Four Times and above	24	7.7
Average length of stay	1-2 nights	157	50.3
	3-5 nights	137	43.9
	6 nights and above	18	5.8
Preferred mode of travel	All-inclusive package	237	76.0
	Independent travel arrangement	69	22.1
	Other	6	1.9
Category of lodges	1-2 star	6	1.9
	Medium Level (3star)	17	5.4
	Upscale (4 star)	135	43.3
	Luxury (5 star)	154	49.4

The gender of the respondents as Table 2 depicts, majority were males (65.4%) and 34.6% were female. Analysis of respondents' age group suggests that the age bracket of 45-54 years constituted slightly higher proportion of tourists than other age groups constituting 27.6 % of the total respondents. Majority of the respondents (67.3%) had a postgraduate level of education and 61.9% were employed. On lodges star rating category, it was evident that majority of respondents preferred 5 star or luxury lodges (49.4%) and 4 star or upscale lodges (43.3%). This results further suggests that, while majority of respondents (60.6%) were visiting Masai Mara game lodges for

first time, repeat visits constituting almost 40% were equally integral component of tourists visiting MMGL. Results of this study indicates that majority of guests in Masai Mara game lodges stayed for 1-2 days constitute 50% of all the tourists. Equally, a large number of about 44% preferred 3-5 nights and only a small number of less than 10% stayed for more than 6 days. Majority of the respondents (76%) travelled on an all-inclusive travel package

Moderating Role of Nationality in the Relationship between Service Quality and Behavioural Intentions

To test whether or not the nationality of the participants (Domestic and International tourists) influenced the study hypothesis, SEM with Amos vs. 24 graphics and a multi-group analysis approach were conducted. Data were separated into domestic tourists (59) and international tourist (253). Domestic tourists were composed of Kenyan residents while the international tourists group was composed of nationals from America, Europe, Asia, Africa and Australia. The research models (both international tourists and domestic tourists) show that international tourist variable explained 33.1% of the variance in the behavioural intention (Fig.1) while the domestic tourists explained 24.2% of the variance in the behavioural intentions among guests in Masai Mara game lodges (Fig.2)

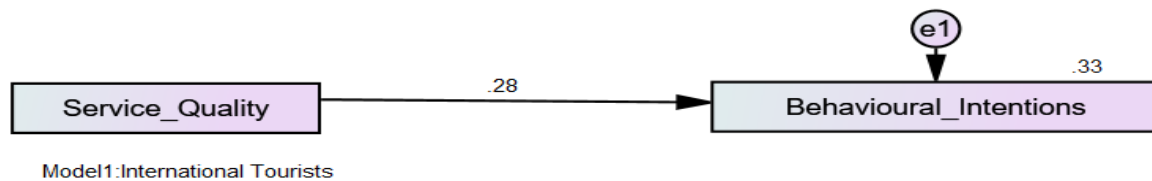


Figure 1: Model 1 for International Tourists

Results of the fit indices as shown in Table 3 were as follows: (CMIN=3.838, DF=2, CMIN/DF=1.919, CFI= 0.925, SRMR= 0.062, RMSEA=0.051 and PClose= 0.472). The model fit the data as it was within the acceptable range (CMIN/DF (between 1 and 3), CFI (>0.95), SRMR (<0.08), RMSEA (0.06) and PClose (0.05).

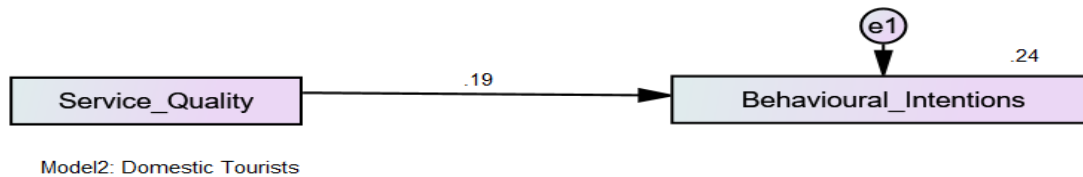


Figure 2: Model for Domestic Tourists

Results of the fit indices were as follows: (CMIN=3.919, DF=2, CMIN/DF=1.960, CFI= 0.921, SRMR= 0.037, RMSEA=0.045 and PClose= 0.345). The model fit the data as it was within the acceptable range (CMIN/DF (between 1 and 3), CFI (>0.95), SRMR (<0.08), RMSEA (0.06) and PClose (0.05). Further, the results of the structural equation modelling as shown in Table 3 indicate that service quality had a significant and positive influence on behavioral intention (International tourist, $\beta = 0.284$. t-value = 6.605, $p < 0.05$; domestic tourist, $\beta = 0.192$. t-value = 3.536, $p < 0.05$). Thus hypothesis H1 is supported.

Table 3: Results for Moderating Effect of International and Domestic Tourism Markets

Hypothesis	International			Domestic		
	Beta (β)	C-R (<i>t</i> -Value)	R ²	Beta (β)	C-R (<i>t</i> -Value)	R ²
Service quality →behavioral intention	0.284***	6.605	0.331	0.192***	3.536	0.242
*** significant level less than 0.05.”.						

The model paths of the two distinct groups were compared to identify any variations (i.e., Variant). A χ^2 difference test provided useful information regarding the variance between the entire structural models of the two groups under consideration (Domestic vs. international). Comparing the χ^2 score of the baseline (unconstrained) and configured model to the χ^2 score of the constrained structural weights model reveals that there are statistically significant differences ($p > 0.05$) between the two groups under examination. Thus, hypothesis H2 is supported (Table 4).

Table 4: Moderating Effects of Nationalities

Hypothesis	Model 1 International Model Path Coefficient (β , <i>p</i> , <i>t</i> -Value)	Model 2 Domestic Model Path Coefficient (β , <i>p</i> , <i>t</i> -Value)	(Domestic - International). Significance Difference “ <i>p</i> - Value”	Hypothesis Results
Service quality →behavioral intention	$\beta = 0.284$, <i>p</i> ***, <i>t</i> -value = 6.605	$\beta = 0.192$, <i>p</i> ***, <i>t</i> -value = 3.536	<i>p</i> = 0.022	Supported

***: significant level less than 0.05.

5.0 DISCUSSION AND CONCLUSION

This study examined the moderating role of tourists’ nationality on the relationship between service quality and behavioural intentions. The study results indicate a positive and a significant relationship between service quality and behavioural intentions. These findings are consistent with previous studies (Clemes et al., 2020; Daskalaki et al., 2020; Pandey & Sahu, 2020; Seetanah et al., 2020; Sharma & Kumar, 2019). Further, the study indicates that nationality of tourists moderates the relationship between service quality and behavioural intentions. These findings collaborate findings of (Dedeoğlu et al., 2018; Pantouvakis, 2013; Zgolli & Zaiem, 2017). Dedeoglu et al. (2018) study examined influence of tourists’ nationalities on their service quality perception and revisit intentions. The study revealed that the influence of service quality perception on revisit intention largely differed across tourist of different country of origin. Similarly, Zgolli and Zaiem, (2017) study confirmed the moderating role of nationality among guests residing in hotels in Tunisia and concluded that customer cultural values influences behavioural responses such as loyalty.

This study provides theoretical contribution in the existing marketing literature as it can be considered one of the pioneering studies investigating the moderating role of tourist’s nationality on the relationship between service quality and behavioural intentions. Additionally, this study helps to understand the effect of nationality in service quality perception that subsequently

influences behavioural intentions such as revisit intentions as well as WOM recommendations in game lodges.

This study also provides managerial implications in game lodges industry. The study findings are important to tourism and hospitality stakeholders, tourism and hospitality officials as well as investors of multi- cultural tourism destinations. The game lodges' managers should particularly consider diversity of their customers during the service delivery in order to meet customers' expectations and preferences.

Recommendations of the Study

The study's findings show that the visitors' nationality influences the relationship between service quality and behavioral intentions. This is attributed to the visitors' espoused culture that makes a difference in their preferences and service quality perceptions. Therefore, game lodges managers should segment their customers based on cultural differences in service delivery to meet their needs and preferences. Comprehending visitors' cultural values may be used as a marketing tool to attract the emerging markets as well as retain the existing markets.

Employees may require more training in terms of interpersonal and professional skills in order to meet the expectations of customers with different cultural orientation.

Suggestions for Future Research

Tourists' nationality was used as the moderating variable in the relationship between service quality and behavioural intentions. Other demographic factors such as age may be used as moderating variable. Additionally, more comprehensive moderating influence of cross- cultural may be conducted on the relationship between service quality and behavioural intentions.

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