

# Expectation and Perception of Visitors towards Hospitality Services in Some Selected Parks in Nigeria

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**Abstract:-** This study thus aimed to assess visitors' expectation and perception towards hospitality services in Old Oyo and Okomu National Parks, Nigeria. Random sampling method was used to administer 512 copies of questionnaire to visitors of the national parks and data was analyzed descriptively and inferentially. Majority of the respondents were males at Old Oyo (68.5%) and Okomu (62.8%) national parks, 45.6% and 37.6% had HND/BSC at Old Oyo and Okomu National Parks respectively. Service expectation of visitors revealed "The service staff should perform the service right the first time" as the highest mean (4.27) at Old Oyo National Park lodge and "The staff should be willing to help visitors" as the highest mean (4.33) at Okomu National Park. Furthermore, perception of the visitors revealed that "The service staff are polite, honest, loyal, dedicated and respectful to visitors" had the highest mean (3.98) at Old Oyo National Park lodge while "If visitors has complaints, the staff show a sincere interest in solving the problem" had the highest mean (4.08) had the highest mean at Okomu National Park lodge. Finally, there is a significant difference in the visitors' expectation of hospitality services at Old Oyo and Okomu National Park lodges ( $P=0.011$ ). Therefore, destinations need to create strategies to meet up with expectations of visitors so that their satisfaction can be guaranteed at the sites.

**Keywords:-** Hospitality, Lodges, Expectation, Perception, Park, Service.

## I. INTRODUCTION

Visitors' expectation is a phenomenon that always has an effect on visitors' service choice before consumption and it also serves as basis for how visitors evaluate service delivery and experience after consumption (Liu *et al.*, 2013). Practically, when destinations or organizations engage in any business activity, it is always their desire to ascertain their consumers' expectation regarding their products or services (Meng *et al.*, 2009). It is important for tourism destinations to have service providers who actively interact

with visitors as this helps to identify visitors' expectations and needs which is very important for any destinations' continuous development (Schepers *et al.*, 2016).

In the hospitality industry, service providers are highly engaged in daily interactions with consumers and such interactions are very important to the delivery of quality service experiences to consumers (Farrell and Oczkowski, 2009). As a result, creating effective strategies for staff-customer interactions, has been identified as the most essential step in improving destinations' competitiveness (Lam *et al.*, 2018). Indeed, the hospitality industry makes huge investment in training their members of staff so as to improve how they interact with visitors that patronize them (Schepers *et al.*, 2016). There is high interest of many researchers and service providers in identifying consumers' expectations (Park *et al.*, 2018).

In the hospitality service context, visitors already possess a certain level of expectation for service delivery at a destination and want to ascertain it when they interact with service providers at the destinations. Some of these expectations involves the expectation for service providers to be friendly, compassionate and positive in their service delivery show positive emotions, while reducing their negative emotions, such as being furious or frustrated (Grandey and Gabriel, 2015).

A lot of studies have shown that visitors' expectation helps destinations to improve their performance in the market while visitors' attraction and retention is also maintained (Xu *et al.*, 2017). Mishina *et al.* (2010) reported that satisfaction derived regarding a consumers' expectation is the only way in assessing a firm's market performance. Satya *et al.* (2012) also found out that setting a consumer's expectation accurately improves attractiveness of the right type of consumers. However, Relationships between visitors' expectations and satisfaction have not been fully researched in service literatures (Jeong *et al.*, 2019). Furthermore, there is no conclusion yet on how visitor's identification and experience of service delivery from destination staff influence their expectation, perception or

satisfaction (Groth *et al.*, 2009). This study thus aimed to find out expectation and perception of visitors towards hospitality services in park lodges.

mean, standard deviation while Inferential statistics involved the use of T-test to compare the differences in visitors' expectation and perception between the national park lodge.

**II. METHODOLOGY**

This study was carried out in Old Oyo and Okomu National Parks, Nigeria. Primary data was used in this study. Well-structured questionnaire was the research instrument used to obtain quantitative data for use in this study. Krecjie and Morgan (1970) method of sampling determination was used to randomly select Five hundred and twenty-eight respondents for the study; two hundred and seventy-four from Old Oyo National Park and two hundred and fifty four from Okomu National Park out of which two hundred and seventy copies of questionnaire were retrieved at Old Oyo National Park while two hundred and forty-two copies of questionnaire were retrieved at Okomu National Park making a total of five hundred and twelve retrieved copies of questionnaire in total. Data was analysed using Statistical Package for Social Sciences (SPSS 21) and results were presented descriptively and inferentially. Descriptive statistics involved the use of tables, frequencies, percentage,

**III. RESULTS**

Table 1 presents the socio-demographic characteristics of the respondents at Old Oyo National Park and Okomu National Park. Majority of the respondents were males at Old Oyo (68.5%) and Okomu (62.8%) national parks. Also, 45.6% of the respondents had HND/BSC, 27% had diploma/NCE, 24.1% had masters, 2.7% had secondary education and 0.7% had PhD level of education at Old Oyo National Park while 37.6% had HND/ BSC, 37.2% had Masters, 16.5% had diploma/NCE, 4.5% had secondary education and 4.1% had PhD level of education at Okomu National Park. Findings also revealed that majority of the respondents were between the age range of 20-30 years at Old Oyo (49.3%) and Okomu (44.2%) National Park Lodges. Furthermore, highest percentage of the respondents at both parks earned less than ₦150, 000 (61.5% at Old Oyo and 65.7% at Okomu National Parks).

Table 1: Socio-demographic characteristics of the respondents

VARIABLES	OLD OYO NATIONAL PARK		OKOMU NATIONAL PARK		BOTH PARKS	
	FREQUENCY (N=270)	PERCENTAGE (%)	FREQUENCY (N=242)	PERCENTAGE	FREQUENC Y (N=512)	PERCENTAGE
<b>Gender</b>						
Male	185	68.5	152	62.8	337	65.8
Female	85	31.5	90	37.2	175	34.2
<b>Education level</b>						
Secondary school	7	2.6	11	4.5	18	3.5
Diploma/ NCE	73	27.0	40	16.5	113	22.1
HND/ Bsc	123	45.6	91	37.6	214	41.8
Masters	65	24.1	90	37.2	155	30.3
PhD	2	0.7	10	4.1	12	2.3
<b>Age</b>						
20-30 years	133	49.3	107	44.2	240	46.9
31-40 years	80	29.6	61	25.2	141	27.5
41-50 years	32	11.9	56	23.1	88	17.2
51-60 years	16	5.9	8	3.3	24	4.7
61 years and above	9	3.3	10	4.1	19	3.7
<b>Income</b>						
Less than 150,000	166	61.5	159	65.7	325	63.5
151,000-200,000	39	14.4	15	6.2	54	10.5
201,000-250,000	26	9.6	11	4.5	37	7.2
251,000 and above	39	14.4	57	23.6	96	18.8

Source: Field survey, 2019

Table 2 presents the expectation of visitors before their visit Old Oyo National Park lodge which was measured in terms of tangibility, reliability, responsiveness, assurance and empathy. The lodge should have up to date modern facilities had the highest mean (4.21) in terms of tangibility, The service staff should perform the service right the first time had the highest mean (4.27) in terms of reliability, The staff should be willing to help visitors had the highest mean (4.17) in terms of responsiveness, Employees should be polite and courteous with visitors had the highest mean (4.08) in terms of assurance, The management should understand the specific problems of the visitors had the highest mean (4.09) in terms of empathy while at Okomu National Park, Employees should dress well and appear neat on duties had the highest mean (4.26) in terms of tangibility, “When service staff promise to do certain services by certain time, they do promptly” had the highest mean (4.19) in terms of reliability, The staff should be willing to help visitors had the highest mean (4.33) in terms of responsiveness, Employees should have the knowledge on services offered to answer visitors questions had the highest mean (4.21) in terms of assurance, Employees should have operating hours convenient to visitors had the highest mean (4.21) in terms of empathy (Table 3).

**Table 2: Expectation of visitors at Old Oyo National Park Lodge**

<b>Tangibility</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
The lodge should have up to date modern facilities	5 (1.9%)	5 (1.9%)	9 (3.3%)	160 (59.3%)	91 (33.7%)	4.21	0.754
The lodge premises should appear neat and attractive	0	0	0	225 (83.3%)	45 (16.7%)	4.17	0.373
The lodge should have adequate power supply and network service	0	0	0	223 (82.6%)	47 (17.4%)	4.17	0.380
Employees should dress well and appear neat on duties	1 (0.4%)	1 (0.4%)	1 (0.4%)	226 (83.7%)	41 (15.2%)	4.13	0.433
The physical facilities, (building, reception, bar, restaurant, lobby areas, kitchen, swimming pool accommodation, tourist facilities should be visually appealing.	3 (1.1%)	1 (0.4%)	10 (3.7%)	208 (77%)	48 (17.8%)	4.10	0.566
The lodge should have adequate security for visitors life and property	0	0	0	254 (94.1%)	16 (5.9%)	4.06	0.237

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 2 (contd.): Expectation of visitors at Old Oyo National Park Lodge**

<b>Reliability</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
The service staff will perform the service right the first time	0	0	3 (1.1%)	192 (71.1%)	75 (27.8%)	4.27	0.468
The management will keep their records and easily retrieved by visitors	4 (1.5%)	5 (1.9%)	14 (5.2%)	149 (55.2%)	98 (36.3%)	4.23	0.756
The service staff will provide the service at the time they promise	0	0	0	255 (94.4%)	15 (5.6%)	4.06	0.229
When a visitor has a problem, the employees will show sincere interest and willingness to solve it	0	0	0	257 (95.2%)	13 (4.8%)	4.05	0.214
When service staff promise to do certain services by certain time, they do promptly	0	0	0	259 (95.9%)	11 (4.1%)	4.04	0.198

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 2 (contd.): Expectation of visitors at Old Oyo National Park Lodge**

<b>Responsiveness</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
The staff should be willing to help visitors	0	2 (0.7%)	2 (0.7%)	214 (79.3%)	52 (19.3%)	4.17	0.449
The staff should give prompt service to visitors at exact time and regular services	0	0	0	264 (97.8%)	6 (2.2%)	4.02	0.148
The employees should never be too busy to respond to visitors	4 (1.5%)	2 (0.7%)	18 (6.7%)	218 (80.7%)	28 (10.4%)	3.98	0.578

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 2 (contd.): Expectation of visitors at Old Oyo National Park Lodge**

Assurance	SD	D	U	A	SA	Mean	St. Dev
Employees should be polite and courteous with visitors	0	0	0	249 (92.2%)	21 (7.8%)	4.08	0.268
Employees should have the knowledge on services offered to answer visitors questions	0	0	0	263 (97.4%)	7 (2.6%)	4.03	0.159
Visitors in lodge should feel safe during service operations with staff	0	0	9 (3.3%)	251 (93%)	10 (3.7%)	4.00	0.266

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 2 (contd.): Expectation of visitors at Old Oyo National Park Lodge**

Empathy	SD	D	U	A	SA	Mean	St. Dev
The management should understand the specific problems of the visitors	4 (1.5%)	3 (1.1%)	6 (2.2%)	210 (77.8%)	47 (17.4%)	4.09	0.607
Employees should have operating hours convenient to visitors	4 (1.5%)	5 (1.9%)	10 (3.7%)	201 (74.4%)	50 (18.5%)	4.07	0.653
The service staff of the lodge should give visitors an individual attention	9 (3.3%)	4 (1.5%)	10 (3.7%)	195 (72.2%)	52 (19.3%)	4.03	0.768
The park management should have their visitors best at heart	0	0	9 (3.3%)	252 (93.3%)	9 (3.3%)	4.00	0.259
Management should have service staff who give visitors personal attention	0	5 (1.9%)	5 (1.9%)	256 (94.8%)	4 (1.5%)	3.96	0.326

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

Source: Field survey, 2019

**Table 3: Expectation of visitors at Okomu National Park Lodge**

TANGIBILITY	SD	D	U	A	SA	Mean	St. Dev
Employees should dress well and appear neat on duties	2 (0.8%)	1 (0.4%)	3 (1.2%)	161 (66.5%)	75 (31%)	4.26	0.587
The lodge should have up to date modern facilities	3 (1.2%)	11 (4.5%)	16 (6.6%)	112 (46.3%)	100 (41.3%)	4.22	0.853
The lodge premises should appear neat and attractive	4 (1.7%)	4 (1.7%)	15 (6.2%)	131 (54.1%)	88 (36.4%)	4.22	0.771
The physical facilities, (building, reception, bar, restaurant, lobby areas, kitchen, swimming pool accommodation, tourist facilities should be visually appealing.	10 (4.1%)	8 (3.3%)	13 (5.4%)	121 (50%)	90 (37.2%)	4.13	0.958
The lodge should have adequate power supply and network service	0	0	1 (0.4%)	226 (93.4%)	15 (6.2%)	4.06	0.251
The lodge should have adequate security for visitors life and property	0	0	0	234 (96.7%)	8 (3.3%)	4.03	0.179

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 3 (contd.): Expectation of visitors at Okomu National Park Lodge**

Reliability	SD	D	U	A	SA	Mean	St. Dev
When service staff promise to do certain services by certain time, they do promptly	4 (1.7%)	2 (0.8%)	19 (7.9%)	137 (56.6%)	80 (33.1%)	4.19	0.747
When a visitor has a problem, the employees will show sincere interest and willingness to solve it	2 (0.8%)	3 (1.2%)	22 (9.1%)	135 (55.8%)	80 (33.1%)	4.19	0.715
The service staff will provide the service at the time they promise	4 (1.7%)	3 (1.2%)	22 (9.1%)	135 (55.8%)	78 (32.2%)	4.16	0.768
The management will keep their records and easily retrieved by visitors	3 (1.2%)	3 (1.2%)	2 (0.8%)	190 (78.5%)	44 (18.2%)	4.11	0.583
The service staff will performs the service right the first time	6 (2.5%)	3 (1.2%)	31 (12.8%)	134 (55.4%)	68 (28.1%)	4.05	0.826

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 3 (contd.): Expectation of visitors at Okomu National Park Lodge**

<b>Responsiveness</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
The staff should be willing to help visitors	2 (0.8%)	1 (0.4%)	10 (4.1%)	131 (54.1%)	98 (40.5%)	4.33	0.656
The employees should never be too busy to respond to visitors	2 (0.8%)	3 (1.2%)	16 (6.6%)	142 (58.7%)	79 (32.6%)	4.21	0.689
The staff should give prompt service to visitors at exact time and regular services	3 (1.2%)	2 (0.8%)	11 (4.5%)	160 (66.1%)	66 (27.3%)	4.17	0.659

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 3 (contd.): Expectation of visitors at Okomu National Park Lodge**

<b>Assurance</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
Employees should have the knowledge on services offered to answer visitors questions	1 (0.4%)	2 (0.8%)	19 (7.9%)	143 (59.1%)	77 (31.8%)	4.21	0.651
Employees should be polite and courteous with visitors	1 (0.4%)	1 (0.4%)	16 (6.6%)	156 (64.5%)	68 (28.1%)	4.19	0.604
Visitors in lodge should feel safe during service operations with staff	1 (0.4%)	2 (0.8%)	21 (8.7%)	154 (63.6%)	64 (26.4%)	4.15	0.633

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 3 (contd.): Expectation of visitors at Okomu National Park Lodge**

<b>Empathy</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
Employees should have operating hours convenient to visitors	0	2 (0.8%)	14 (5.8%)	156 (64.5%)	70 (28.9%)	4.21	0.579
The service staff of the lodge should give visitors an individual attention	1 (0.4%)	3 (1.2%)	10 (4.1%)	161 (66.5%)	67 (27.7%)	4.20	0.606
Management should have service staff who give visitors personal attention	1 (0.4%)	2 (0.8%)	31 (12.8%)	141 (58.3%)	67 (27.7%)	4.12	0.680
The management should understand the specific problems of the visitors	0	5 (2.1%)	19 (7.9%)	163 (67.4%)	55 (22.7%)	4.11	0.615
The park management should have their visitors best at heart	1 (0.4%)	3 (1.2%)	29 (12%)	153 (63.2%)	56 (23.1%)	4.07	0.659

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

Table 4 presents the perception of service experienced by visitors at Old Oyo National Park lodge which was measured in terms of tangibility, reliability, responsiveness, assurance and empathy. The employees are well dressed and appear neat had the highest mean (3.94) in terms of tangibility, the service staff are willing to attend to visitors complaints had the highest mean (3.93) in terms of reliability, Employees tells you exactly when service will be performed had the highest mean (3.94) in terms of responsiveness, The service staff are polite, honest, loyal, dedicated and respectful to visitors had the highest mean (3.98) in terms of assurance, The service staff advice the visitors on the varieties of services available had the highest mean (3.78) in terms of empathy while at Okomu National Park lodge, The employees are well dressed and appear neat had the highest mean (3.94) in terms of tangibility, “If visitors has complaints, the staff show a sincere interest in solving the problem” had the highest mean (4.08) in terms of reliability, “Service staff are never too busy to respond to requests” had the highest mean (3.89) in terms of responsiveness, Visitors feel safe in their transaction with employees in the lodge had the highest mean (3.83) in terms of assurance, “The employees have their visitors at heart in the park lodge” had the highest mean (3.71) in terms of empathy (Table 5).

**Table 4: Perception of service experienced by visitors of Old Oyo National Park lodge**

<b>Tangibility</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
The employees are well dressed and appear neat	6 (2.2%)	7 (2.6%)	12 (4.4%)	216 (80%)	29 (10.7%)	3.94	0.674
The physical environment in the park lodge are clean and attractive	12 (4.4%)	9 (3.3%)	10 (3.7%)	208 (77%)	31 (11.5%)	3.88	0.820
The lodge has adequate security for visitor’s protection	8 (3%)	9 (3.3%)	14 (5.2%)	217 (80.4%)	22 (8.1%)	3.87	0.721
Physical facilities (building, front of the house and back of the house, are visually appealing )	6 (2.2%)	65 (24.1%)	11 (4.1%)	163 (60.4%)	25 (9.3%)	3.50	1.027
The lodge has a variety of modern tourist facilities	12 (4.4%)	154 (57%)	20 (7.4%)	64 (23.7%)	20 (7.4%)	2.73	1.100
Lodge has up to date modern facilities	11	157	14	76	12	2.71	1.059

	(4.1%)	(58.1%)	(5.2%)	(28.1%)	(4.4%)		
The lodge has adequate electricity supply	14 (5.2%)	240 (88.9%)	4 (1.5%)	10 (3.7%)	2 (0.7%)	2.06	0.528

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

Source: Field survey, 2019

**Table 4 (contd.): Perception of service experienced by visitors of Old Oyo National Park Lodge**

Reliability	SD	D	U	A	SA	Mean	St. Dev
The service staff are willing to attend to visitors complaints	7 (2.6%)	8 (3%)	16 (5.9%)	205 (75.9%)	34 (12.6%)	3.93	0.731
If visitors has complaints, the staff show a sincere interest in solving the problem	8 (3%)	58 (21.5%)	2 (0.7%)	169 (62.6%)	33 (12.2%)	3.60	1.047
Management keep their records accurately for easy retrieval to visitors	5 (1.9%)	58 (21.5%)	19 (7%)	159 (58.9%)	29 (10.7%)	3.55	1.003
When the service staff promise to do some services it is done in good time	7 (2.6%)	68 (25.2%)	22 (8.1%)	152 (56.3%)	21 (7.8%)	3.41	1.030
Employees performs the service right the first time	7 (2.6%)	159 (58.9%)	17 (6.3%)	58 (21.5%)	29 (10.7%)	2.79	1.139

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 4 (contd.): Perception of service experienced by visitors of Old Oyo National Park Lodge**

Responsiveness	SD	D	U	A	SA	Mean	St. Dev
Employees tells you exactly when service will be performed	3 (1.1%)	6 (2.2%)	23 (8.5%)	210 (77.8%)	28 (10.4%)	3.94	0.613
The behavior of service staff in the park instill confidence in visitors	3 (1.1%)	9 (3.3%)	16 (5.9%)	216 (80%)	26 (9.6%)	3.94	0.622
Service staff are never too busy to respond to requests	1 (0.4%)	54 (20%)	14 (5.2%)	174 (64.4%)	27 (10%)	3.64	0.926
Service staff are always willing to help visitors	4 (1.5%)	59 (21.9%)	11 (4.1%)	169 (62.6%)	27 (10%)	3.58	0.987

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 4 (contd.): Perception of service experienced by visitors of Old Oyo National Park Lodge**

Assurance	SD	D	U	A	SA	Mean	St. Dev
The service staff are polite, honest, loyal, dedicated and respectful to visitors	4 (1.5%)	9 (3.3%)	9 (3.3%)	215 (79.6%)	33 (12.2%)	3.98	0.651
Visitors feel safe in their transaction with employees in the lodge	4 (1.5%)	45 (16.7%)	24 (8.9%)	177 (65.6%)	20 (7.4%)	3.61	0.901
The employee have adequate knowledge on the services offered and environment to answer visitors questions	29 (10.7%)	26 (9.6%)	14 (5.2%)	179 (66.3%)	22 (8.1%)	3.51	1.120

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 4 (contd.): Perception of service experienced by visitors of Old Oyo National Park Lodge**

Empathy	SD	D	U	A	SA	Mean	St. Dev
The service staff advice the visitors on the varieties of services available	14 (5.2%)	15 (5.6%)	12 (4.4%)	204 (75.6%)	25 (9.3%)	3.78	0.884
The employees understand the specific needs of the visitors	10 (3.7%)	19 (7%)	26 (9.6%)	195 (72.2%)	20 (7.4%)	3.73	0.844
The employees have their visitors at heart in the park lodge	12 (4.4%)	30 (11.1%)	8 (3%)	196 (72.6%)	24 (8.9%)	3.70	0.937
The employees render services at the designated time without failure	3 (1.1%)	60 (22.2%)	16 (5.9%)	167 (61.9%)	24 (8.9%)	3.55	0.969
The service staff gives visitors individual attention	33 (12.2%)	24 (8.9%)	17 (6.3%)	176 (65.2%)	20 (7.4%)	3.47	1.146
The lodge park have enough variety of services	12 (4.4%)	174 (64.4%)	2 (0.7%)	57 (21.1%)	25 (9.3%)	2.66	1.138

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 5: Perception of service experienced by visitors of Okomu National Park Lodge**

<b>Tangibility</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
The employees are well dressed and appear neat	4 (1.7%)	23 (9.5%)	16 (6.6%)	139 (57.4%)	60 (24.8%)	3.94	0.918
The physical environment in the park lodge are clean and attractive	2 (0.8%)	35 (14.5%)	24 (9.9%)	128 (52.9%)	53 (21.9%)	3.81	0.968
Physical facilities (building, front of the house and back of the house, are visually appealing )	4 (1.7%)	32 (13.2%)	12 (5%)	154 (63.6%)	40 (16.5%)	3.80	0.926
The lodge has adequate security for visitor's protection	4 (1.7%)	43 (17.8%)	35 (14.5%)	131 (54.1%)	29 (12%)	3.57	0.971
The lodge has a variety of modern tourist facilities	19 (7.9%)	107 (44.2%)	19 (7.9%)	87 (36%)	10 (4.1%)	2.84	1.123
Lodge has up to date modern facilities	14 (5.8%)	136 (56.2%)	1 (0.4%)	64 (26.4%)	27 (11.2%)	2.81	1.214
The lodge has adequate electricity supply	20 (8.3%)	156 (64.5%)	28 (11.6%)	31 (12.8%)	7 (2.9%)	2.38	0.913

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 5 (contd.): Perception of service experienced by visitors of Okomu National Park Lodge**

<b>Reliability</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
If visitors has complaints, the staff show a sincere interest in solving the problem	2 (0.8%)	10 (4.1%)	19 (7.9%)	147 (60.7%)	64 (26.4%)	4.08	0.761
The service staff are willing to attend to visitors complaints	4 (1.7%)	21 (8.7%)	23 (9.5%)	129 (53.3%)	65 (26.9%)	3.95	0.928
Management keep their records accurately for easy retrieval to visitors	5 (2.1%)	25 (10.3%)	34 (14%)	136 (56.2%)	42 (17.4%)	3.76	0.928
When the service staff promise to do some services it is done in good time	8 (3.3%)	23 (9.5%)	35 (14.5%)	136 (56.2%)	40 (16.5%)	3.73	0.959
Employees performs the service right the first time	2 (0.8%)	57 (23.6%)	3 (1.2%)	148 (61.2%)	32 (13.2%)	3.62	1.012

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 5 (contd.): Perception of service experienced by visitors of Okomu National Park Lodge**

<b>Responsiveness</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
Service staff are never too busy to respond to requests	1 (0.4%)	36 (14.9%)	0	157 (64.9%)	48 (19.8%)	3.89	0.906
Employees tells you exactly when service will be performed	2 (0.8%)	29 (12%)	25 (10.3%)	154 (63.6%)	32 (13.2%)	3.76	0.858
Service staff are always willing to help visitors	10 (4.1%)	18 (7.4%)	23 (9.5%)	161 (66.5%)	30 (12.4%)	3.76	0.912
The behavior of service staff in the park instill confidence in visitors	6 (2.5%)	20 (8.3%)	24 (9.9%)	155 (64%)	37 (15.3%)	3.81	0.880

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 5 (contd.): Perception of service experienced by visitors of Okomu National Park Lodge**

<b>Assurance</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>	<b>Mean</b>	<b>St. Dev</b>
Visitors feel safe in their transaction with employees in the lodge	0	22 (9.1%)	29 (12%)	160 (66.1%)	31 (12.8%)	3.83	0.764
The employee have adequate knowledge on the services offered and environment to answer visitors questions	14 (5.8%)	8 (3.3%)	23 (9.5%)	165 (68.2%)	32 (13.2%)	3.80	0.918
The service staff are polite, honest, loyal, dedicated and respectful to visitors	17 (7%)	4 (1.7%)	26 (10.7%)	167 (69%)	28 (11.6%)	3.76	0.933

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

**Table 5 (contd.): Perception of service experienced by visitors of Okomu National Park Lodge**

Empathy	SD	D	U	A	SA	Mean	St. Dev
The employees have their visitors at heart in the park lodge	2 (0.8%)	30 (12.4%)	23 (9.5%)	167 (69%)	20 (8.3%)	3.71	0.818
The service staff advice the visitors on the varieties of services available	3 (1.2%)	28 (11.6%)	27 (11.2%)	165 (68.2%)	19 (7.9%)	3.70	0.822
The service staff gives visitors individual attention	5 (2.1%)	23 (9.5%)	30 (12.4%)	168 (69.4%)	16 (6.6%)	3.69	0.814
The employees understand the specific needs of the visitors	18 (7.4%)	53 (21.9%)	38 (15.7%)	109 (45%)	24 (9.9%)	3.28	1.136
The employees render services at the designated time without failure	4 (1.7%)	97 (40.1%)	5 (2.1%)	120 (49.6%)	16 (6.6%)	3.19	1.093
The lodge park have enough variety of services	6 (2.5%)	140 (57.9%)	30 (12.4%)	48 (19.8%)	18 (7.4%)	2.72	1.048

(Keys: SD- Strongly Disagree, D- Disagree, U- Undecided, A- Agree, SA- Strongly Agree)

The T-test of difference shows that there is a significant difference in the visitors' expectation of hospitality services at Old Oyo and Okomu National Park lodges (P=0.011).

**Table 6: Difference in expectation and perception of hospitality services**

Variables	Mean		Mean Difference	t	df.	Sig.
	OONP	ONP				
Expectation	4.09	4.16	-0.078	-2.555	510	0.011*
Perception	3.48	3.57	-0.086	-1.192	510	0.234

P<0.05, keys: OONP- Old Oyo National Park lodge, ONP- Okomu National Park lodge

#### IV. DISCUSSION

This study revealed that majority of the visitors at both park lodges are males. This contradicts findings from Salleh *et al.* (2016) who reported more females than males. Salleh *et al.* (2016) also affirmed that the idea that men are more dissatisfied than women. Highest percentage of the visitors have tertiary education. This is in line with findings from Joseph (2013) that most of the tourists in Nigeria are well-educated with the majority having a tertiary level of education. Research has also shown that perceived destination attractiveness is higher among travellers with tertiary education (well-educated) than those who are less educated (Mohsin, 2008). Highest percentage are within the youthful and energetic age range of 20-30 years. This is an adventurous age group as also opined by Jensen (2012) that "recreation/physical activities", "enjoying nature", "prestige and impression" and "social seeking" were more important motivational factors for young people visiting protected areas.

Findings from this study also reveals that service staff should perform service right the first time, they should be willing to help visitors, they should be polite and courteous while discharging their duties, the hospitality staff should have knowledge of the services they offer, management should understand the specific problems of the visitors were all highly ranked among the expectation of visitors before visiting the National Park lodges. Expectation by visitors builds up to how satisfied they will eventually be as supported by Higgs *et al.* (2005) that customer satisfaction is defined by customer's post-purchase assessment of service delivered and comparison of customer's expectations and the actual service experience. This depicts the visitors are interested in the competency of the staff how

the staff relate with them. This is in line with Okello and Yerian (2009) who found out that for majority of tourists who travel, the quality of the individual's experience largely depends on the competency of the service provider. Consequently, the delivery of quality products and services in the tourism industry is a reflection of the quality of its human capital base (Anyang and Esu, 2008).

The visitors opined that the employees at the lodges are well-dressed and appear neat, they also opined that the employees say exactly when service will be performed, they advise and relate well with visitors. They are never too busy to attend to visitors' complaints and visitors feel safe in their transactions with the employees. This is in line with Tasci and Boylu (2010) that safety and security of a destination are seen to have a big impact on the level of satisfaction with a tourist trip. These commendable services by the lodge staff is good for sustainable destination management because receiving excellent service will reinforce the loyalty of current visitors and increase the prospect of attracting new ones (Jamaluddin *et al.*, 2013). Furthermore, based on the tourism literatures, many researchers have suggested that these service quality performance could be an appropriate measurement to test tourist satisfaction, because the tourist is likely to be satisfied when a product or service performance is at a desired level (Chen and Chen, 2010; Udo *et al.*, 2010).

The visitors also perceived the tourist facilities at the sites to include variety of attractive flora and fauna resources, landscape, scenic beauty and suitable weather which is in line with Kamri and Radam (2013) that sustainable biodiversity and natural resources in national park area is one of the important factors supporting tourism activities in this park. The amazing beauty of nature, its



uniqueness and benefits of the environment offered makes the parks interesting to visit.

## V. CONCLUSION

This study assessed the expectation and perception of visitors regarding hospitality services of Old Oyo and Okomu National Park Lodges. It can thus be concluded that more males visit both parks, most of the visitors have tertiary education and earn less than one hundred and fifty thousand naira monthly. The visitors' expectation before visiting the parks were majorly that the service staff should perform service right the first time and that the service staff should be willing to help visitors. They however perceived that the service staff are polite, honest, loyal, dedicated and respectful to visitors. They also perceived that whenever the visitors have complaint, the staff would show a sincere interest in solving the problem.

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