

National stereotypes in the cross-cultural service encounter: Empirical evidence from Vietnam

Abstract

Purpose – *This study aims to investigate Vietnamese hotel workers' use of national stereotypes in the cross-cultural service encounter. The study extends the existing knowledge on service failures and recovery attempts by illustrating how national stereotypes could inform these decisions through the lens of the script theory.*

Design/methodology/approach – *In this qualitative study, 34 service providers were interviewed about their experience in dealing with guests from different countries in Vietnamese hotels.*

Findings – *Service providers categorised guests based on their countries of origin to predict their behaviour prior to guest arrivals. When the guest behaviour matches the expectations, the service encounters went smoothly by following existing scripts. If there is a discrepancy between the guest behaviours and expectations, it could lead to service failure and the need for new scripts. Appropriate interventions in this process could turn anecdotes into accumulated understanding of guest behaviour for better service and guest experience as a new application of national stereotypes.*

Originality/value – *This study advances cross-cultural service encounter research by integrating national stereotypes and script theory. It sheds new light on how national stereotypes could inform service delivery and recovery attempts in service organisations.*

Keywords *National stereotypes, service encounter, script theory, cross-cultural research, hospitality management*

Paper type Research paper

Chinese Abstract

Spanish Abstract

1. Introduction

The tourism and hospitality industry is inherently cross-cultural, as it involves guests and employees from diverse cultural backgrounds (Alshaibani and Bakir 2017). A review of the relevant cross-cultural service encounter literature suggests a paucity of empirical research exploring how people presented with ambiguous cultural cues or limited experience of the other person's culture rely on their own information to evaluate the other person's behaviour (Gill et al. 2017; Ang et al. 2018). This is why cultural competence programmes have been integrated in staff training to build rapport and enhance guest experience (Hsiao et al. 2021).

Although national stereotypes may not necessarily be negative, most often it has negative connotations because of its presumed link to prejudice (Thomas and Peterson 2018). Stereotypes is one of the top 10 factors that can jeopardise the success of cross-cultural service encounters (Vrontis et al. 2021). How national stereotypes shape the cross-cultural service interaction and how it helps in preventing or reversing service failure vary across different service sectors (Ringberg et al. 2007).

Within the hospitality sector, understanding the service provider's use of national stereotypes to anticipate guest behaviour in the service delivery process and subsequent service failure is critical for three reasons. First, it puts service providers in a better position to meet or exceed customer needs and expectations (Lewis and Clacher 2001). Second, it allows for redesigning processes that embed better experiences for both customers and service providers (Wang and Mattila 2011; Hsiao et al. 2021). Third, this knowledge will help identify suitable and timely recovery strategies to maintain brand image and minimise revenue loss (Wang et al. 2023).

Drawing from the script theory, the study examines how Vietnamese hospitality service providers use national stereotypes in the service encounter. The objectives are twofold; firstly, to distinguish the cross-cultural service encounters where guest behaviours match with pre-defined stereotypes vs those that do not match; secondly, to investigate the strategies used by Vietnamese hotel workers in interactions with guests in these two scenarios and how their knowledge on national stereotypes could affect service failure and recovery attempts. The study contributes to existing knowledge on the cross-cultural service encounter in the hospitality setting by shedding a new light on service providers' use of national stereotypes and the underlying mechanisms for appropriate corrective actions when service fails.

2. Literature review

2.1 Stereotypes

The notion of stereotypes was coined as schema which associates a set of personality traits with members of a particular group or belonging together in a particular kind of individual (Hinton 2000). Since then, the concept has been widely studied in education, sociology, nursing, psychology, and business management. While there is a high degree of consensus on what constitutes stereotyping, there are differences on why and how it happens. The commonly accepted process of stereotyping involves assigning someone to a particular group (for example on the basis of their physical appearance), bringing into play the belief that all members of group share certain characteristics (the stereotype) and assuming this particular person must possess these characteristics (Hugenberg and Sacco 2008).

Katz and Braly (1933) conducted the first empirical study of racial stereotypes using an adjective checklist procedure and found that people could hold intense stereotypes of other national cultures despite having no previous interactions with people from that particular culture. Stereotyping plays an important role in how people form impressions of themselves and others in cross-cultural interactions (Fiske et al. 2002).

2.2 National stereotypes in cross-cultural service interactions

National stereotypes are defined as “oversimplified judgments” people hold about the physical, social, and mental characteristics of cultures instead of personality traits of individual culture members (Terracciano et al. 2005, p.3). McKercher (2008) traces the history of tourists stereotypes held by their host community to the first generation of mass tourists and their interactions with the host community where unworldly tourism staff use their own cultural and social norms to judge others. This also explains why national stereotypes tend to be negative generalisations about the entire nationality. In tourism, stereotypical beliefs play a role in the overall image of a country which in turn influences the interactions between hosts and guests, tourist-tourist encounters or the effectiveness of their national or destination branding efforts (Fan and Jia 2023; Li and Ma 2023).

People tend to hold hostile attitudes towards others because of prejudice or a long negative history of association with that culture (Fiske et al. 2002). Moufakkir’s (2011) study on the stereotypic expectations of Dutch hosts with German and East Asian tourists found that

historical and cultural relationships of the two countries are likely to influence their encounter. Kim and Lee (2009) reported South Korean airline employees' stereotypic expectations affect their emotions and behaviours towards not only Chinese, Japanese and American passengers but also their own compatriots, suggesting that service providers establish stereotypes of guests including those of their own culture.

Service providers may deploy different service recovery strategies and may qualitatively evaluate the effectiveness of such recovery attempts based on in-group or intergroup closeness (Ringberg et al. 2007). Current research on the influence of national stereotypes in cross-cultural interactions have focused exclusively on the guest perspective and it remains an open empirical question as to whether the findings also characterise the service provider perspective (Gill et al. 2017; Vrontis et al. 2021). The current study investigates the use of national stereotypes and how it relates to service failure and recovery in the cross-cultural service encounter from Vietnamese hotel workers' perspective.

2.3 Script theory

Scripts refer to a “predetermined, stereotyped sequence of actions that define a well-known situation” (Schank and Abelson 1977, p.41). People tend to rely on scripts to guide and interpret the behaviour they observe and recall better those facts that support their stereotypes especially when new situations presented to them match similar situations they had already experienced. Jarvi et al. (2020) found that either service providers or individual customers may be unable or unwilling to follow a script, leading to value co-destruction in the hotel industry context. This becomes more complex in service encounters where guests and service providers come from different cultural backgrounds, and a deviation from scripts requires more cognitive efforts to navigate their behaviours and regulate their emotions accordingly (Thrassou et al. 2020).

Several frameworks and models have been applied to understand service failure and recovery including the expectancy disconfirmation paradigm, justice theory, cultural models for service recovery, the service recovery paradox, social learning theory, and script theory (Baker 2017). Script theory is well-suited to this study because it allows for a more in-depth insights on the process itself, particularly how familiar the service provider is with the flow of the service encounter (Nguyen 2022). The script theory also enables the interpretation of a new situation in light of individual's memory or recollection (Manthiou et al. 2016).

While following the appropriate script enables both the service provider and the customer to predict the behaviour of each other in service encounters; in reality, not all service encounters unfold exactly as planned (Bordoloi et al. 2019). Given that culture is found to be a significant factor affecting service failure and recovery in tourism and hospitality research (Koc 2019), this study contributes empirically to existing knowledge on service failure and recovery from the service provider perspective based on script theory and national stereotypes.

3. Method

Nha Trang Bay is well-known for its Marine Protected Area, which has been used for tourist activities but the tourism industry has not yet contributed to improving the economic well-being of the local communities as expected (Pham-Do and Pham 2020). Its great potential for tourism development does not come without a price; the lack of top-down controls and interventions together with low level of education of the local communities has attracted more attention from academic researchers for a more sustainable approach to tourism development (Pham 2020; Khuu et al. 2021; Ngoc et al. 2021).

The sudden and uncontrolled influx of Chinese and Russian tourists to Nha Trang has gradually replaced traditional markets from Europe, North America and Australia, and this is still the case of Nha Trang tourism after Covid-19 (Gao et al. 2022). Nguyen et al. (2022a) noted very minor changes after COVID-19, Chinese tourists remain one of the key markets of the city and highlighted the importance of diversifying sources of tourists for a more sustainable approach to tourism development. This study will inform service providers on the (re)valuation of service delivery process for emerging destinations with similar attributes to welcome international tourists in the post-pandemic recovery.

The study reported here is part of a broader research project examining the emotional intelligence of Vietnamese hotel workers. A qualitative and descriptive case study approach was used as stereotyping in the service encounter is a phenomenon that is inseparable from its context (Yin 1981). Primary data were collected through in-depth interviews with 34 hotel workers from 19 hotels in September-October 2016 in Nha Trang, Vietnam (see Table 1). Ethical approval for the study was obtained from the first author's institution.

Table 1 – Overview of the participants

Department	Total respondents	Head of Department	Gender ratio (male:female)	Age group		Education	
				18-35	36-55	High school	Bachelor degree
Front Office (FO)	15	7/15	7:8	12	3	2	13
Food & Beverage (FB)	8	1/8	5:3	8	0	0	8
Housekeeping (HK)	5	3/5	3:2	3	2	1	4
Sales	3	0	2:1	3	0	0	3
General Manager (GM)	3	N/A	3:0	1	2	1	2

(Authors' own)

Even though data was collected several years ago, it provides a rare opportunity to highlight the use of national stereotypes in the the cross-cultural service encounter. Empirical research shows that stereotypes are widely shared beliefs and temporally stable (Hinton 2000). Through the lens of the script theory, scripts are defined as knowledge and experience stored in the long-term memory with unlimited capacity and permanent duration (Manthiou et al. 2016). This perspective allows for the current study to identify hotel workers' previous knowledge and experience and understand how it would direct their future behaviour when activated in the cross-cultural service encounters.

The interviews were conducted in Vietnamese and later transcribed verbatim. They were back-translated into English by the first author following Brislin's (1970) procedure to ensure that the translated text was as close to the original conversations. All interviews were recorded and lasted approximately 40-60 minutes. In qualitative research, the researcher's analytic and observational activities run concurrently because there is temporal overlapping of observational and analytic work (Lofland et al. 2022). This approach allowed for analysis of participants' words and actions as well as gestures, intonation, pauses and inflections.

Data collection and analysis in this study reflected an evolving dialogue between the first author who conducted the interviews and the participants adhering to Strasser's (1969) ideas of true dialogues. The first author approached the participants with a broad question focusing on the services offered to guests from different cultural backgrounds. That is, can you tell me your personal experience of serving guests from different cultural backgrounds? The participants told their own stories with probing questions asked to arrive at a deeper level of understanding, reflection and validation of all implicit and explicit cultural identity markers that invoke stereotypes. Each participant was asked the same series of questions to capture the

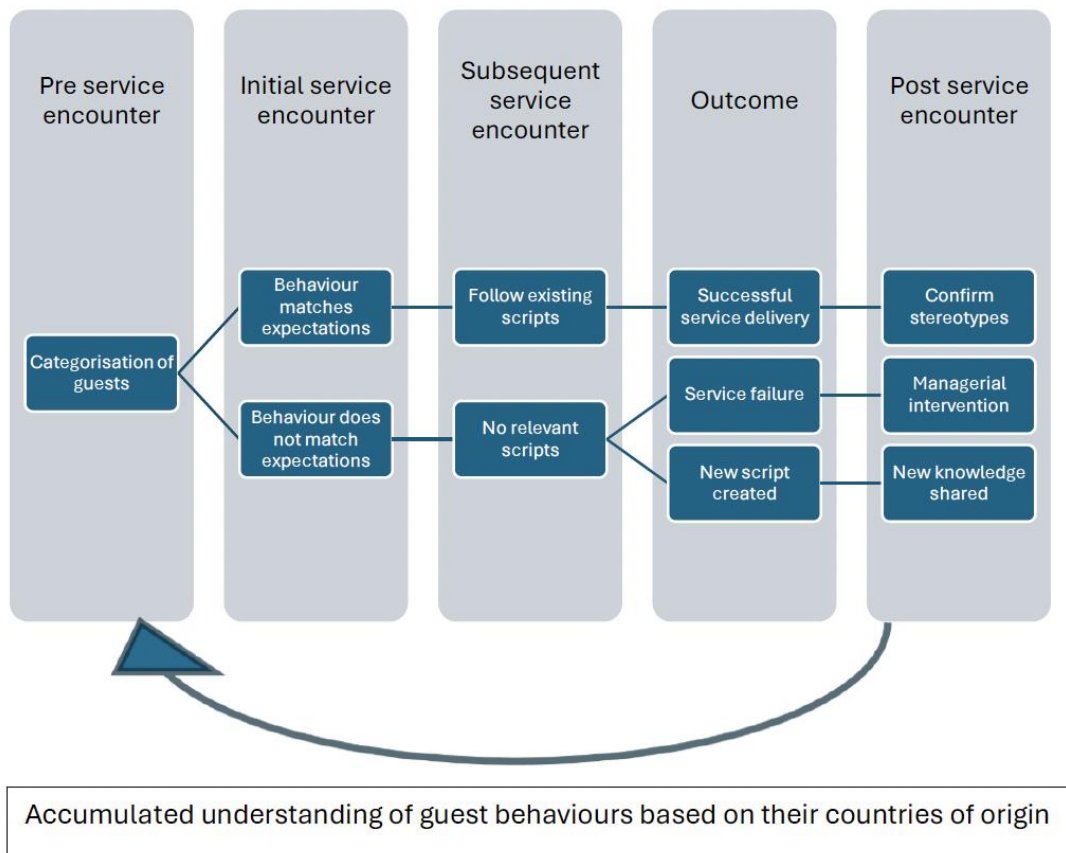
variability across the selected accommodation establishments. Member checking was conducted with all participants in the form of reviewing the transcripts and initial coding to ensure the trustworthiness of the data (Lincoln and Guba 1985).

The data was reduced through various levels of coding and analysis. During the coding process, recollections of how and why service providers use stereotypes during the guest-service provider interactions were extracted. For the scope of this study, two sets of codes were used – categorisation of guests and service delivery process. Once all the interviews were coded, each code was reviewed several times for common and contrasting themes across each transcript and excerpts relating to each theme were brought together (Goetz and LeCompte 1981).

4. Findings

There were five main stages of these cross-cultural service encounters where national stereotypes were used (see Figure 1). Firstly, the service providers gathered the knowledge on their guests prior to their arrivals. This knowledge was simplified by categorising guests based on their countries of origin to understand guests' emotional expectations and service preferences. In the second stage, service providers subconsciously compared and contrasted guest behaviour against their expectations and two main scenarios would take place depending on the consistency of guest behaviours and the expectations informed by their categorisation.

Figure 1 – Summary of key findings



(Authors’ own)

4.1 Categorisation of guests in pre-service encounter

When asked about cross-cultural service encounters, most hotel workers described their categorisation of guests’ emotional expressions and subsequent behaviour. It reflects their pre-script based on their previous experience of multi-cultural service encounters. Table 2 shows a summary of the categorisation of guests that emerged from the interview transcripts.

Table 2 – Categorisation of guests and their emotional expressions by country of origin.

Country of origin	Guests’ emotional expression from the hotel workers’ perspective
China	Shout when angry, aggressive, do not express emotions even when they like the service, are loud and impolite
Russia	They say they like it and express it, cannot regulate their emotions, become angry and mad at staff immediately, easy-going, easy to please, bad-tempered, very expressive with their anger, straightforward, look unfriendly with their facial expressions

Japan	Hesitate to show if they are genuinely satisfied, hard to guess their emotions because they are always calm and polite
Vietnam	Shout and swear when they are angry, reserved, straightforward, do not get frustrated right away
South Korea	Reserved, look happy and smiley but they do not actually like us
Hong Kong	Require extra caution when interacting with them, straightforward, hard to understand them and change their emotions
India	The most irritable, really picky and difficult to please them
UK	Control their emotions and do not express them, only express their satisfaction
The US	Gentle and generally happy
Australia	Friendly, civilised, decorous
Germany	Control their emotions, not very expressive, quiet
France	Very expressive, easy to notice their facial expressions, raise their eyebrows if they dislike something

(Authors' own)

The extracts in Table 2 shows considerable similarities in words and exhibited behaviour perceived by service workers about guests from different countries and cultural backgrounds. In some cases, people classify others in order to simplify the complexity of social interactions (Hinton 2000). Our data shows that service provider's accumulated knowledge and experience of dealing with people from different cultural backgrounds, and the experience of colleagues formed the basis of the scripts developed for guests from different countries, helping them psychologically prepare prior to guest arrivals for the actual interactions.

In tourism and hospitality, research on tourist stereotypes remains limited (Chen and Hsu 2021), let alone the link between emotional expressions and stereotypes. Taking the social-psychology stance, Bijilstra et al. (2014) found consistent and direct evidence on the influence of perceivers' ethnicity-based stereotypes in decoding emotional expressions, which becomes more important given that discrete emotional expressions elicit specific behavioural tendencies. This interpretation is relevant for the cross-cultural service encounter investigated in this current study.

4.2 When guest behaviour matches the expectations

The availability of these scripts makes it easier for them to customise their service offerings.

American or British guests want to spend some time looking at the menu whereas Chinese and Vietnamese guests want us to provide them with every single detail and the menu has to be transparent with prices... Chinese guests will complain and file the complaint immediately, but VIP Chinese customers tend to be calmer. If they find the services good, they are ok. (Participant 20, FB)

Observations of guests' preferences of the service was found across different departments.

Russian guests want their room thoroughly cleaned so we do that to make a good impression on them. (Participant 3, HK)

Chinese guests don't like being approached by reception staff; they only interact with us when they need help... Due to the time difference, Russian guests usually wake up at 11am or noon. So, within these hours, we don't bother them much... we need to wait until they get used to the time zone. (Participant 6, FO)

Apart from that, the participants also distinguished guests' emotional expressions and behaviours associated with some certain aspects of the service delivery.

With the same problem, Japanese guests will ask for more information if it is not clear, they do not get angry right away... They give us a chance to explain before getting angry. Chinese are very hot-tempered, they tend to be rude and shout before trying to understand. (Participant 9, FO)

According to the resort policy and international standards, guests could check in at 2pm... If that was a foreign guest, they would follow the policy but Vietnamese guests tend not to understand that. They [Vietnamese guests] believe as soon as they arrive, they can enter their room. (Participant 23, FO)

This finding is consistent with previous research on guests' perceptions of service and value across different countries (Francesco and Roberta 2019; Gallarza-Granizo et al. 2020). The current study looks at this phenomenon from a different angle, highlighting how this knowledge is formed into different scripts when guest behaviours match the expectations, allowing the service to be delivered smoothly.

4.3 When guest behaviour does not match expectations

When guest behaviours do not match the expectations or there are other factors involved, service failures are more likely to occur. This section has categorised four main themes based on the participants' stories.

Category 1 – Insufficient understanding of guests’ emotional expressions and preferences

Some participants reported the ambiguity when interacting with guests from some certain countries despite their regular behaviour (“smiled and talked as usual”).

I notice they [Indian guests] are not friendly when I serve them, they do not want to interact much. For instance, once I came to deliver room service, I smiled and talked as usual but he didn’t show any emotions or say anything. I didn’t know what he wanted... I asked him where he wanted to eat, he pointed at a corner, I set it up and asked if he needed anything else. No expression from him again, I had no idea whether he is easy or difficult. (Participant 29, FB)

The lack of emotional expressions made it more difficult for the service provider to understand their guest and provide services tailored to them. The incident above cannot be categorised as a service failure due to the insufficient verbal and non-verbal cues. This may require a new script to be created when serving Indian customers in the future.

Category 2 – Service failure and guest complaint resolution

This group is rather different from category 1 where service failed and some recovery attempts were made.

Vietnamese self-esteem is different from Westerners... It was the high season and there was a sudden power cut. Guests were annoyed because it’s too hot. I explained to them [Western guests] gently. First, I apologised; then I told them what caused the power cut and offered a discount. They were pleased, thanked for that and gave it back to staff as a tip. Everyone was happy. With Vietnamese guests, they went mad and scolded us severely, they weren’t happy with the discount either. (Participant 12, GM)

With the same issue and the same resolution, there seems to be a discrepancy between Western and Vietnamese guests, which may explain for the overall positivity towards interacting with Western guests compared to their Vietnamese counterparts. In this case, service providers may need to come up with a different approach to satisfy their domestic guests.

Things can go wrong in the provision of service and what matters is handling customer complaints.

Russian guests don’t generally look friendly... They don’t normally make a fuss about our services. But when they do, they complain right away. We just need to offer them something like a bottle of wine or a meal voucher, and then they are happy and the complaint is satisfactorily resolved! We don’t have to worry about their post-trip comments on TripAdvisor, we can deal with that during their stay. (Participant 33, FO Manager)

This is a relevant example illustrating how national stereotypes could inform service recovery decisions. If this knowledge is accumulated into staff manuals, it would be helpful for service providers when a similar incident occurs.

Category 3 – Unable or unwilling to speak the guests' language

A common issue emerging from the provider-customer exchange is the language barrier where service providers were unable to fully comprehend their guests' native language.

A Russian mother and her child, for some reason, always look so grumpy that the whole team knew it... They weren't still satisfied though we tried our best to deliver good services... Of course they had their own reasons to complain, I really wanted to know what her expectations were but I couldn't due to the language barrier and heavy workload... They have prejudices against receptionists, they consider it as the place for them to release all their anger... We can still solve the problems for them but they just talked relentlessly. After they finish, I calmly showed a friendly smile. (Participant 21, FO Manager)

A new script was created to recover the service recovery accompanied by positive emotional expressions such as "calm", "friendly" and "smile".

Category 4 – The role of managers

Relatedly, when low-level frontline employees experienced service failures, their managers could become the source of knowledge and emotional support. The following excerpt highlights the dyadic nature of service encounters and the role of the manager in dealing with guests and their subordinates.

In my first years of working in the hotel, it was hard for me to manage my emotions with difficult and demanding customers, especially Russian or German customers. I'm not discriminating guests or hold any prejudice against people of other nationalities but these two are very hard to please... The lessons I learnt from him [the GM] is still applicable now when I train my staff. When guests make much fuss about everything, the first thing to do is keep calm; second, say sorry; third, ask them for more information and let them know that we're listening to them and try to understand them before resorting to the manager. (Participant 33, FO Manager)

The accounts reported by the service providers suggest that the manager's demeanour influences participants' ability to manage their own emotions when dealing with guest complaints. As illustrated in the comment above, managers are likely to be approached for support and advice. This finding is in line with previous research that highlighted the significance of managerial support for employees' creativity in dealing with service failures and subsequent service recovery attempts in the cross-cultural service encounters (Gip et al. 2022; Nguyen et al. 2022b; Duong et al. 2023).

Our finding also confirm that the managers act as additional source of information on possible solutions to a range of service failures for culturally diverse clientele, which could help frontline staff when the situation they are presented with is ambiguous or the cause of service failure is unfamiliar to them. The service staff then developed a new script based on their own actions and the information and knowledge shared by their managers.

5. Discussion and conclusion

The knowledge on national stereotypes, when appropriately accumulated, is found to work to the service providers' favour by assisting them in understanding guest's emotional expressions and their preferences of the service offerings and predicting guest behaviour in initial encounters. It is also helpful when the sequence of service interactions follows a certain script, particularly when service providers are unfamiliar with guests from those countries. When problems arise, national stereotypes determine how guests perceive these problems, which guides service providers to identify potential resolutions. With experience and repetition, the service providers may build up their own collection of guests' profiles and relevant complaint resolutions, which is described as a cognitive schema through the lens of script theory in service research (Victorino et al. 2013).

The findings also show some situations where attempts for service recovery and the lack thereof failed to produce desired outcomes. Although language barriers are often found to be a significant factor leading to problems or service failures in the cross-cultural service encounter, the underlying reason for some of the reported service failures is service providers' existing prejudice or negative stereotypes of guests from some certain countries. In these cases, timely interventions from managers could moderate the tensions between the service providers and guests. The question is to which extent service encounters can be scripted to ensure positive experience for both guests and service providers. Linzmajer et al. (2020) suggested that managers can combat ethnically biased behaviours by fostering guest-service provider rapport through some basic scripts and monitoring the success of these actions, which largely depends on the organisation and the people involved.

5.1 Theoretical contributions

Firstly, the current study contributes to existing knowledge on the cross-cultural service encounter by examining how national stereotypes could be used to create relevant scripts. Having a well-developed service protocol will enhance service excellence in cross-cultural

communication situations (Suwanto et al. 2024). As the conceptualisation of the script theory is commonly at the introductory level in tourism research (Manthiou et al. 2016), this study advances the application of script theory in predicting guest behaviour and re-evaluating service delivery process in the cross-cultural service encounter.

Secondly, this study further buttresses Hsu and Chen's (2019) call for more research on the use of stereotypes in different contexts. The qualitative approach adopted in this study shows which stages of the cross-cultural service encounter tend to fail and how service recovery could be facilitated using the knowledge of guests' cultural backgrounds and preferences. National stereotypes cannot be fully understood without taking the context into consideration (Osland and Bird 2000). Tse and Tung (2022) found that stereotypes could trigger harmful behaviours and/or reduce positive emotions depending on the context of the residents under investigation. We can create new scripts incorporating such factors as the nature of the issue, the guests, and the service providers involved, turning anecdotes into accumulated understanding of guest behaviours to minimise the negative impacts of stereotypes.

Finally, given the increased adoption of technology and automation in the service delivery process, this study highlights the need for more rigorous investigation into which extent service delivery should be scripted to enhance the overall experience for both guests and service providers. Neither human nor artificial intelligence (AI) agents are devoid of errors but empathic accuracy, the capacity to understand others' thoughts and feelings accurately, could enhance customer satisfaction in service recovery (Chen et al. 2021; Xu et al. 2023).

5.2 Practical implications

Our study provides tourism and hospitality businesses with a fresh perspective about service providers' use of national stereotypes in the cross-cultural service encounter and two recommendations for management.

First, to help dispel negative stereotypes of guests, service organisations can expose staff to pre-existing scripts describing provider-guest in socially desirable or undesirable behaviours. The key point of action is guest behaviour needs to be understood in light of the context, which will be communicated to employees in the form of staff manuals through different channels. These scripts can be based on the clientele database obtained from Property Management

System or equivalent digital tools. This will ensure the accuracy and relevance of the organisation policies as well as the true reflection of their guest behaviour.

Second, our research provide evidence that highlights the need for managerial intervention in service failure and recovery attempts. Managers in these cases were considered as both sources of knowledge and emotional support in dealing with customer complaints. There are incidents that required the manager's understanding of their staff members and the underlying reason for their reactions. Managers' positive affective presence serves as a buffer against employees' emotional exhaustion (Jiang et al. 2023) and their timely interventions enhanced the experience for both guests and employees (Duong et al. 2023). Emerging tourist destinations with limited human resources may need to invest in training managers who are capable of guiding their subordinates in these complex situations where scripts are unavailable or irrelevant.

5.3 Limitation and recommendations for future research

This study has several limitations that afford areas for future research. The study relied on post-encounter and self-description of participants lived experiences of interacting with guest from different culture backgrounds. It is likely that the identity of the first author shaded the tone of the narratives. While recollections of those with relatively short experience of working in the industry may be based on workplace anecdotes, some participants may have said what they believed the researchers wanted to hear. Thus, the results are subject to recollection and memory loss issues.

Another limitation is the reality constructed within the current research is that of participants and is culturally and socially situated. This means the generalisability of findings is limited to the cultural and social groups identified in the sample. Moreover, a sole qualitative study will not provide the whole picture of the use of national stereotypes in the hospitality industry, just as no single quantitative study does. Tesch (1990) highlights that the accumulation of qualitative descriptions will facilitate the gradual recognition of the phenomenon in the sense of a 'second, fuller knowing' - that is the goal of qualitative research.

The final limitation lies in the old dataset, a potential direction for future research is to conduct a follow-up study to confirm or reject the model of guest behaviour based on intercultural encounters.

Declarations of interest None.

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