



Turning Every Hotel Stay into a Great Experience: Enhancing Hotel Service Quality in Tuguegarao City, Cagayan, Philippines



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Key Findings and Policy Implications

Service Quality Gaps between Accredited and Non-Accredited Hotels: The findings have several important implications for hotel management and service quality improvement.

- **Service Quality Gaps and Accreditation:** Accredited hotels performed significantly better than non-accredited hotels in Bell Service, Reception, Housekeeping, and Guest Comfort. This highlights the importance of the accreditation process in ensuring high service standards and the need for policies that encourage more hotels to undergo accreditation.
- **Capacity Building and Special Services:** Non-accredited hotels require targeted training and support to improve service quality, especially in guest-facing roles.
- **Additionally, both accredited and non-accredited hotels should focus on enhancing Special Services** to improve overall guest satisfaction and create opportunities for differentiation.
- **Stronger Monitoring and Consumer Awareness:** Regularly monitor hotel service quality through surveys and audits while educating travelers on the benefits of accredited hotels to encourage upgrades from non-accredited establishments.

Background

This study highlights the urgent need to improve service quality and guest satisfaction in Tuguegarao City's hotel industry, as these factors are essential for customer loyalty, repeat business, and a strong reputation. By identifying specific areas where services fall short, hotel management and tourism authorities can strategically direct resources and implement improvements that address existing gaps. These actions are vital for ensuring long-term profit.

The findings also provide valuable guidance for local government units (LGUs), the Department of Tourism (DOT), and other industry stakeholders. They can be used to design targeted training programs, enhance accreditation standards, and establish stronger quality assurance frameworks. These initiatives will not only raise the standards of hotel operations but also boost Tuguegarao City's competitiveness and appeal as a travel destination, supporting the sustainable growth of the tourism sector.

Research Objectives

The purpose of the study is to ascertain how satisfied visitors are with Tuguegarao City hotels' services. It specifically seeks to ascertain the following:

1. Discover the level of satisfaction of guests with the following services offered by the hotels:
 - a. Front desk/Reception
 - b. Bell Service
 - c. Housekeeping
 - d. Guest Comfort
 - e. Special Services
2. Determine if there is a significant difference in the rate of satisfaction of guests with the services of hotels between accredited and non-accredited hotels.
3. Determine the services of the hotels in Tuguegarao City that are mostly in need of development.

Methodology

This study employed a descriptive survey method to assess guest satisfaction in Tuguegarao City hotels. After securing approval from hotel management,

questionnaires were distributed, collected, and analyzed. Using convenience sampling, 100 respondents were selected—50 from accredited hotels and 50 from non-accredited hotels.

For data analysis, weighted mean was used to measure guest satisfaction, while a t-test for independent samples was conducted to compare satisfaction levels between accredited and non-accredited hotels to determine significant differences.

Key Findings

Bell Service, Reception, Housekeeping, and Guest Comfort all showed statistically significant differences, with accredited hotels outperforming non-accredited hotels in each category. The low p-values (<0.05) indicated a meaningful gap, suggesting that non-accredited hotels need to improve these services to match the standards of accredited hotels.

Special Services did not show a statistically significant difference (p-value = 0.0598), meaning that both accredited and non-accredited hotels performed at a similar level. However, given that all other services showed gaps in quality, this suggests that special services require the most attention to enhance overall guest satisfaction.

Conclusion

This study on "Guests' Satisfaction on the Services of Hotels in Tuguegarao City" revealed critical gaps in service quality, particularly in Bell Service, Reception, Housekeeping, and Guest Comfort — where accredited hotels significantly outperformed non-accredited ones. While Special Services showed no major differences, this suggests a missed opportunity for innovation and enhancement in both hotel categories.

These findings highlight the urgent need for targeted training, capacity building, and policy support to uplift service standards, especially among non-accredited hotels. By addressing these gaps, hotels can improve guest satisfaction, increase customer loyalty, and strengthen Tuguegarao's image as a competitive tourism destination.

Agencies such as the DOT, TESDA, LGUs, hotel associations, and training institutions must collaborate to implement the study's recommendations. Doing so will not only raise the quality of hospitality services but also drive local economic growth, attract more visitors, and secure long-term success for the city's hotel industry.

Policy Recommendations

Based on the findings of the study, these are the following recommendations:

- Implement targeted training programs for non-accredited hotels focusing on Bell Service, Reception, Housekeeping, and Guest Comfort.
- Conduct mandatory annual service quality audits for non-accredited establishments using standardized surveys and checklists.
- Provide incentives for DOT accreditation through LGU support, such as tax reductions, promotional assistance, and access to tourism events.
- Develop a centralized digital feedback platform to monitor guest satisfaction and service trends in real time.
- Encourage innovation in Special Services (e.g., spa amenities, personalized experiences) by offering development grants or recognition programs.

Target Policy Actors and Beneficiaries



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Editor's Note

This policy brief draws on the findings of the CSU-funded research project entitled "Guest Satisfaction on the Services of Hotels in Tuguegarao City," implemented by Cagayan State University – Andrews Campus. The study was conducted by the CSU–Andrews Campus project team, led by Lianne T. Abuan, and provides empirical evidence to inform service quality enhancement and policy decision-making in the local hospitality sector.



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