

An Assessment of the Quality of Facilities and Services Provided By Hotels in Ado-Ekiti, Ekiti State, Nigeria

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Abstract: *The paper assessed the quality of facilities and services provided by hotels in Ado-Ekiti, the research employed the use of survey research method; it involved the use of a well structured questionnaire to elicit information from respondents. Purposive sampling technique will be used to select three (3) star hotel as the sample for the study. The reason for making use of the purposive sampling was because the researcher feels its right to use 3 star hotel for the research. Three (3) star hotels are the ones that have at least some average facilities that can be maintained. In all the 3 star hotels in Ado Ekiti, a total sample of 20 hotels were selected for the study using convenient sampling technique which form 10% of the total population of the hotels in the study area, The patrons who responded to the questionnaire were selected with the use of convenient sampling technique. A total of 4 patrons were selected from each of the 20 hotels. However, the researcher was able to retrieve 79 out of 80 copies of questionnaire administered. The data collected were analysed using descriptive method of data analysis. Findings revealed that the facilities in the hotels were adequate to a reasonable extent as stated by the respondents, maintenance culture employed by many hotels in Ado Ekiti is ineffective, we could see that the maintenance culture in many of the hotels are ineffective, hence, there sustainability could be said to be at stake, the furniture and fittings are always in good condition whenever they visit the hotels, the maintenance culture adopted in the hotels is not poor. However, patron's satisfaction is most times not always taken into consideration in the hotels. It was concluded that, many of the hotel owners and operators in the developing countries still have a lot to do in order to ensure the effective delivery of services. It was recommended that the hotels in the study should prioritize effective delivery of services which will in turn boost their profit making, because without investment, there can never be gain. It is expected of the hotel owners to always get feedback and suggestions from the patrons, and not just getting it but also working on it as much as possible.*

Keywords: *Qualities, Facilities, Services and Hotels*

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I. Introduction

In this globalization era, the competition in business is increasingly tight. Globalization has caused various industries to develop rapidly, whether it is a product industry or service industry. Service can be defined as economic activities offered by one party to another, about desired results to recipients, objects or other assets for which purchasers have a responsibility (Alaska & Supain, 2014). This makes each company compete with the competitors by implementing the right marketing strategy to persist in the business they organize. In a service industry such as hospitality, some countries have built their hotels vigorously in their area (Alexander, 2015). In this proposed model of service quality measurement, gap analysis is used to find the difference between customers' expected service performance and actual service performance. It can be considered that globalization has given indirect impact to the rapid growth of hotel supplies in some countries in Asia.

Quoted from an article in kompas.com regarding booming hotel in Indonesia in 2015- 2018, it is noted that in Indonesia, the government has planned to develop more than 560 new tour destinations in 19 provinces in Indonesia, which was well received by business people and hospitality industry. It caused the construction of hotels more intense in 2015-2018 in Jakarta and Bali as a reference region (Alexander, 2015). Furthermore, the high growth of hotel supplies in Asia can be associated with the tourism condition in the country. For many developing countries, travel and tourism serve as the primary export industry. The vast majority of hotel supply growth in recent years can be attributed to the development of budget and economy class hotels. (Vadehra, 2015).

1.1 STATEMENT OF THE PROBLEM

The growth of hotel supplies in each country is certainly based on the number of visiting tourists. To fulfill the needs of the incoming tourists, hotels built also vary, which each hotel competes to attract their guests. With a very strategic areas in which many of the hotels are located, right in the middle of the town, the Hotels have become an option for the guests who want to have vacation or business trip. Despite the strategic location, it is not guaranteed that they will get many customers. To survive in the business competition, and qualify the operational, the hotel occupancy rate should be at the least 70%. From the condition of tight competition, the fluctuations in occupancy rates, and the price competitions for 5-star hotels that offer the services and facilities to attract consumers, there are hotels that can survive under the conditions of exceeded supply over demand. The hotels that can survive show that they prepare, innovate and utilize their dynamic marketing capabilities to adapt to the market dynamics as well as to meet the customers' needs. The abilities required to survive the competition are ability to provide excellent service to consumers' demands by continuously learning for the hotel management and the staffs, to the service process and delivery according to the segment, to continuously improve for service-scape, to invite the consumers to participate more actively, and to be responsive to customers' needs and expectations.

The research gap is by considering the customer satisfaction as the mediating variable between service quality and customer loyalty. Taylor and Baker (1994) found that satisfaction acted as a moderator between service quality and loyalty in three of the four industries studied. However, the research showed that it acted as a mediator instead of a moderator. Bou-Llusar *et al.*, (2001) considered satisfaction as a mediating variable and moderating variable between service quality and purchase intentions. They found that satisfaction was as a mediating variable between firm perceived quality and purchase intentions.

According to Soenarno (2006), hotel facilities that could be enjoyed by customers were: (1) lobby, (2) exclusive way to shopping center, (3) pick up facility in airport, (4) outlets or stores around the hotel, (5) babysitting facility, (6) balcony, (7) meeting room, (8) business center, (9) cake shop, (10) coffee shop, (11) 24-hours doctor, (12) afternoon service, (13) quick check-in/check-out process, (14) 24-hours room services, (15) 24-hours security, (16) 24-hours coffee shop, (17) laundry, (18) massage center, (19) mini bar, (20) restaurant, (21) pool, (22) sports field and (23) travel agent. Soenarno (2006) also said that few facilities provided in hotel bedroom were (1) bedroom, (2) television with video player, (3) radio, (4) clock, (5) safe deposit box, (6) internet access, (7) dresser, (8) coffee table, (9) dinner table, (10) telephone, (11) sandals, (12) wardrobe, (13) refrigerator, (14) couch and table, and (15) emergency lamp etc. on several visits to hotels in the study area, it was found that many of these facilities are not available and even the ones that are available are low in terms of quality.

1.2 Objective of the Study

The objective of this paper is to assess the quality of facilities and services provided by the hotels in Ado-Ekiti.

1.4 The Study Area

Ado-Ekiti is located between latitude 7°25'N and 7°45'N of the equator and between longitude 5°05'E and 5°30'E of the Greenwich Meridian as shown in Figure 1.1. Ado-Ekiti has length has breadth of 32 and 28km respectively. It is about 199km to the Northern Ekiti and Erio to the north (43.5km), Ijero to the North East (7.5km), Southern and South Eastern to the South (59km) and Western Ekiti of the West (9km). Politically, Ado Ekiti is the capital city of Ekiti-State and has since 1996 enjoyed this status. Ado Ekiti has evolved and continued to enjoy urban status and adequately qualify to be called a city as it reflects in political, economic, social and cultural identity than many modern urban areas lack. Ado Ekiti last known population was put at is 424, 300 (NPC, 2006) with a growth rate of 3.2% per year, the projected population of Ado Ekiti will be 545,447 in 2019.

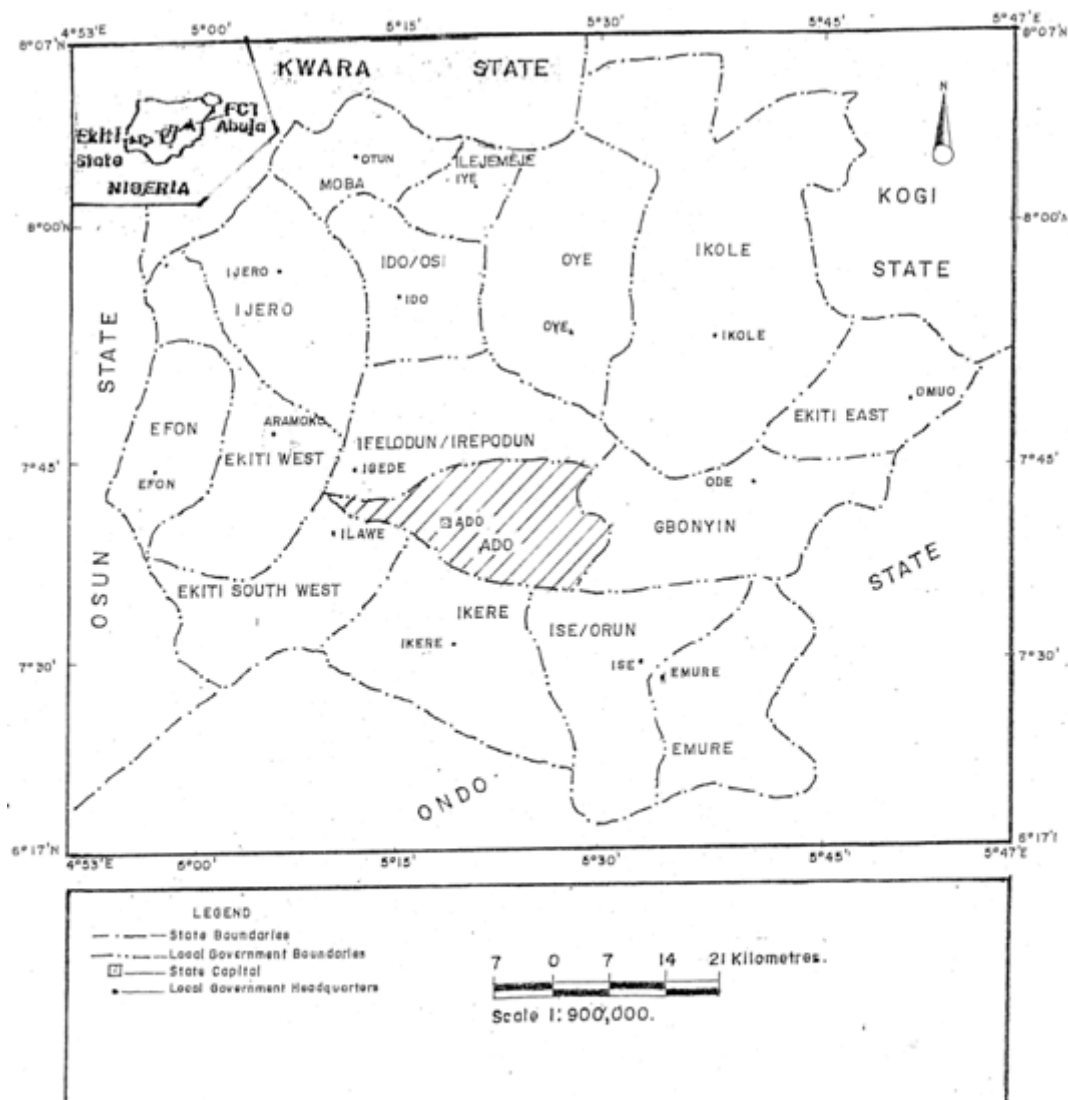


FIG 1.1 : EKITI STATE POLITICAL: ADO LOCAL GOVERNMENT AREA

SOURCE: Ado Local Government Secretariat, Ado-Ekiti/Department of Geography and Planning Science Cartographic Unit, Ekiti State University, EKSU, Ado-Ekiti

II. Literature Review

In this globalization era, the competition in business is increasingly tight. Globalization has caused various industries to develop rapidly, whether it is a product industry or service industry. Service can be defined as economic activities offered by one party to another, about desired results to recipients, objects or other assets for which purchasers have a responsibility (Alaska & Supain, 2014). This makes each company compete with the competitors by implementing the right marketing strategy to persist in the business they organize. In a service industry such as hospitality, some countries have built their hotels vigorously in their area (Alexander, 2015). In this proposed model of service quality measurement, gap analysis is used to find the difference between customers' expected service performance and actual service performance. It can be considered that globalization has given indirect impact to the rapid growth of hotel supplies in some countries in Asia. Quoted from an article in *kompas.com* regarding booming hotel in Indonesia in 2015- 2018, it is noted that in Indonesia, the government has planned to develop more than 560 new tour destinations in 19 provinces in Indonesia, which was well received by business people and hospitality industry. It caused the construction of hotels more intense in 2015-2018 in Jakarta and Bali as a reference region (Alexander, 2015).

Furthermore, the high growth of hotel supplies in Asia can be associated with the tourism condition in the country. For many developing countries, travel and tourism serve as the primary export industry. The vast majority of hotel supply growth in recent years can be attributed to the development of budget and economy class hotels. (Vadehra, 2015).

III. Research Methods

The research employed the use of survey research method; it involved the use of a well structured questionnaire to elicit information from respondents. Purposive sampling technique will be used to select three (3) star hotel as the sample for the study. The reason for making use of the purposive sampling was because the researcher feels its right to use 3 star hotel for the research. Three (3) star hotels are the ones that have at least some average facilities that can be maintained.

In all the 3 star hotels in Ado Ekiti, a total sample of 20 hotels were selected for the study using convenient sampling technique which form 10% of the total population of the hotels in the study area, the hotels selected were: Soteria Hotel, Hosanna Hotel, Banky Suites, Home Away Hotel, Royal Castle and Suites, Festmag Hotel, De Jewels Apartment and Suites, Southwestern Hotel, Radjut Hotel, D'bliss Tit Hotel, Pathfinder Hotel, Prosperous Hotel, Yemraf Hotel, Parkview Hotel, Don Clemens Hotel, Midas Hotel, Symbol Hotel and Suites, Kay Calaxy Hotel, Tani Vic Hotel and Friendly's Hotel all in Ado Ekiti, Ekiti State. The patrons who responded to the questionnaire were selected with the use of convenient sampling technique. A total of 4 patrons were selected from each of the 20 hotels. However, the researcher was able to retrieve 79 out of 80 copies of questionnaire administered. The data collected were analysed using descriptive method of data analysis.

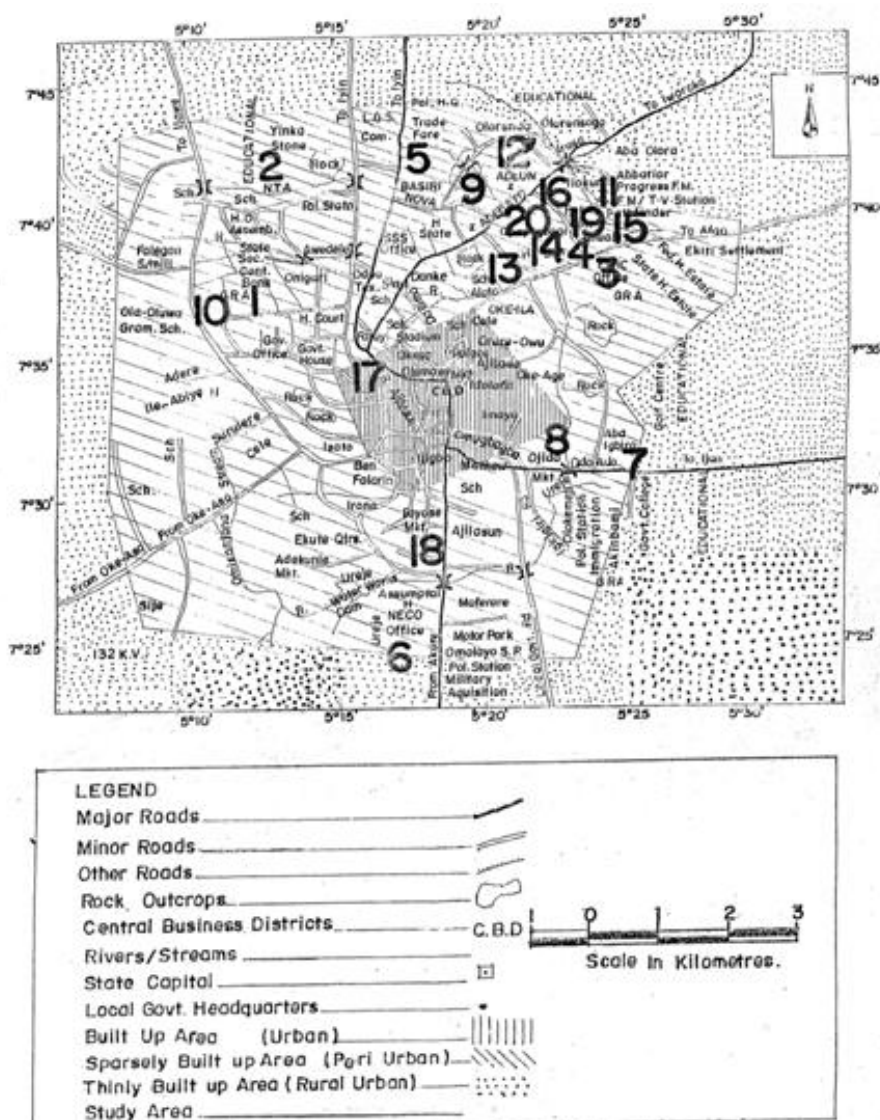


FIG. 1-2 : ADO-EKITI IN MAP SHOWING THE SAMPLING LOCATIONS -
 SOURCE: Ado Local Government Secretariat, Ado-Ekiti/Dept. of Geography & Planning
 Science, Cartographic Unit, Ekiti State University, EKSU, Ado-Ekiti.

TABLE 1: 3 Star Hotels on fig 1.2 in Accordance with the Numbering on the Map.

S/N	Name of Hotel	Address
1	Soteria Hotel	GRA Onigari, Ado Ekiti.
2	Hosanna Hotel	NTA road along Satellite campus, Ado Ekiti.
3	Banky Suites	Along Ado-Iworoko road, Ado Ekiti.
4	Home Away Hotel	Along Afao road, Ado Ekiti.
5	Royal Castle and Suites	Basiri along Iyin road, Ado Ekiti.
6	Festmag Hotel	Opposite Akure garage, Ado Ekiti.
7	De Jewels Apartment and Suites	Along Ijan road, Ado Ekiti.
8	Southwestern Hotel	Along Ijan road, Ado Ekiti
9	Radjut Hotel	Along Ado-Iworoko road, Ado Ekiti.
10	D'bliss Tit Hotel	GRA Onigari, Ado Ekiti.
11	Pathfinder Hotel	Behind De Head block industry, Ado Ekiti.
12	Prosperous Royal Hotel	Along Ado-Iworoko road, Ado Ekiti.
13	Yemraf Hotel	No 2, Fagbuaro avenue off housing road, Ado Ekiti.
14	Parkview Hotel	Opposite Tinuola Maximum School off housing road, Ado Ekiti.
15	Don Clemens Hotel	Behind Tinuola Maximum School Ado-Iworoko road, Ado Ekiti.
16	Midas Hotel and Arena	Midas way, off Ado-Iworoko road, Ado Ekiti.
17	Simbol Hotel and Suites	Ajilosun along Ado-Ikere road, Ado Ekiti
18	Kay Calaxy Hotel	Ajilosun behind little by little plaza, Ado Ekiti.
19	Tani Vic Hotel	Opposite Olawuwo Filling Station along Ado-Iworoko road, Ado-Ekiti.
20	Friendly's Hotel	No 34, Opopogboro Street, Ado Ekiti.

Source: Author's Compilation, (2019)

IV. Results and Discussion

Table 2: Hotels Facilities are Inadequate

Hotels Facilities are Inadequate	Frequency	Percentage (%)
Strongly Agreed	1	1.2
Agreed	7	8.9
Undecided	0	0
Disagreed	53	67.1
Strongly Disagreed	18	22.8
Total	79	100

Source: Author's Field survey, 2019

The above table 2 showed the adequacy of facilities in the hotel. Only 1.2% of the patrons strongly agreed to the fact that there is no adequate facility in the hotel. It also revealed that 8.9% of the patron also agreed while 67.1% and 22.8% disagreed and strongly disagreed. This implies that the facilities in the hotels were adequate to a reasonable extent as stated by the respondents. However, Soenarno (2006) made it known that, for good service delivery in the hotel industry, there must be adequate quality facilities.

Table 3: Effective Maintenance Culture

Effective Maintenance Culture	Frequency	Percentage (%)
Strongly Agreed	3	3.8
Agreed	13	16.5
Undecided	0	0
Disagreed	42	53.2
Strongly Disagreed	21	26.5
Total	79	100

Source: Author's Field survey, 2019

Findings in Table 3 showed the effectiveness of the maintenance culture in the hotels. It revealed that 3.8% and 16.5% of the patrons strongly agree and agreed respectively that the maintenance culture of their hotels is not effective while, 53.2%, 26.5% disagreed, strongly disagreed respectively that the maintenance culture is effective. Hence, it can be concluded that the maintenance culture employed by many hotels in Ado Ekiti is ineffective as made known by the respondents. According to Alaska & Supain, (2014), maintenance is

important in the sustainability of hotel industry, from the findings, we could see that the maintenance culture in many of the hotels are ineffective, hence, there sustainability could be said to be at stake.

Table 4: Faulty Furniture and Fittings

Faulty Furniture and Fittings	Frequency	Percentage (%)
Strongly Agreed	0	0
Agreed	8	10.1
Undecided	0	0
Disagreed	42	53.2
Strongly Disagreed	29	36.7
Total	79	100

Source: Author's Field survey, 2019

It was made known that 10.1% Agreed that the furniture and fittings is always faulty whenever they visit as a result of poor maintenance culture put in place in the hotel while, 53.2% and 36.7% disagreed and strongly disagreed respectively that the hotel furniture are not always faulty whenever they visit (table 4). This implies that the furniture and fittings are always in good condition whenever they visit the hotels. This corroborates with Alexander, (2015) who opined that, the physical infrastructure of hotels is a great motivator for persistent patronage. However, faulty nature of furniture and fittings will be a great repellent force in terms of patronage.

Table 5: Poor Maintenance Culture

Poor Maintenance Culture	Frequency	Percentage (%)
Strongly Agreed	1	1.3
Agreed	16	20.3
Disagreed	31	39.2
Strongly Disagreed	31	39.2
Undecided	0	0
Total	79	100

Source: Author's Field survey, 2019

It was revealed that 21.6% strongly agreed and agreed respectively that the maintenance culture adopted in the hotel is very poor while, 78.4% of the patrons disagreed and strongly disagreed respectively that the maintenance culture of the hotel is not poor although might not be effective to some certain level (table 5). Hence, this implies that the maintenance culture adopted in the hotels is not poor. In the work of Vadehra, (2015), he identified poor maintenance as one of the major characteristics of hotels especially in the developing countries which often makes them not to measure up with the standard of the developed countries.

Table 6: Patron Satisfaction is Considered

Patron Satisfaction is Considered	Frequency	Percentage (%)
Strongly Agreed	4	5.0
Agreed	13	16.5
Disagreed	38	48.1
Strongly Disagreed	24	30.4
Undecided	0	0
Total	79	100

Source: Author's Field survey, 2019

Observations from Table 6 showed the satisfaction of patrons in the hotels. It revealed that 5.0% and 16.5% of the respondents' strongly agreed and agreed respectively that patrons satisfaction is always taken into consideration while 48.1% and 30.4% disagreed and strongly disagreed respectively that patrons satisfaction is not always taken into consideration. This implies that patron's satisfaction is most times not always taken into consideration in the hotels. In many of the hotel industries, the major driver is profit making, which makes them most times to neglect the need to prioritize patron's satisfaction.

Table 7: Unconducive Environment

Unconducive Environment	Frequency	Percentage (%)
Strongly Agreed	1	1.3
Agreed	14	17.7
Disagreed	32	40.5
Strongly Disagreed	32	40.5
Undecided	0	0
Total	79	100

Source: Author's Field survey, 2019

The findings revealed that 1.3% and 17.7% of the respondents' strongly agreed and agreed respectively that the environment of the hotels are not always conducive whenever they visit while 81% disagreed and strongly disagreed respectively (table 7). This implies that the environment is always conducive and clean and attracts more patrons to the hotels. From the observation made during the visit to these hotels, it was discovered that the hotel environments were neat and aesthetically pleasing.

Table 8: Hotel's Operation Allows Patron's Suggestion on Maintenance Practices

Hotel's Operation Allows Patron's Suggestion on Maintenance Practices	Frequency	Percentage (%)
Strongly Agreed	29	36.7
Agreed	13	16.5
Disagreed	14	17.7
Strongly Disagreed	22	27.8
Undecided	1	1.2
Total	79	100

Source: Author's Field survey, 2019

Table 8 revealed that 36.7% and 16.5% of the respondents' strongly agreed and agreed respectively that patrons were allowed to give suggestion on maintenance practices in the hotels while 17.7% and 27.8% of the respondents' disagreed and strongly disagreed the assertion that patrons were not allowed to make suggestions regarding the maintenance practices in the hotels, meanwhile 1.2% of the respondents have no decision regarding this assertion which implies that patrons were not free to make suggestions on maintenance practices in the hotels. The rigidness of hotels operators to allow patrons to make necessary suggestions hampers the rate of development of many hotels making it difficult for them to perfect achieve customer's satisfaction.

V. Summary Of Findings And Conclusion

It could be summarized from the findings that the facilities in the hotels were adequate to a reasonable extent as stated by the respondents, maintenance culture employed by many hotels in Ado Ekiti is ineffective, we could see that the maintenance culture in many of the hotels are ineffective, hence, there sustainability could be said to be at stake, the furniture and fittings are always in good condition whenever they visit the hotels, the maintenance culture adopted in the hotels is not poor. However, patron's satisfaction is most times not always taken into consideration in the hotels. In many of the hotel industries, the major driver is profit making, which makes them most times to neglect the need to prioritize patron's satisfaction, the environment is always conducive and clean and attracts more patrons to the hotels while he rigidness of hotels operators to allow patrons to make necessary suggestions hampers the rate of development of many hotels. It can be concluded that, many of the hotel owners and operators in the developing countries still have a lot to do in order to ensure the effective delivery of services.

VI. Recommendations

It is recommended that the hotels in the study should prioritize effective delivery of services which will in turn boost their profit making, because without investment, there can never be gain. It is expected of the hotel owners to always get feedback and suggestions from the patrons, and not just getting it but also working on it as

much as possible. Hotels must domesticate the maintenance methods use by several developed countries in order to enhance their sustainability and effectiveness in the delivery of their services.

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