

Title: Factors influencing Hong Kong's hotel industry's customers satisfaction: An analysis of ABC Hotel Chain



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Content:

1. Summarized research proposal (RP)
2. Critically evaluate and critique: Analyse the strengths, weaknesses, and limitations of the study
3. An alternative approach in research design to address the shortcomings
4. The expected findings to enhance the knowledge, practice, and management

1. Summarized RP: Background

Tourism:

Oxfam (2012) mentioned “One of the world's biggest and fastest-growing sectors is tourism. In 2011, 980 million tourists traveled worldwide, a 4% rise over the year before. The tourism and allied industries account for 5% of the world's GDP, and 1 in 12 workers worldwide work in these sectors. The 48 poorest nations in the world rely heavily on tourism as a source of revenue. 2010 tourism revenue was 3.8 times higher than 2000. There is a constant emphasis on the advantages of tourism. Tourism may generate foreign cash, support infrastructure and jobs, and make use of a nation's own human and environmental resources, according to the United Nations World Tourism Organization. It is an effective strategy for reducing poverty in many developing nations.”

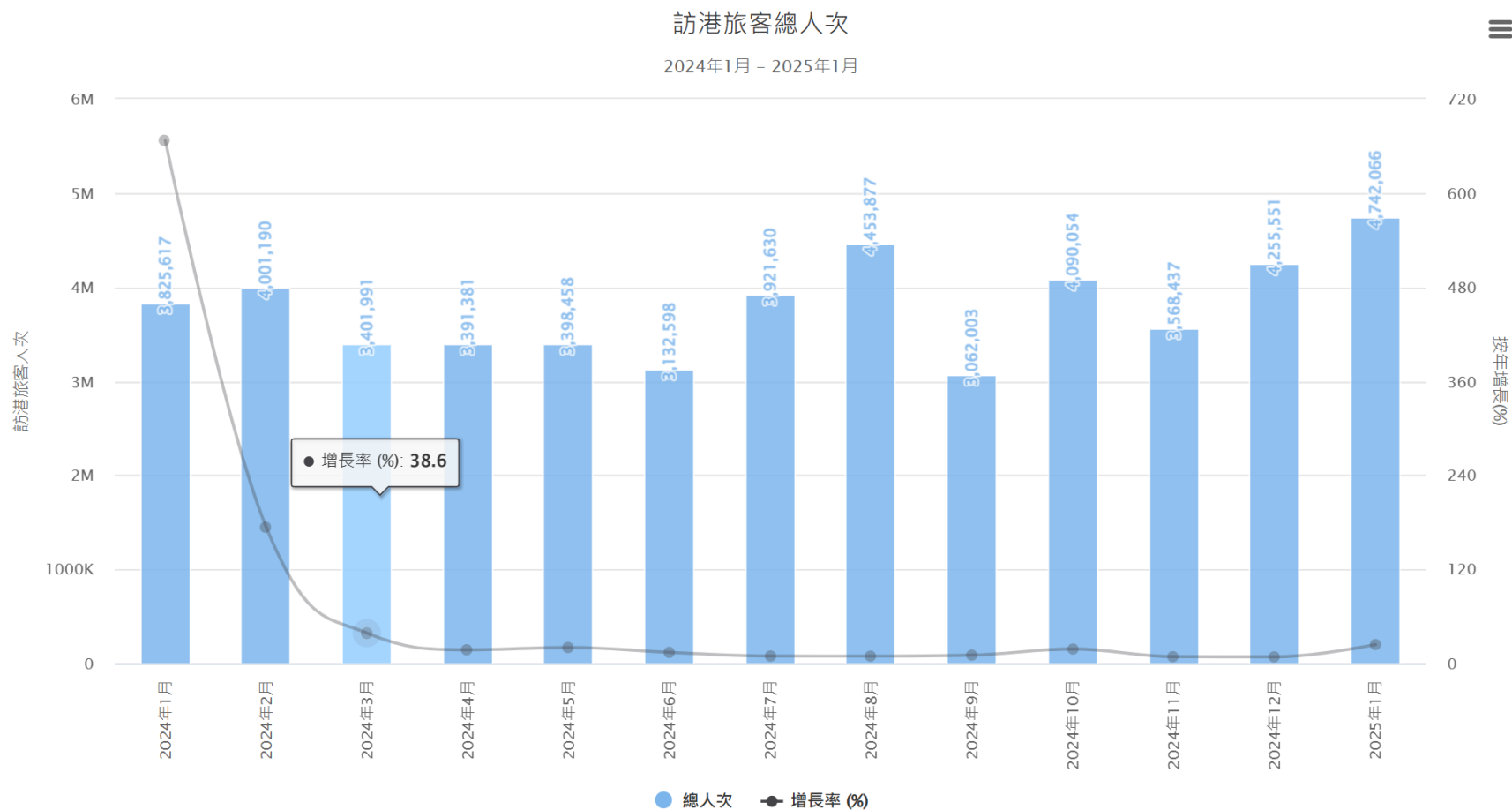
https://www.oxfam.org.hk/tc/f/what_we_do/27933/87870/Globalization_B.pdf

1. Summarized RP: Background

year	quarter	month	market regions / markets	total arrivals	year on year (yoy) growths (%)
2013 -	-	-	Total	54,298,804	11.7
2014 -	-	-	Total	60,838,836	12.0
2015 -	-	-	Total	59,307,596	-2.5
2016 -	-	-	Total	56,654,903	-4.5
2017 -	-	-	Total	58,472,157	3.2
2018 -	-	-	Total	65,147,555	11.4
2019 -	-	-	Total	55,912,609	-14.2
2020 -	-	-	Total	3,568,875	-93.6
2021 -	-	-	Total	91,398	-97.4
2022 -	-	-	Total	604,564	561.5
2023 -	-	-	Total	33,999,660	5523.8
2024 -	-	-	Total	44,502,787	30.9
Source : Immigration Department					

https://partnernet.hktb.com/tc/research_statistics/tourism_statistics_database/index.html

1. Summarized RP: Background



https://partnernet.hktb.com/tc/research_statistics/tourism_statistics_database/index.html

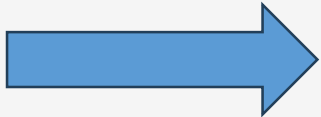
1. Summarized RP: Background

Value added and employment in respect of the Four Key Industries

Tourism is one of Hong Kong's main economic pillars. In 2023, tourism accounted for approximately 5% of GDP

	Value added at current prices								Employment						
	HK\$ million (1)				% share in GDP (2)				Number (3)				% share in total employment		
Year	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022
Four Key Industries															
(II) Tourism	9,200	2,300	11,100	75,300	0.4	0.1	0.4	2.6	49 000	22 500	29 600	145 600	1.3	0.6	0.5
(A) Inbound tourism	5,000	1,500	6,000	50,100	0.2	0.1	0.2	1.7	22 500	4 500	13 900	124 100	0.6	0.1	0.5
Retail trade	1,100	[-\$27]	400	10,100	0.0 [-φ32]	0.0 [-φ32]	0.0 [-φ32]	0.3	6 600	300	2 000	39 100	0.2	0.0 [-φ32]	0.0
Accommodation services	500	200	1,400	10,700	0.0 [-φ32]	0.0 [-φ32]	0.0 [-φ32]	0.4	3 600	900	4 800	25 000	0.1	0.0 [-φ32]	0.0
Food and beverage services	600	400	500	8,400	0.0 [-φ32]	0.0 [-φ32]	0.0 [-φ32]	0.3	4 000	2 000	2 800	39 700	0.1	0.1	0.0
Cross-boundary passenger transport services	2,200	800	3,400	14,600	0.1	0.0 [-φ32]	0.1	0.5	7 200	1 300	3 500	7 400	0.2	0.0 [-φ32]	0.0
Others	500	100	400	6,400	0.0 [-φ32]	0.0 [-φ32]	0.0 [-φ32]	0.2	1 200	200	800	12 900	0.0 [-φ32]	0.0 [-φ32]	0.0 [-φ32]
(B) Outbound tourism	4,200	800	5,100	25,100	0.2	0.0 [-φ32]	0.2	0.9	26 600	17 900	15 700	21 500	0.7	0.5	0.5

1. Summarized RP: Background

The tourism  economic and society in Hong Kong.

Satisfaction of customers to hotels' service affecting the tourism.

Increasing society's economy maximizes customer satisfaction and to earn profit guarantees.

1. Summarized RP: Background

The Hong Kong hotel industry has reached a saturated state. The total number of hotels in Hong Kong reached 321 of 2023. (Statista, 2024)



1. Summarized RP: Background

News 1:

‘Mainland Chinese tourists in Hong Kong complain about hotel charges for toiletries packed in plastic after ban on throwaway items comes into force’

Photo: At the Grand Hyatt in Wan Chai, a variety of eco-friendly hotel amenities are packaged.



(Source: <https://www.scmp.com/news/hong-kong/health-environment/article/3261453/mainland-chinese-tourists-hong-kong-complain-about-hotel-charges-toiletries-packed-plastic-after-ban>, Photo: [Xiaohongshu](#))

1. Summarized RP: Background

News 2:

‘Holiday Inn in TST faces complaints from mainland Chinese tourist over mandatory disposable item charges’

On social media, a mainland Chinese visitor bemoaned the Holiday Inn Golden Mile Hong Kong's TST policy of charging for throwaway goods, including razors that were left unused. The topic has generated a lot of debate among internet users, with some claiming that the hotels are charging exorbitant and unfair prices ([Dimsumdaily Hong Kong](#) -12:30AM Sat May 11, 2024).

1. Summarized RP: Background

News 3:

**‘How are Hong Kong’s 5-star hotels
adapting to single-use plastics ban?’**

**Industry worries over ‘bad
experience’ for guests’**

Despite a recent ban, the SCMP discovers that several of the most opulent hotels in the city have kept free plastic amenities for visitors, with some exceptions made during the changeover time. Leaders in the industry claim that many operators wish to avoid disturbing guests, which is a sharp contrast to certain low-cost hotels that infuriated guests with their fees (South China Morning Post, Lilian Cheng Published: 12:37pm, 11 May 2024)

1. Summarized RP: Background

The Consumer Council of Hong Kong reported on 06 February 2023

- Complaints increased by 111% to 2,573 cases in 2023
- The amount involved : 74% to \$17 million.
- Hotel reservations complaints (1,093 incidents) > > > more than 2.5 times (258%) over 2022.
- 63% more airline ticket complaints: totaling 986 cases.

1. Summarized RP: Background: Research aim & Research objectives

Research aim:

To explore major factors that affect customer satisfaction of ABC Hotel.

Research objectives:

The purpose of the study is to investigate the key elements that influence ABC Hotel patron satisfaction. Additionally, the study's goal is to investigate the following elements to raise patron satisfaction with the ABC Hotel in Hong Kong:

1. To conduct a review of the literature on customer satisfaction aspects;
2. To examine and determine the elements of consumer satisfaction that influence it;
3. To use analytical techniques to investigate the connection between the factors that have been discovered and customer satisfaction; and
4. To suggest that ABC Hotel address its disparities in light of the research's conclusions.

1. Summarized RP: Data

The target population, research design, sampling strategy, data collection technique, data analysis, validity and reliability analysis, and limits will all be covered.

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1. Summarized RP: Sampling

The survey of population

300 surveys from patrons of the ABC Hotel chain who >18 years old.

Method of sampling (Sharma, G., 2017)

Convenience random sampling will be used to choose ABC Hotel chain patrons who are older than eighteen.

Pilot study (Etikan, I. and Babatope, O., 2019)

Prior to administering the questionnaire survey, it will be carried out. Thirty ABC Hotel patrons will be chosen at random as a sample.

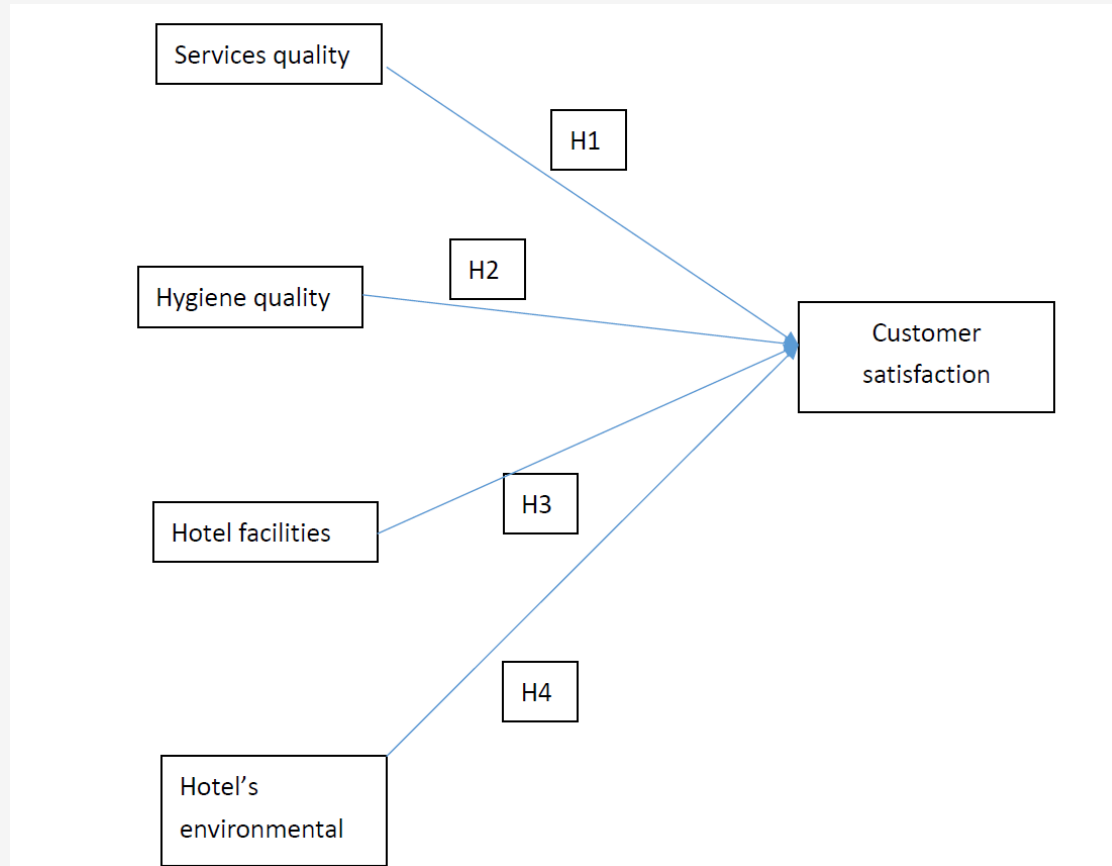
1. Summarized RP: Research design

Research design (HU, C.-P. and CHANG, Y.-Y., 2017)

Using a questionnaire and a logical method, we will examine influential elements in customer-generated ABC Hotel evaluations. Through data collection, analysis, interpretation, and conclusion, the **quantitative research** approach evaluates the study's results and determines whether the hypothesis is accepted or rejected.

1. Summarized RP: Methodology

Conceptual framework (Lola Kleisari and Evangelia N. Markaki, 2020)



Hypothesis 1, (H1): Customer satisfaction and the dimension of service quality variables are significantly correlated.

Hypothesis 2, (H2): Customer satisfaction and the service quality factor dimension are significantly correlated.

Hypothesis 3 (H3): Customer happiness and the dimension of hotel amenities and equipment are significantly correlated.

Hypothesis 4 (H4): Customer satisfaction and the environmental aspects of the hotel's commercial district are significantly correlated.

1. Summarized RP: Contribution and outcome

Appraising user satisfaction is a fundamental step for investigating the quality of hotel services to consumers' satisfaction. Services of hotel can be classified into four aspects: 'Services Quality', 'Hygiene Quality', 'Hotel Facilities', and 'Hotel's Environment'.

Analyzing the ranks of performance and importance of the different aspects is useful for determining the priority of resources allocation, especially when the hotel management budget is constrained in hotel services. A holistic evaluation of hotel services also needs to examine the levels of input resources. The use of a cost performance plot, as demonstrated using the empirical data, can help hotel services to optimize the use of resources for achieving good hotel services to achieve customers' satisfaction for hotel services.

This knowledge will contribute to the existing literature on customers' behaviour and help industry stakeholders to develop effective strategies for promoting the good quality services of hotels in Hong Kong.

Because customer pleasure and patronage are influenced by a wide range of intricate circumstances, a thorough grasp of the underlying causes cannot be obtained using quantitative research approaches. The outcomes of this study will have greater credibility if both qualitative and quantitative methodologies are used.

Future research can build upon the limitations outlined in this study. The sample bias in this study might be lessened with larger sample sizes in subsequent studies. To find out if consumer happiness varies with the seasons, the study might also be repeated at different times of the year. Additionally, customers' perceptions of significance and performance traits in four managerial quadrants might be examined by applying significance-Performance analysis across the three hotel sectors.

1. Summarized RP: Research significance

Research significance

For ABC Hotel to keep up with shifts in the consumer market and consumption concepts, the research is a crucial prerequisite.

- To modify hotel marketing tactics,
- To raise the standard of services and facility hardware,
- To determine the best room pricing plans, etc.
- To successfully raise hotel guests' satisfaction levels; and
- To be based on the capabilities, new hotel services, and hotel staffing optimization.

1. Summarized RP: Research problem

Research problem:

ABC Hotel is loss of customers resulting in a declined business and thinner profits.

2. Critically evaluate and critique:

Strengths:

1. Investigating the quality of hotel services to consumers' satisfaction. Classified into four aspects: a)Services Quality b)Hygiene Quality c)Hotel Facilities d)Hotel's Environment'.
2. Relevant Theoretical Framework can analyze the consumer behavior.
3. Practical implications can raise the standard of services and facility hardware.

2. Critically evaluate and critique:

Weakness:

1. Few literature review provided much little previous studies.
2. 300-person sample size was quite modest that may be bias because the limited sample size.
3. The ABC Hotel is the focus of this study, not typically indicative of the hotel sector in HK.

2. Critically evaluate and critique:

Limitations of the research

The breadth and content of this study analysis of ABC Hotel satisfaction are constrained due to time constraints. Overall, there are still several issues with this study.

1. This study lacks a thorough grasp of the circumstances and actions of ABC Hotel because of the research's constrained time and analysis level.
2. The study is initially the 300-person sample size was quite modest. There may be sample bias because of the limited sample size.
3. The poll was carried out outside of Hong Kong's slow travel season. During busy times, hotel services may perform differently.
4. The ABC Hotel is the focus of this study, which is not typically indicative of the hotel sector in Hong Kong.

2. Critically evaluate and critique:

Improvement:

- 1.To enhance literature review for consumer satisfaction and behavior to strengthen the theoretical foundation.
2. Increasing sample size to improve the precise.
- 3.The poll was carried out all travel season. Including slow travel season and busy times for assessment of hotel services performance.

3. An alternative approach in research design to address the shortcomings

Use quantitative research when:



Testing hypotheses and relationships between variables based on existing theories or previous research.



Generalizing findings to a larger population or making statistical inferences.



Conducting large-scale studies with a large sample size for increased statistical power.



Examining the prevalence, frequency, or distribution of a phenomenon in a population.



Conducting research that requires numerical comparisons, measurements, or quantifiable data.



Providing evidence for policy-making or decision-making processes that require robust statistical evidence.



Use mixed methods research when:



Seeking a holistic and nuanced understanding of a research problem by combining qualitative and quantitative data.



Exploring complex research questions that require multiple perspectives or levels of analysis.



Conducting research that can benefit from triangulation, where data from different sources are used to validate or corroborate findings.



Exploring the "what" and "how much" aspects of a phenomenon through quantitative data, while also examining the "how" and "why" aspects through qualitative data.



Conducting research that involves both exploration (qualitative) and confirmation (quantitative) phases.

3. An alternative approach in research design to address the shortcomings

Mixed methods Method:

- Collection and analysis of both quantitative and qualitative data
- Integration of the data during the collection process
- Theoretical model serving as a research framework

4. The expected findings to enhance the knowledge, practice, and management

- For investigating the quality of hotel services to consumers' satisfaction. Services of hotel can be classified into four aspects: 'Services Quality', 'Hygiene Quality', 'Hotel Facilities', and 'Hotel's Environment'.
- Analyzing performance and importance of the different aspects is useful for determining the priority of resources allocation.
- Contribute to the existing literature on customers' behaviour and help industry stakeholders to develop effective strategies for promoting the good quality services of hotels in Hong Kong.
- Because customer pleasure and patronage are influenced by a wide range of intricate circumstances, a thorough grasp of the underlying causes cannot be obtained using quantitative research approaches. The outcomes of this study will have greater credibility if both qualitative and quantitative methodologies are used.
- Future research can build consumer happiness varies with the seasons and customers' perceptions of significance and performance traits in four managerial quadrants might be examined by applying significance-Performance analysis across the three hotel sectors.

4. The expected findings to enhance the knowledge, practice, and management

No.	Activity	Duration
1	Research related books, Journals, article, etc. and literature review	42 weeks
2	Define the conceptual framework and hypothesis	2 weeks
3	Research method and pilot survey questionnaire for quantitative research	8 weeks
4	Pilot questionnaire collection and conduction of interview for qualitative research and data analysis	8 weeks
5	Conduct reliability and validity, review and content writing	8 weeks
6	Final survey questionnaire and conduct data analysis	8 weeks
7	Final report writing	8 weeks
8	Conclusion, limitations and recommendation	8 weeks
9	Final revision, reference and appendix	8 weeks
10	Submission of research project	2 week

Research plan of work and timetable

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Thank you

Q & A

