

EXPLORING DIMENSIONS OF ACCOMMODATION SERVICES' IN THE HOSPITALITY INDUSTRY

Ogbe, Akong Blessing Ph.D

Department of Hospitality and Tourism Management, Faculty of Administration
and Management Sciences. University of Calabar. Calabar – Nigeria
blessingconsults@gmail.com

Esu, Fidela Basse Ph.D

Department of Continuing Education and Development Studies
University of Calabar. Calabar, Nigeria

and

Esu Basse Benjamin

Department of Hospitality and Tourism Management, Faculty of Administration
and Management Sciences. University of Calabar. Calabar – Nigeria
Basseyesu1964@gmail.com

Abstract

This study explores the dimensions of accommodation service in hospitality industry. The research was motivated by the need to develop a set of attributes that reliably represent the phenomenon call “accommodation services”. The descriptive research design was adopted. Exploratory Factor Analysis techniques were employed to generate underlying dimensions of accommodation services. Five dimensions were produced, namely: (accommodation information system, accommodation warmth, accommodation tangibility, accommodation security and accommodation promotion). It was recommended that; destination managers should incorporate the five dimensions of accommodation services in their service strategy to enhance effective service delivery.

Keywords: Accommodation services' dimension, hospitality industry, accommodation information system, accommodation tangibility, accommodation security, accommodation promotion.

1.0 Introduction

Accommodation plays a vital role as one of the apex components of the hospitality sector. According to Deng, Yeh, and Sung (2013), one of the largest components of the tourism sector is accommodation. Accommodation establishment is one of the largest industries, growing internationally, because it is the largest employer of labour in the world and one of the major contributors to Gross Domestic Product (GDP) in many countries (Ray, 2015). It is one of the basic needs of any tourism *system*. *To a layman accommodation* means, a building or part of a building that is used for commercial or non-commercial purposes, but not as a factory for industrial purposes. A common usage of the term in the business of hospitality refers to “accommodation services” as, a room, house, or space which offers lodging for a guest to sleep, stay, and live. This view present accommodation services types as comprising hotels, guest houses, motels, resorts, cottages, hostels, life care, inns, lodges, and all-suites just to mention but a few. Each of these divisions within the accommodation industry has the unique characteristic that distinguishes it from the others. For example, before a commercial establishment or unit is acknowledged as an accommodation, it must fulfil the basic requirements of having at least six letting rooms and a separate private bathroom attached to each of the rooms (Talabi & Broman, 2015).

This study explores the multifaceted nature of accommodation services attributes, an area characterised by ongoing debates and phenomenological inconsistencies among scholars. The existing literature reveals a lack of consensus regarding the dimensions that comprise accommodation services. This underscores the need for further research to understand the underlying structure of the term. To address this gap, this study aims to develop a comprehensive framework for understanding the dimensions of accommodation services, thereby providing clarity and resolving the extant discrepancies in the literature. For example, related studies in this area are lacking in scope as they used only fewer variables in measuring accommodation service as this can be seen in Amissah 2013; Patporn & Nyamya, 2014; Kofi, Kafui & Opoku, 2015; Azman, Yusrizal & Mohd, 2016; and Achmad & Sugeng, 2018) and Patporn and Nyamya (2014), Kofi, Kafui and Opoku (2015), Azman, Yusrizal and Mohd (2016), Faizan, Kashif, Rupam and Hyeon-Mo (2017), and Achmad and Sugeng (2018) respectively. These studies were concerned in using miniature attributes in measuring accommodation service but did not attempt to establish varied dimensionalities in measuring accommodation service attributes. This study is concerned with the problem of exploring the dimensions or attribute in accommodation services. Such information would impact effective service delivery within the accommodation service sector, which is a critical concern of this research.

2.0 Literature review

2.1 Theory

The System theory, was found intractably necessary in providing a theoretical basis for this study. The theory which was propounded by Ludwig von Bertalanffy (1968), provides interdisciplinary framework for studying complex interconnected systems of focusing on the whole rather than individual parts. The theory assumes that systems whether technological, natural or social possess exceptional dimensions arising from the interconnection of components, rather than just their sum. System theory helps move from a reductionist approach to a holistic perspective, allowing for better prediction and management of complex systems. The theory provides a framework for analyzing complex systems and their interconnected components. In the context of accommodation services or attributes, systems theory helps in the understanding of the multifaceted nature of accommodation service attributes and their influence on guest satisfaction or experiences. The key concepts of system theory in accommodation service attributes include:

Interconnectedness: accommodation services comprise various components like housekeeping, front desk, food and beverage that interact and influence one another. Failure in one part often affects others and the whole service system.

Holism: the entire service experience is more than the sum of its individual components which means that a whole is greater than sum.

Feedback or Service Adjustment loops: guest feedback and satisfaction influence service adjustments and improvements. Service provider use feedback to maintain stability. Guest feedback on service attributes informs adjustments to service delivery that influence future guest experiences. By applying systems theory, practitioners and scholars can develop a more comprehensive understanding of accommodation services attributes and improve overall guest experiences.

The theory is relevance to the study because it helps in the reduction approach to a general perspective, allowing for better decision making and management of complex systems of

complex interactions and interdependencies between various components of accommodation services.

2.2 Review of Empirical Literature

From the literature review seen in Table I below, several authors have measure accommodation dimension or attributes service in diverse themes and scope.

Nkene, Nkiendem. Essomme and Fokeng. (2018) and Sangeetha and Sooriya (2019) measured accommodation dimensions or attributes using value for money and cleanliness. Nkiendem (2018) and Essomme and Fokeng (2018), as well as Sangeetha and Sooriya (2019), focused on measuring accommodation dimensions or attributes using value for money, cleanliness and responsiveness. Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015) and Patporn and Nyamya (2014) measured accommodation dimensions or attributes using empathy. Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015) and Patporn and Nyamya (2014), Faizan, Kashif, Rupam and Hyeon-Mo (2017) measured accommodation dimensions or attributes using Reliability. Noticeably, these studies employed a limited set of attributes to measure accommodation service, but failed to explore potential variations in dimensionalities for measuring accommodation dimension or attributes.

Table 1: Variables of accommodation establishment attributes found in extant literature

S/N	Variables	Authors	Number of frequencies
1	Empathy	Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015) and Patporn and Nyamya (2014)	5
2	Reliability	Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015) and Patporn and Nyamya (2014), Faizan, Kashif, Rupam and Hyeon-Mo (2017)	6
3	Responsiveness	Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015), Patporn and Nyamya (2014), Faizan, Kashif, Rupam and Hyeon-Mo (2017)	5
4	Assurance	Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015)	4
5	Tangibility	Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016)	3
6	Customer satisfaction	Patporn and Nyamya (2014), Faizan, Muslim and Kisan (2017), Faizan, Kashif, Rupam and Hyeon-Mo (2017)	3
7	Products	Dilpazir and Amin (2015), Loo and Leung (2016)	2
8	Price	Loo and Leung (2016), Faizan, Muslim and Kisang (2017),	2
9	Epistemic value	Patporn and Nyamya (2014), Faizan, Muslim and Kisang (2017)	2
10	Place	Loo and Leung (2016)	1
11	Promotion	Loo and Leung (2016)	1
12	People	Loo and Leung (2016)	1
13	Process	Loo and Leung (2016)	1
14	Physical evidence	Loo and Leung (2016)	1
15	Location	Sangeetha & Sooriya (2019)	1
16	Food	Sangeetha & Sooriya (2019)	1
17	Facilities	Sangeetha & Sooriya (2019)	1
18	Room	Sangeetha & Sooriya (2019)	1
19	Safety	Sangeetha & Sooriya (2019)	1

Table 1 Continue

Variables of accommodation establishment attributes found in extant literature

20	Service	Sangeetha & Sooriya (2019)	1
21	Value for money	Sangeetha & Sooriya (2019)	1
22	Cleanliness	Sangeetha & Sooriya (2019), Dilpazir and Amin (2015)	2
23	Valence	Faizan, Kashif, Rupam and Hyeon-Mo (2017)	1
24	Waiting time	Faizan, Kashif, Rupam and Hyeon-Mo (2017)	1
25	Sociability	Faizan, Kashif, Rupam and Hyeon-Mo (2017)	1
26	Safety and security	Dilpazir and Amin (2015)	1
27	Staff performance	Dilpazir and Amin (2015)	1
28	Prompt Service provided	Dilpazir and Amin (2015)	1
29	Staff knowledge	Dilpazir and Amin (2015)	1
30	Ambience and interior decoration of the hotel	Dilpazir and Amin (2015)	1
31	Price charged by the hotel	Dilpazir and Amin (2015)	1
32	Parking facility provided by the hotel	Dilpazir and Amin (2015)	1
33	Location of the hotel	Dilpazir and Amin (2015)	1
34	Quality of food provided	Dilpazir and Amin (2015)	1
35	Geographical location	Atsutey and Tandoh-Offin (2013)	1
36	Economic and Cultural characteristics of the individual doing the evaluation	Atsutey and Tandoh-Offin (2013)	1
37	Tangible/Ambience	Patporn and Nyamya (2014)	1
38	Tangible/space and function	Patporn and Nyamya (2014)	1
39	Tangible/sign	Patporn and Nyamya (2014)	1
40	Symbol artifact reliability	Patporn and Nyamya (2014)	1
41	Functional value for/quality	Patporn and Nyamya (2014)	1
42	Functional value for money	Patporn and Nyamya (2014)	1
43	Emotional value	Patporn and Nyamya (2014)	1
44	Social value	Patporn and Nyamya (2014)	1
45	Variety of menu	Anawade and Bendale (2016)	1
46	Space for parking	Anawade and Bendale (2016)	1
47	Vehicle facility for the tourists	Anawade and Bendale (2016)	1
48	Physical environment	Faizan, Muslim and Kisang (2017)	1
49	Communication	Faizan, Kashife and Hyeon-mo (2017)	1
50	Price fairness	Abdullah wamy and Rostum (2018)	1

Source: Researcher's compilation (2021).

3.0 Methodology

The study adopted inductive research approach. The rationale for choosing inductive research approach is based on the fact that, it does not involve the formulation of hypotheses.

It only deals with the research objectives, research questions that need to be achieved during the research process and the review of literature in the study area. Qualitative research strategy was used to produce the list of variables that mirror the term “accommodation services” from extensive literature review. The qualitative process produced 51 words which formed the basis and content of items used in this survey. The justification for using quantitative method at this point is because the variables were measure using interval skill. This study therefore adopted the mixed research strategy. The data analysis techniques employed was Factor analysis, because it determines the underlying structure of accommodation services. Construct and factorial validity were established through exploratory factor analysis (EFA) with varimax rotation on the accommodation attributes. Measurement items were adapted from related studies on accommodation service literature (Amissah 2013, Patporn & Ngamya 2014, Azman, Yusrizal & Mohd 2016; Anawade & Bendale 2016; Rupam & Hyeon-mo 2017; Achmad & Sugeng 2018 and Gunsekar & Sudhakar 2019). Internal consistency reliability method estimated how well a set of items on a test correlate with one another; that is, how related the items on a test form are to each other. Value of inter-item correlation below 0.3 was not acknowledged.

4.0 Data analysis and results

4.1 Exploratory factor analysis

Exploratory Factor Analysis was done to determine the underlying structure of the dimensions of accommodation establishment attributes. The analysis was done with the aid of the Statistical Package for Social Sciences (SPSS) software. The preliminary data analysis show parameters that met the cut-off points that signalled construct reliability. Kaiser-Meyer-Olkin of Sampling Adequacy = 0.900.

Bartlett's Test of Sphericity/Approx. Chi-Square = 7983.572

DF = 1225

Sig. = 0.000

Using Eigenvalues greater than 1 and varimax with Kaiser Normalization rotation method shows that the constructs used to measure guests' satisfaction were extracted under one component. The independent variables, constructs extracted, all had factor loadings greater than 0.5. See details in Table 2 This meets the guiding rule which maintains that for an instrument to be usable, the average factor loadings for each of its constructs should exceed 0.5 (Hair et al., 2010). The initial Eigenvalues showed that 48.347 per cent of the total variance is explained by the component. The table equally shows that Kaiser- Meyer-Olkin of Sampling Adequacy (KMO) is greater than 0.05. Hence, it indicates that the sampling is adequate and there is no problem with normalization. Bartlett's Test of Sphericity significant (.000) therefore, indicates that the variables are seemly for the configuration findings. Besides, the component matrices are greater than the threshold of 0.3, which is acceptable, according to Hair et al (2010).

The constructs can then be considered usable measures of accommodation service attributes for the achievement of guests' satisfaction, **as presented in**

Furthermore, Table 2 shows the rotated component, matrix. The entire factors loaded at values above 0.5. As a result, the method of Principal Component Analysis (PCA) was adopted, while employing the VARIMAX rotation that reduced the 50 variables to five main

underlying dimensions or components, which accounted for accommodation service attributes.

Factor one (1) loaded twelve (12) items which include telephone service, internet facilities, luggage handler, free breakfast, non-smoking room, feedback, wakeup call, safety signs, swimming pool, COVID protocols, staff dress and first aid kit respectively. Factor two (2) loaded eight (8) items, which include location, clean room, warmly welcome, garden, hygienic toile, décor, restaurant and staff friendliness respectively.

Factor three (3) loaded five (5) items, which include basic amenities, immediate response, furniture, housekeeping and adequate staff respectively.

Factor four loaded five (5) items, which include found policy, security personnel, emergency response, food orders and quality food respectively.

Factor five loaded four (4) items, which include car hire services, tourism information, Sport Facilities services and website.

Table 2: Factor analysis rotated component matrix^a

	Component				
	1	2	3	4	5
Telephone service	.747				
Internet facilities	.747				
Luggage Handler	.666				
Free Breakfast	.660				
Non Smoking Room	.656				
Feedback	.549				
Wakeup Call	.535				
Safety Signs	.532				
Swimming Pool	.531				
COVID Protocols	.525				
Staff Dress	.524				
First aid Kit	.518				
COVID Knowledge					
Location		.714			
Clean Room		.691			
Warm welcome		.682			
Garden		.635			
Hygienic toilet		.604			
Décor		.574			
Restaurant		.544			
Staff Friendliness		.506			
Lobby					
Parking Space					
Accurate Billing					
Knowledgeable Staff					
Refrigerator System					
Spacious Room					
Quick check					
Basic Amenities			.607		
Immediate Response			.604		
Furniture			.583		
Housekeeping			.523		
Adequate Staff			.521		
Communication Skill					
Price Worthwhile					
Flyers					

Quality Pillows	
Found Policy	.609
Security Personnel	.593
Emergency contact	.556
Food Orders	.527
Quality Food	.503
Menu	
Exit Points	
Linens	
Car hire Services	.743
Tourism Information	.681
Sport Facilities services	.665
Hotel website	.517
Online Booking	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 12 iterations.

Source: Analysis by the researcher, 2021, with the aid of SPSS output.

5.0 Discussion of findings

A careful examination of the items loaded in each of the dimensions guided the researcher in renaming the factors/ dimensions or attributes produced by exploratory factor analysis. See details in TABLE 3. Subsequently, the five (5) factors (latent constructs) were renamed to reflect the relationship with the latent factors where they were factored or loaded. The new dimensions of accommodation services were produced and renamed as follows; accommodation information system, accommodation warmth, accommodation tangibility, accommodation safety and security and accommodation promotion. A cautious scrutiny of the items loaded in each of the dimensions guided the researcher in renaming the factors/dimensions. See details in TABLE 3

Factor one (1) was renamed as *accommodation information system* because the items loaded have similar characteristics. Accommodation information system factors include telephone service, internet facilities, luggage handler, free breakfast, non-smoking room, feedback, wakeup call, safety signs, swimming pool, COVID protocols, staff dress and first-aid kit respectively. This finding is not in support of the work of Nkiendem (2018) and Essomme and Fokeng (2018), as well as Sangeetha and Sooriya (2019), who focused on measuring accommodation dimensions or attributes using value for money, cleanliness and responsiveness.

Factor two (2) was renamed as *accommodation warmth* because the items loaded have similar characteristics or perform close functions. The following items which fall under accommodation warmth are location, clean room, warm welcome, garden, hygienic toile, décor, and restaurant and staff friendliness respectively. This finding partially supports the work of Nkene, Nkiendem. Essomme and Fokeng. (2018) and Sangeetha and Sooriya (2019), who measure accommodation dimensions or attributes using cleanliness only.

Factor three (3) was renamed as *accommodation tangibility* because the items loaded have similar characteristics. Accommodation tangibility factors include basic amenities, immediate response, furniture, housekeeping and adequate staff respectively. This finding did not align with the work of Amissah (2013), Achmad and Sugeng (2018), Azman, Yusrizal and Mohd (2016), Kofi, Kafui and Opoku (2015) and Patporn and Nyamya (2014) who measure accommodation dimensions or attributes using Empathy only.

Factor four (4) was renamed as *accommodation security* because the items loaded have similar characteristics. Thus, they are accommodation security. Accommodation security factors include found policy, security personnel, emergency response, food orders and quality food respectively.

Factor five (5) was renamed as *accommodation promotion* because the items loaded have similar characteristics. Thus, they were called accommodation promotion. Accommodation promotion factors include car hire services, tourism information, sport facilities services and hotel websites respectively.

The five factors of dimension of accommodation service attributes produced explicate the characteristics/constructs that the factors represent. The underpinning of this five dimensions was to give direction on how to measure accommodation service attributes and reduce inconsistency and disagreement levels among authors.

However, TABLE 3 further explains the individual item's mean in the table. The highest mean loading was 4.26, which fall under restaurant items, followed by food quality with a mean of 4.16 and furniture with a mean of 4.15 See detail in TABLE 3.

Subsequently, the entire factors loaded at values above 0.5. The highest factors loading with 74.7 per cent are telephone services and internet service followed by car hire services with 74.3 per cent and then location, with 71.4 per cent as, well as clean room with 69.1 per cent and among others.

Table 3: Renaming the dimensionality of accommodation establishment attributes

S/NO	Items/Renamed dimensions	Individual item mean	Factor loading	Communalities	Composite Reliability
Factor 1	Accommodation information system				0.890
A1	Telephone service	4.01	.747	.643	
A2	Internet facilities	3.92	.747	.623	
A3	Luggage Handler	3.90	.666	.568	
A4	Free Breakfast	3.70	.660	.526	
A5	Non-Smoking Room	3.95	.656	.495	
A6	Feedback	3.85	.549	.564	
A7	Wakeup Call	3.59	.535	.598	
A8	Safety Signs	3.93	.532	.524	
A9	Swimming Pool	3.81	.531	.484	
A10	COVID Protocols	3.88	.525	.507	
A11	Staff Dress	4.03	.524	.505	
A12	First-aid Kit	3.61	.518	.567	
Factor 2	Accommodation warmth				0.835
B1	Location	4.08	.714	.531	
B2	Clean Room	4.15	.691	.514	
B3	Warm welcome	4.25	.682	.517	
B4	Garden	4.12	.635	.475	
B5	Hygienic toilet	4.17	.604	.513	
B6	Décor	4.10	.574	.432	

B7	Restaurant	4.26	.544	.512
B8	Staff Friendliness	4.24	.506	.447
Factor 3	Accommodation tangibility			0.771
C1	Basic Amenities	4.21	.607	.556
C2	Immediate Response	4.08	.604	.584
C3	Furniture	4.15	.583	.468
C4	Housekeeping	4.10	.523	.397
C5	Adequate Staff	4.06	.521	.449
Factor 4	Accommodation security			0.722
D1	Found policy	4.07	.609	
D2	Security personnel	4.09	.593	
D3	Emergency contact	3.96	.556	
D4	Food orders	4.06	.527	
D5	Food quality	4.16	.503	
Factor 5	Accommodation promotion			0.757
E1	Car hire services	3.76	.743	.615
E2	Tourism information	3.18	.681	.572
E3	Sport facilities/ services	3.87	.665	.583
E4	Hotel websites	3.83	.517	.548

Source: Analysis by the researcher, 2021.

4.3 Summary of findings

The study focused on Analysis of the Dimension or attributes of Accommodation Services in hospitality industry.

Accommodation information system comprise components such as telephone service, internet facilities, luggage handler, free breakfast, non-smoking room, feedback, wakeup call, safety signs, swimming pool, COVID protocols, staff dress and first-aid kit. These attributes influence guest satisfaction and overall experience.

Accommodation warmth consists of attributes such as location, clean room, warmly welcome, garden, hygienic toilet, décor, restaurant and staff friendliness. These attributes will help enhance service delivery.

Accommodation tangibility consists of attributes like basic amenities, immediate response, furniture, housekeeping and adequate staff. This interaction influences guest overall experience.

Accommodation security factor comprise components like found policy, security personnel, emergency response, food orders and quality food. These attributes will increase operational efficiency in accommodation service delivery.

Accommodation promotion comprise components like car hire services, tourism information, sport facilities/services and hotel websites that interact and influence one another.

5.0 Conclusion

The result of exploratory factor analysis produced five dimensions of accommodation service attributes or elements namely: Accommodation information system, accommodation warmth, accommodation tangibility, accommodation security and accommodation promotion. The principle of reduction processes was taken into consideration in generating dimensions that subsequently formed what represents the underlying structure of the construct in this study known as dimensionality of accommodation service attributes or elements.

6.0 Recommendations

From the result of this study, it was recommended that accommodation marketers, managers and industry practitioners should adopt the five factors or elements produced by the exploratory factor analysis to project accommodation service attributes in hospitality industry. This will help improve service integration and consistency.

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