

WORLD ENVIRONMENTAL CONSERVATION CONFERENCE 2023

CLIMATE CHANGE PARTNERSHIP ACTIONS FOR SUSTAINABLE FUTURE AND RESTORING LIFE ON EARTH

Proceedings of the 6th edition of World Environmental Conservation Conference

18th – 21st October, 2023

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Production of Proceedings

Netlink Environmental Conservation Organisation
Room 21 Abubakar Adamu Building
Federal University of Technology, Akure.
Design and Printing of Proceedings
Maryj Printing Press
ACAD Fagbote Filling Station Akure-Ilesha Expressway
Phone number: +23407063411658

Copies of Proceedings

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ISSN: 2705-2850

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PREFACE

There is a growing concern on the adverse impacts of climate on biodiversity. This phenomenon is greatly manifested in form of shifting weather patterns threatening global food security, health and species existence. Humanity is at the receiving end of the consequences of climate change hence there is a need to step up actions on all fronts- overtime, everywhere all at once.

This calls for collaboration, partnership and networking to strengthening synergy among relevant stakeholders in a bid to tackling climate change menace. This forms the basis for the theme of this year world Environmental conservation conference: **CLIMATE CHANGE PARTNERSHIP ACTIONS FOR SUSTAINABLE FUTURE AND RESTORING LIFE ON EARTH**. The theme is conceived with a view to create an interface for information sharing and offer opportunities for participants to refine their commitments and pledges in the quest to achieving Sustainability in the face of climate change.

This year World Environmental Conservation Conference is memorable in the sense that it received overwhelming funding from the host - West African Science Service on Climate Change and Adapted Land use). WASCAL is posed to provide information and knowledge at the local, national and regional level to cope with the adverse impacts of climate change. Thus, this conference will offer opportunities for participants to learn from good practices demonstrated and showcase by WASCAL during the course of the conference. It will also strengthen staff-student exchange and provide prospect for Doctorate Research Doctoral Research in West Africa Climate System Programme (DRP WACS) – WASCAL among others.

Special appreciation goes to the management of The Federal University of Technology, Akure the host institution, National Park Service and African Regional Center for Space Science and Technology Education-English (ARCSSTE-E) that co-host this conference. We equally acknowledge other private, individual and corporate organizations that have contributed towards the success recorded in this event.

All the submitted articles were subjected to strict double blind peer-review process by the reviewers that are experts in the area of the particular submitted manuscript. The accepted manuscripts are published in WECC 2023 proceedings and also available for download on the organization website (www.necorn.org).

The accepted manuscripts fall within the underlisted subthemes:

- Climate change adaptation strategies in Agriculture, Forestry and Other Land Use (AFOLU)
- Climate smart city and architectural landscape design
- Retrofitting and decarbonization in tourism and hospitality industry
- Indigenous knowledge and local innovation in climate change adaptation
- Climate risk management, health, safety and hygiene
- Carbon credit-offset marketing/circular economy
- ICT development in environmental conservation (image processing and acquisition, computer vision, graphics, speed, interface technology, HMD devices, GIS: Body Tracking, AI and IOT, VRT, IVE).

We commend our keynote speaker Prof. Douda Kone Director Capacity Building Department, WASCAL Headquarter, Ghana and other guest speakers Prof. Babatunde Rabi, Director General, Chief Executive Office, African Regional Centre for Space Science and Technology Education-English (ARCSSTE-E) and Dr. Goni I. M., Conservator General National Park Service.

It is hoped that researchers, students and policy makers will find the papers in this book very useful. Even though all the papers were reviewed and edited, the content and option expressed remain essentially that of the authors and not necessarily that of Netlink Environmental Conservation Organization.

Dr. Oladeji S. O.

President Netlink Environmental Conservation Organization

Convener World Environmental Conservation Conference

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HOTEL LOCATION AS A KEY DETERMINANT OF HOTEL PERFORMANCE

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ABSTRACT

Location has long been acknowledged as an important factor influencing hotel performance in the hospitality industry. This research looks into the complex relationship between hotel location and various performance indicators. Using a thorough examination of existing literature and empirical data, this study sheds light on the numerous ways in which a hotel's geographical location influences its success. The study begins by delving into the various aspects of hotel performance, including financial metrics, guest satisfaction, and operational efficiency. It then delves into the role of location in shaping these performance indicators. As key determinants of a hotel's performance, factors such as proximity to tourist attractions, accessibility, neighbourhood characteristics, and competition are investigated. In addition, this study looks into the role of technology and data analytics in optimising hotel location decisions. It demonstrates how advanced tools can help with site selection, pricing strategies, and targeted marketing efforts, resulting in improved hotel performance. The study's findings show that a hotel's location affects not only revenue generation but also guest experiences and operational costs. It emphasises the significance of a well-informed location strategy that corresponds to the hotel's brand identity and target market. Finally, this study emphasises the complex interplay between hotel location and performance in the dynamic and competitive hospitality industry. It provides valuable insights for hotel owners, operators, and investors looking to make informed site selection decisions and leverage technology to maximise their hotels' success potential.

Keywords: Hotel Location, Hotel Performance, Hospitality Industry, Geographical Positioning, Guest Satisfaction

INTRODUCTION

Hotel location significantly impacts global performance, occupancy rates, room rates, and guest satisfaction. It has been a fundamental factor in the hospitality industry for centuries, and its significance remains crucial for hotel success. Soh and AkramAbdulraqeb (2023). In mediaeval Europe, inns and coaching houses were strategically located along trade routes and highways for travelers. Success was tied to proximity to transportation. Grand hotels in 19th-century cities, like The Ritz, attracted affluent clients due to their central locations. In the late 19th and early 20th centuries, resort hotels in natural settings, such as the Grove Park Inn and The Broadmoor, thrived. Coastal areas, like the French Riviera and the Italian Amalfi Coast, became popular for relaxation and ocean views. The late 20th and early 21st centuries saw a surge in hotels near convention centres and business districts, catering to business travellers and conference attendees. Airport hotels have become crucial, while historic locations offer unique selling points and cultural experiences, attracting guests interested in history and heritage tourism. Historical hotel locations attract travellers interested in history and culture, but zoning and regulatory considerations can impact hotel development. Preserving architectural and cultural heritage is crucial for maintaining appeal and evolving with changing travel trends and preferences. The Nigerian Tourism Development Corporation, established in 1992 to promote the hotel industry, has been instrumental in improving facilities and amenities, but its functioning remains a concern Ogunkoya *et al.*, (2021).

Pereira-Moliner *et al.* (2021) found that a hotel's geographical location significantly impacts its performance in occupancy rates, revenue generation, guest satisfaction, and profitability in the hospitality industry. Yang and colleagues (2017) found that hotels located near popular tourist attractions, business districts, transportation hubs, and other demand generators tend to have higher occupancy rates and revenue. MoresoAspelund and Hermundsdottir (2020) highlighted that pricing strategy, market positioning, and overall performance can all be influenced by the competitive environment in a specific location. High competition can result in lower room rates and narrower profit margins, whereas low competition can provide pricing power. Manuel and Maria (2023) found that hotel proximity to restaurants, shopping centres, entertainment venues, and public transportation significantly impacts guest satisfaction, leading to higher repeat business. Furthermore, Abou (2023) highlights the importance of understanding and capitalising on seasonal patterns in hotel locations, such as beachfronts, ski resorts, and event-centric areas, for performance optimization. Likewise, Fallah and colleagues (2022) explored the impact of local regulations on hotel operating costs and profitability, emphasising the importance of compliance for long-term performance. Odeku (2020) highlights the importance of well-maintained roads and public transportation infrastructure in Nigeria, where the country's numerous tourist attractions rely heavily on road transportation for smooth and safe travel. This article explores Nigeria's poor road quality

as a barrier to tourism growth, highlighting its impact on the country's growth and development. It discusses causes, solutions, and recommendations for road repair and maintenance to promote tourism, safety, development, and sustainability.

Ivkov (2019) stated that hotels in disaster-prone areas face disruptions that can have an impact on performance. Risk management and sustainability practices must be adequate. The hotel industry is especially vulnerable as tourists avoid affected areas, causing physical damage and economic risk. The study, based on survey responses from 63 hotel managers in 12 European countries most affected by natural disasters, emphasises the importance of resilience in such areas. The study explores hotel resilience to natural disasters using a multi-capital predictor-based approach. Findings suggest managers' experience, duration, and organisational size positively impact resilience. Recommendations include anticipating and adapting efficiently.

Murniati *et al.* (2022) highlight the role of hotel location in marketing and branding strategies, particularly in tourism. They suggest that focusing on budget travel trends can boost economic growth and community empowerment. Millennials prefer budget travel and digital technology for booking hotels and transportation. To meet the needs of the digital age, tourism managers need to optimise marketing, especially in hotels. A book, *Hotel Marketing Strategy in Digital*, presents theory and practice, written by academics and practitioners. This book serves as a reference for hospitality academics, practitioners, researchers, and planners, providing strategic marketing materials for the digital era based on the author's experience in economics and hospitality.

Valentin and O'Neill's 2018 study reveals that hotel location significantly impacts occupancy rates, with properties closer to the city centre gaining market value premiums. However, proximity and accessibility also impact market value. Ng (2019) analyses hotel pricing strategies in Georgetown, Penang, focusing on competition, seasonality, and local demand patterns. Data from agoda.com shows average pricing peaks before public holidays, with hotels with higher star ratings being more sensitive.

Baquero's (2023) study explores the influence of hotel facilities on customer satisfaction, revealing that satisfaction is influenced by facility perceptions, personnel, and business organizations. Family income moderates the relationship, with high-income customers experiencing more intense satisfaction. Narine *et al.*'s 2015 study on Spanish hotels' financial performance during crises found that revenue is the most significant factor, despite factors like category, size, and chain affiliation not fully explaining these differences.

Adagba and Shakpande's (2017) study examines the influence of local regulations, taxes, and environmental factors on Nigerian hotel performance, finding the external environment more relevant for strategic management. The Nigerian government's increased regulatory role in some sectors, despite promoting private sector participation, is exacerbated by external factors like high capital costs and tax systems. Arenhart *et al.*'s (2023) systematic review examines quantitative data in hotel performance assessment, focusing on environmental efficiency, financial performance, social analysis, and global performance details, identifying research gaps and potential areas for further study.

Altin's 2018 study reviews performance management literature in the hospitality industry, revealing a lack of structure and few studies on hotel performance criteria. This study examines performance management literature in the hospitality and tourism industries, offering insights for researchers to redesign research agendas and address ontological and epistemological issues. Assaf's 2017 study reveals hotel performance is influenced by educational system quality, government support, disposable income, and international arrivals, with competition, tax rates, and fuel prices as barriers. And Magatef and Tomalieh (2015) define non-financial performance as positive outcomes, while financial performance involves revenue and profit maximisation, while hotel performance encompasses operational, brand, market, and research performance. Kotler and Keller (2008) assert that customer satisfaction is influenced by a product's performance, with below-expected satisfaction leading to dissatisfaction and exceeding expectations leading to satisfaction. While Sumari (2013) highlights growth as a corporate strategy, aiming to increase sales, assets, and net profits, marketing performance measures the impact of this strategy on hotel performance.

Haktanır and Harris emphasize the need for understanding business context in independent hotels to measure performance, focusing on guest experience, customer satisfaction, and employee performance. Performance measurement may be less successful for non-French companies due to cultural differences.

Managers should focus on marketing, guest satisfaction, employee morale, and staff development for effective performance measures in the hotel industry, including their participation in balance scorecards and implementing specific trading operations (Ivankovič&Jerman, 2011). The hotel industry values value for guests and employees, making performance measurement a significant challenge. However, overstated measurements can be problematic due to the desire to specify everything. Jochen de Peuter (2021) suggests that traditional methods like occupancy percentages and return on investment may be misleading and proposes six X-factors: finance, sales, asset management, service excellence, innovation, and safety and health.

Akintade *et al.* (2022) highlight the importance of hotel selection in the hospitality sector, highlighting the need for understanding customer behaviour and parameters for making a well-chosen hotel. The study focuses on analysing hotel selection characteristics for sustainable tourism development in Nigeria, focusing on the relationship between behavioural intention, hotel selection criteria, and customer satisfaction, highlighting the importance of globalisation in tourism.

METHODOLOGY

Study Area

This study area covered the entire Ekiti State. Ekiti State is located in Nigeria's southwest geopolitical zone. The three Senatorial Districts namely in Ekiti State; Ekiti Central, Ekiti North, and Ekiti South were covered during this study. The Ekiti, whose ancestors migrated from Ile-Ife as a people, formed one of the largest ethnic groups in Yoruba land. Ekiti is culturally homogeneous, and they speak a dialect of the Yoruba language known as Ekiti. The homogeneous nature of Ekiti confers on the state some uniqueness among the states of the federation. Slight differences are noticeable in the Ekiti dialect of the Yoruba language spoken by the people. This is informed and influenced by their spatial locations, especially the border communities to other states. In addition, most towns in Ekiti State take a common suffix, "Ekiti," after their names. The main staple food of the people of Ekiti is pounded yam with vegetable soup. Ekiti men are predominantly farmers, but women engage in trading. Ekiti as a people settle in nucleus urban patterns, well linked with a network of roads. The State can boast of more than 127 large and small, ancient, and modern towns, located on hills and valleys that characterize the state from which the confinement takes its name, Ekiti, that is, 'Okiti' meaning hill. Ekiti State apart from the fact that it is the only state with a warm spring in Nigeria is the watershed and source of some prominent rivers such as Ero, Ose, Ogbese, and others. Ekiti State consists of sixteen Local Government Areas. They are Ado-Ekiti, Ikere, Oye, Gbonyin, Efon, Ekiti East, Ekiti South-West Ekiti West, Emure, Ido-Osi, Ijero, Ikole, Ilejemeje, Irepodun/Ifelodun, Ise/Orun, and Moba. Oyinloye *et al* (2023)

Sample Size and Sampling Procedure:

The study adopted the use of a multistage sampling procedure in selecting the hotel guests and managers or hotel owners. A convenient sampling technique was used to select managers or hotel owners in respective hotels that were used for this study; this formed the last stage. The hotel owners and managers are core management staff expected to have relevant information on the hotel operations. In stage one, a purposive sampling technique was used to select two local government areas from each of the three senatorial districts. Also in the second stage, the purposive sampling technique was used in this stage to select two towns from each of the two local government areas early selected. A random sampling technique was used in stage three to select five hotels from each town selected in stage two. In the same vein, a convenient or accidental sampling technique was used to select 20 customers in each of the five aforementioned hotels in each town. In the fifth stage, a convenient sampling technique was also used to select the either owner or manager of the hotel in each hotel selected.

Analytical procedure

Descriptive statistics which include frequency and proportions was used to summarize the respondents' socio demographic characteristics. Central tendency and measure of dispersion was also used. The information was also represented by table only. The analysis was carried out by using analysis of variance (ANOVA) to test the significance different of hotel location and hotel performance; the significant relationship between hotel service quality and customers' loyalty tested by chi-square, while hypothesis one was tested using logistic regression analysis method under the probability $P < 0.05$ which was taken as the minimum level of significance.

RESULTS AND DISCUSSION

Table 1 described the socio-demographic characteristics of respondents. The age distribution revealed that 58(4.8%) of the respondents were between age bracket 20yrs and below, 259(21.6%) of the respondents were between age bracket 21-30yrs, 649(54.1%) of the respondents were between age bracket 31-40yrs, 117(9.8%) of the respondents were between age bracket 41-50yrs, while 117(9.8%) of the respondents were between age bracket 51yrs and above. Majority of the respondents 783(65.3%) were males, while 417(34.8%) of the respondents were females. Majority of the respondents 566(47.2%) were single, 548(45.7%) of the respondents were married, while 72(6.0%) of the respondents were divorced. Majority of the respondents 1083(90.3%) had the tertiary education as their highest level of education, 87(7.3%) of the respondents had the secondary education as their highest level of education, while 15(1.3%) of the respondents had the primary education as their highest level of education. Majority of the respondents 537(44.8%) receives a monthly income that ranges between ₦80,000 - ₦150,000, 420(35.0%) of the respondent receives a monthly income that ranges between ₦20,000 - ₦40,000, 128(10.7%) of the respondents receives a monthly income that ranges between ₦40,000 - ₦80,000, while 115(9.6%) of the respondents receives a monthly income that ranges between ₦150,000 and above.

Will location of hotel proportional to the hotel performance metrics?

Table 1: Socio-Demographic Data of the Guests

| Variables (n=1200) | Categories | Freq | (%) |
|--|-----------------|---------|------|
| Gender | Male | 78365.3 | |
| | Female | 41734.8 | |
| Age | 20yrs& below | 58 | 4.8 |
| | 21-30years | 259 | 21.6 |
| | 31-40years | 649 | 54.1 |
| | 41-50years | 117 | 9.8 |
| | 50yrs & above | 117 | 9.8 |
| Marital status | Single | 566 | 47.2 |
| | Married | 548 | 45.7 |
| | Divorced | 72 | 6.0 |
| | Others | 14 | 1.2 |
| Highest Educational level | Non-formal | 15 | 1.3 |
| | Primary | 15 | 1.3 |
| | Secondary | 87 | 7.3 |
| | Tertiary | 1083 | 90.3 |
| Approximate level of income per month | 20,000-40,000 | 420 | 35.0 |
| | 40,000-80,000 | 128 | 10.7 |
| | 80,000-150,000 | 537 | 44.8 |
| | 150,000 & above | 115 | 9.6 |

The Figure 1 below presented the number of rooms in each hotel visited with respect to senatorial districts. Ekiti central senatorial district had a hotel with highest number of room (90) however, two hotel have 18 rooms which was the least in Ekiti central senatorial district. The highest number of room in Ekiti north senatorial was 47 and the hotel with least number of room had also had 18rooms. In Ekiti south senatorial district, the number of room in a hotel was five while highest number of room 24. The average number of rooms in Ekiti central, Ekiti north and Ekiti south senatorial districts were calculated to be 43, 29 and 13 respectively.

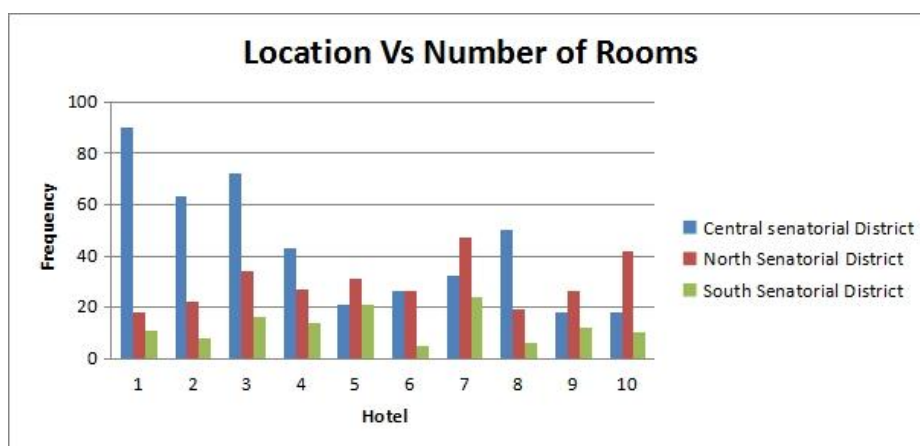


Figure Total Number of Rooms in Each Hotel

The bar of location versus number of guests per month was shown in Figure -. The Ekiti central senatorial district recorded highest number of guest with value of 249 while the least guests recorded in the 10 selected hotels was 21. The average number of guests recorded in Ekiti central senatorial district was 78. In Ekiti north senatorial district, the highest number of guest accommodated in a hotel was 106 in a month while the minimum guests mentioned 14, whereas the average number of guests accommodated in Ekiti north senatorial district was 43. The average number of guests visited hotels in Ekiti south senatorial district was 26 with least number of visited guested to be as low as 9 and the highest number of guests visited was 48 in a month.

Table 2 described how service quality is positively related to the satisfaction of the guests. Majority of the respondents 1142(95.2%) agreed that overall, the value of this hotel experience is good, while 58(4.8%) of the respondents disagreed. Majority of the respondents 1101(91.7%) agreed that the hotel provides high quality services, while 99(8.2%) of the respondents disagreed. Majority of the respondents 1127(94.0%) agreed that they are satisfied with their hotel stay, while 73(6.1%) of the respondents disagreed. Majority of the respondents 970(80.8%) agreed that the value that this hotel offers for its high price, while 230(19.2%) of the respondents disagreed. Majority of the respondents 1073(89.5%) agreed that the overall quality of this hotel's services is good, while 127(10.6%) of the respondents disagreed. Majority of the respondents 1127(93.9%) agreed that they have a pleasant experience during their stay in the hotel, while 73(6.1%) of the respondents disagreed. Majority of the respondents 1015(84.6%) agreed that the quality of this hotel could be considered superior when compared to other hotels, while 185(15.5%) of the respondents disagreed. Majority of the respondents 1073(89.4%) agreed that they are satisfied with the services of this hotel, and they will say positive things about it to other people, while 127(10.6%) of the respondents disagreed.

Table 2: Effects of hotel service quality and customer satisfaction on hotel performance

| S/N | ITEMS | SA | A | D | SD |
|-----|--|------------|------------|------------|----------|
| 1 | Overall, the value of this hotel experienced is good | 446(37.2%) | 696(58.0%) | 58(4.8%) | — |
| 2 | The hotel provides high quality services | 466(38.8%) | 635(52.9%) | 71(5.9%) | 28(2.3%) |
| 3 | I am satisfied with my hotel stay | 375(31.3%) | 752(62.7%) | 73(6.1%) | — |
| 4 | The value that this hotel offers for its high price | 406(33.8%) | 564(47.0%) | 215(17.9%) | 15(1.3%) |
| 5 | The overall quality of this hotel's services is good | 321(26.8%) | 752(62.7%) | 127(10.6%) | — |
| 6 | I am satisfied with the value I received for the price I paid at this hotel | 261(21.8%) | 838(69.8%) | 101(8.4%) | — |
| 7 | I have a pleasant experience in my stay in hotel | 400(33.3%) | 727(60.6%) | 73(6.1%) | — |
| 8 | Generally, I feel good about this hotel | 316(26.3%) | 841(70.1%) | 43(3.6%) | — |
| 9 | The quality of this could be considered superior when compared to other hotels | 550(45.8%) | 465(38.8%) | 170(14.2%) | 15(1.3%) |
| 10 | I am satisfied with the services of this hotel, and I will say positive things about it to other people. | 432(36.0%) | 641(53.4%) | 99(8.3%) | 28(2.3%) |

Table 3 described the first highlighted attribute of service quality. Majority of the respondents 1185(98.8%) agreed that the hotel is conveniently located and easily accessible, while 15(1.3%) of the respondents disagreed. Majority of the respondents 1082(90.2%) agreed that the hotel has appealing interior and exterior decoration, while 118(9.9%) of the respondents disagreed. Majority of the respondents 1114(92.9%) agreed that the hotel is equipped with modern and comfortable furniture with attractive lobby, while 86(7.2%) of the respondents disagreed. Majority of the respondents 1129(94.1%) agreed that the hotel rooms are very clean and comfortable and are in quiet and calm atmosphere, while 71(5.9%) of the respondents disagreed. The overall tangibility score revealed 93.5%.

Table 3: Service quality in relation to hotel location attribute in terms of Tangibility

| S/N | Tangibility | SA | A | D | SD |
|-----|---|--------------|------------|-----------|----------|
| 1. | The hotel is conveniently located and easily accessible | 607(50.6%) | 578(48.2%) | 15(1.2%) | _____ |
| 2 | Has appealing interior and exterior decoration | 623(51.9%) | 459(38.3%) | 103(8.6%) | 15(1.3%) |
| 3 | The hotel is equipped with modern and comfortable furniture with attractive lobby | 403(33.6%) | 711(59.3%) | 86(7.2%) | _____ |
| 4 | Neat & professional appearance of front office staff | 434(36.2%) | 667(55.6%) | 99(8.3%) | _____ |
| 5 | Rooms are very clean and comfortable and are in quiet and calm atmosphere | 345(28.8%) | 784(65.3%) | 43(3.6%) | 28(2.3%) |
| 6 | Overall result | 5,611(93.5%) | | 389(6.5%) | |

Hypothesis 1: There is no significant difference between location and hotel performance in Ekiti State, Nigeria.

Table 4: Analysis of Variance showing hotel performance in terms of location

| Variable | Source | Sum of squares | df | Mean square | F | P-value |
|--------------------------------|----------------|----------------|--------|-------------|-------|---------|
| No of rooms | Between Groups | 4691.400 | k-1=2 | 2345.700 | 9.31 | 0.001 |
| | Within Groups | 96801.800 | N-k=27 | 251.919 | | |
| | Total | 11498.200 | N-1=29 | | | |
| Average number of guest /month | Between Groups | 12421.067 | k-1=2 | 6210.533 | 3.430 | 0.048 |
| | Within Groups | 48890.800 | N-k=27 | 1810.770 | | |
| | Total | 61311.867 | N-1=29 | | | |
| Ave. income generated/ month | Between Groups | 8.382 | k-1=2 | 4.191 | 3.977 | 0.031 |
| | Within Groups | 28.453 | N-k=27 | 1.054 | | |
| | Total | 36.835 | N-1=29 | | | |

Source: Field survey, 2022

Table 4 presented the analysis of variance involving hotel performance in three senatorial districts in Ekiti State. It depicted that F values of number of available rooms, average number of guests per month and average amount of income generated per month were (Fc = 9.31, 3.43 and 3.977) at 0.05 level of significance. There was enough strong piece of evidence to reject all the null hypotheses, meaning that there were significant differences among the mean scores of the hotel performance in the three senatorial districts. The implication of this result is that hotels' location have significant role to play in hotel performance.

Hypothesis 1: There is no significant association between service quality and customer satisfaction.

Table 5: Relationship between service quality and customer satisfaction

| Quality service | Satisfaction | | Degree of freedom | P | X ² |
|-----------------|--------------|------|-------------------|---------|----------------|
| | Low | High | | | |
| Tangibility | 399 | 801 | 7 | 418.766 | 0.00017 |
| Reliability | 399 | 801 | 7 | 336.026 | 0.00021 |
| Responsiveness | 399 | 801 | 7 | 477.626 | 0.01000 |
| Assurance | 399 | 801 | 8 | 343.299 | 0.00300 |
| Empathy | 399 | 801 | 10 | 484.937 | 0.00125 |

N=1200, P<0.05

Source: Field survey, 2022

Table 5 described the relationship between service quality of hotels and customers' satisfaction. Tangibility indicated p values of 418.766 and chi-square value of 0.00017 which is less than alpha value of 0.05, it is significant, the null hypothesis is rejected hence there is no associated between tangibility and customers' satisfaction. In the same vein, reliability indicated p values of 3360026 and chi-square value of 0.00021 which is less than alpha value of 0.05, it is significant, the null hypothesis is rejected hence there is no associated between reliability and customers' satisfaction. Again, responsiveness indicated p values of 4.77.626 and chi-square value of 0.0100 which is less than alpha value of 0.05, it is significant, the null hypothesis is also rejected hence there is no associated between responsiveness and customers' satisfaction. And, assurance indicated p values of 343.299 and chi-square value of 0.00300 which is less than alpha value of 0.05, it is significant, the null hypothesis is hereby rejected hence there is no associated between assurance and customers' satisfaction. While lastly, empathy indicated p values of 484.937 and chi-square value of 0.00125 which is less than alpha value of 0.05, it is significant, the null hypothesis is rejected hence there is no associated between empathy and customers' satisfaction.

Result obtained from this study indicate that hotel location significantly impacts hotel performance, with prime locations near transportation hubs, tourist attractions, and business districts attracting more guests. Seasonal variations in demand also influence hotel performance, making it crucial for a hotel's success. This is in agreement with Wong, *et al.* (2020) findings where that hotel location affects fluctuations in demand, with beachfront hotels experiencing summer peak demand and city centers experiencing higher occupancy rates. High hotel saturation can lead to intense price competition, while underserved or emerging markets may offer competitive advantages.

Previous studies on the use of hotel performance is influenced by proximity to local attractions, amenities, and brand. Hotels near popular tourist sites, restaurants, shopping centers, or entertainment attract more guests. Locations should align with brand and target market preferences, ensuring a vibrant local experience, consistent with the report of this studies, Ng, (2021).The hotel's performance is influenced by its location, infrastructure, and local regulations, which affect its guest satisfaction, profitability, and operating costs, with zoning laws and labor regulations varying by location.Customer satisfaction is the vitalelement that brings the business to be successful. When customers are satisfied, theirrepurchase or revisit intention will be increased. Hence, it will bring the continuous increaseof profitability for the hotel as well. When the luxury hotel provides personalization serviceto their guests, it will lead to higher customer satisfaction. Hotel location's vulnerability to natural disasters and environmental factors impacts performance. Adequate risk management and disaster preparedness are crucial. The digital era allows hotels to reach a global audience through effective online marketing.

CONCLUSION AND RECOMMENDATIONS

Understanding the connection between hotel location and hotel performance is vital for the hospitality industry's success. This research aims to shed light on this complex relationship through a comprehensive analysis of various location factors and their impact on hotel performance. The findings of this study have practical implications for hotel management, investors, policymakers, and academia, ultimately contributing to the enhancement of the hospitality sector. In summary, the relationship between hotel location and performance is intricate and multifaceted. The success of a hotel depends on how well its location aligns with its target market, the competitive landscape, local amenities, and various external factors. A strategic and well-researched choice of location is essential for maximizing a hotel's performance and profitability.

In summary, the connection between hotel location and hotel performance suggests that a hotel's geographic placement is a critical factor that can determine its success in the industry. Hoteliers must carefully consider their location in relation to their target market, competition, and the local environment to optimize their performance and achieve their business goals. It is therefore recommended that Market Research and Analysis, Target Audience, Accessibility and Competitive Landscape in other to boost their return on investment and enhance their access to credit and increase their marketing capacity.

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