SERVICE QUALITY OF HOTELS AS A DRIVER OF BEACH TOURISM, LANDMARK HOTEL, LAGOS STATE, NIGERIA

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ABSTRACT

People visit beach for different reasons. Beach areas that have different fascinating structures and facilities will attract people chiefly for the purpose of fun. Most beaches that have been developed for tourism have hotels sited on such beaches or very close to such beaches. The study was aimed at examining the dimensions of service quality as drivers of beach tourism in Lagos. The sample size for this study is 195 respondents as determined using cochran's formula. The research instrument used for data collection was questionnaire. It was evident that there is impressive patronage at the resort because the tourists' perception of the resort and its facilities is largely positive, therefore the respondents enjoyed spending time on the landmark's hotel and the beach. Based on the mean aggregate scores of the variables of service quality examined for this study, it was evident that landmark hotel has a higher level of assurance, followed by reliability and then empathy. Therefore, it is no brainer that customers are and will be motivated to continually visit landmark hotel because they get impressive level of assurance each time they visit landmark hotel.

Keywords: Assurance, Reliability, Empathy and beach tourism.

Introduction

Beaches have been transformed for various purposes, especially tourism. Beaches are endearing to many people that love waterbodies. Therefore, beaches in some destinations have been protected, maintained and embellished with different facilities that could be used to further draw people to beach sides and also satisfy their leisure desires. Mensah (2021) noted that the development of beach is inclusive of building facilities as well as assets such as a resort, a hotel, an apartment, seaport, marinas as well as road networks and defense wall and different projects capable of nourishing the beach. The fact that some beaches have been developed enough to attract people for tourism has necessitated the building of lodging facilities for some tourists that would prefer to spend the night around the beach. Therefore, in recent times hotels have been built on and around beaches. Beaches being tourism assets implies that they are capable of meeting leisure desires of the tourists and also enhancing economic life of the communities where they are located or surrounding communities. Botero *et al.,* (2014) noted that beaches are germane assets for tourism and they significantly contribute to the economies of the tourism sites. The more tourists visit tourism beaches the more they will spend money at these beaches, which implies that the money will be distributed and redistributed on and around the beach.

Service quality could be used to describe the extent to which customer(s) get satisfied by the service of

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an organization. It is usually determined by experiences of the customers. According to Paraskevas and Remenyi (2008) service quality is a critical factor for determining tourist satisfaction and it plays a key role in shaping perception of the overall tourist experience. In the tourism sector, service quality is a major factor of influencing tourists' satisfaction as well as tourists' general experience at a tourism site. The fact that tourism is basically an experience driven sector means that it is important to ensure that tourists have positive experience after leaving a tourism destination. According to Parasuraman *et al.,* (1985) service quality is composed of five dimensions: tangibles, reliability, responsiveness, assurance and empathy. Each of these dimensions have indicators that determines service quality. Wilson and Liu (2008) noted that irrespective of the essence of the beach market, beach leisure activities have garnered little attention in economic literature. Different researches have been conducted with respect to service quality and the hospitality sector, such as Kukuh et al., (2023), Pawestri et al., (2023), Fency (2018), Mensah (2021), Olasehinde et al., (2021), George (2023), amongst others. It is notable that there is a gap vis-à-vis studies underpinning beach tourism to service quality, precisely in landmark beach and resort, Lagos State, Nigeria. Therefore, this study was aimed at examining service quality of hotels as a driver of beach tourism at Landmark Beach, Lagos, Nigeria.

Literature Review
Beach tourism

Beach tourism depict actions and experiences connected with tourists visits as well as tourists enjoyment at the beach. Beach tourism implies leisure trips to a beach area. Prabpriree *et al.,* (2016) noted that beach areas are tourism attractions that are

naturally beautiful with warm climatic condition, landscape, cultures as well as management of tradition. Beach tourism is a tourism activity that is common in areas with big bodies of water, especially, sea, ocean and rivers. It is done where there is impressive quality and quantity of water for people to enjoy, especially to sunbath, bath, swim and different water recreation. Climate Service Centre Germany and Blue Flag Programme (2023) observed that people visit the coast and beach sides for various reasons, like boating, to sail, to kite surf, to wind surf, to snorkel, to fish, to watch birds and whale. The various exciting activities at the beach for tourists have led to a burgeoning of the numbers of tourists visiting the beach. Sivadasan (2018) opined that beach tourism is amongst the fast-developing tourism that gives room for tourists' enjoyment and experience (sea, sun and sand).

Beach tourism as a core tourism attraction is essentially a natural tourism. This is because, in the first instance what fascinates and pulls people to beach areas are the water body, aquatic animals and in some cases the sand dunes. Kirubashini and Ameen (2019) opined that components of beach tourism are beach sand, waves, security and the visible sight of the beach. However, in a bid to give tourists more pleasurable experiences, Government or investors construct different ancillary facilities and attractions at the beach. These ancillary facilities are usually inclusive or clubs, bars, hotels and restaurants and so on. Kukuh et al., (2023) asserted that the facilities on ground at Pasir Putih Parbaba Beach include different amenities, such as, parking lots, lodging amenities, waste management facilities, pavilions with shades, eateries as well as different merchants. Pawestri et al., (2023) noted that beach tourism sites (which is essentially a natural attraction) are different from artificial attractions that require a lot of development, precisely, physical development. All together these ancillary facilities enhance the aesthetic of the beach and therefore draw more people to the beach.

Naturally, the sight of a beach is impressive, captivating and beautiful. Kukuh et al., (2023) noted that beach tourism offers tourists many beautiful experiences to appreciate, such as natural landscapes that could captivate people around the beach as well as different facilities available for leisure. For some people, the pristine sight of the beach is enough to attract them to the beach, while, the ancillary cum embellishing facilities of the beach are germane is attracting some people to the beach. Giorgio et al., (2018) asserted that beach goers that have interest in natural, undisturbed and far destinations do not get worried about beach facilities in these far destinations, however, beach facilities are compulsory in urban beaches and are usually necessary for families.

However, for these two categories of people that visit the beach, the water quality is important, because both of them should either directly or indirectly have contact with the beach water. Quality of water is one of the most germane conditions for choosing a beach in USA and Turkey (McKenna et al., 2011) could be underscored by visual aspects such as colour, lack of algae, floating litter and so on. The colour of water is dependent on both natural and human factors, such as; i) water-dynamic characteristics, for instance, the presence of an energetic wave period which could impact water turbidity via the removal of sediments. ii) bottom and beach sediments, for instance, fine sediments are easily suspended as well as supports turbidity, however, gravels, pebbles and rocky bottom support cleanness of water and iii) currents that can carry into the beach significant vegetation debris (Rangel-Bultrago et al., 2017).

Beach tourism has enormous impacts on the beach community and members of the beach community. The impacts of beach tourism to communities have been positively and negatively significant, because, as it is capable of attracting gains, it is also capable of causing devastation to the communities. Pawestri et al., (2023) noted that for attracting tourists, tourism destinations, especially beaches cannot be disregarded because of its significant contributions to the economy. Beach tourism just like other forms of tourism has the capacity to generate wealth and also enhance wealth distribution in the beach community and surrounding communities. Olawuyi and Posun (2021) noted that it is trite that the development of Bowers tower and its supporting facilities for tourism could easily enhance the economy of the community. Olawuyi (2022) asserted that tourism is highly topical and it has become the main income earner for many Nations. In Europe, coastal tourism has significant importance in various EU member State economies, with a broad impact on financial growth, employment as well as social development.

2.2.3 Service Quality

It is typical of customers and tourists to generally look forward to the service quality attributes of an organization. Muhkles (2017) noted that service quality essentially means the extent to which an enterprise meets or goes beyond customer's expectation. Therefore, before a customer could assert that he/she has experienced service quality, his/her expectations about the services of organization must have been met and surpassed. Zhang (2016) described service quality from the perception of providers of services as the extent to which characteristics of services align to the organization's specifics and requirement, while from the consumers' trajectory it means whether rendered services met or surpassed the anticipations of consumers. If services rendered to consumers aligns with the set mission, vision and goals of an organization, then such organization could easily assert that it had rendered quality service to customers. Mansour et al., (2018) asserted that there are various service providers' inclined and consumers' inclined perceptions of service quality which could emanate from profit making

organizations. There have been different models for measuring service quality established by different scholars. Mukhles (2007) noted that there has been discordance amongst scholars with respect to the measurement of service quality, therefore, various established measurements are SERVQUAL, SERVPERF, INTERSERVQUAL and INSQPLUS. It is however notable that SERVQUAL have been more engaged in past researchers and it was also operationalized for this study. Yarimoglu (2014) observed that the SERVQUAL instrument has been majorly engaged in measuring customer's perception of service quality and it is made of five dimension or indicators. Bello and Idowu (2023) noted that being a confirmed service quality's measurement SERVQUAL could also be engaged in analysing the origin of organization's challenges. Service quality can be used to explain the extent to which consumers desires are met via delivered service by the service providers.

The dimensions of service quality based on SERVQUAL model are explained below;
1) Tangibles: These are equipment and facilities that could be touched, used, repaired and discarded. Blery et al., (2009) noted that within the purview of service quality tangibles are equipment (sounds as well as audios), hardware facilities as well as their outlook (ambience, lights, air-condition, arrangements of seats) and the service individuals with their uniforms. Nasution (2016) and Kocoglu (2021) submitted that consumers evaluation of service quality depends on how it looks to them vis-à-vis real buildings, equipment, as well as tools necessary for delivering services and representing services.
2) Reliability: It simply implies the capacity of an organization to deliver reliable services to their customers. Bello and Idowu (2023) noted that reliability implies the capacity of a service provider for instance hotels to make available truthful and consistent services.
3) Assurance: It is underscored by the services of an organization that builds the confidence and trust of customers in such organization. Bello and Idowu (2023) asserted that assurance depicts service quality with respect to the extent of the knowledge as well as courtesy exhibited by the organization's staff members in making available services to customers.

4) Responsiveness: This implies the ability of the service providers to promptly attend to inquiries and needs of customers. Adil (2023) noted that responsiveness depicts the capacity of hotels to immediately attend to and meet guests' inquiries. Bello and Idowu (2023) noted that responsiveness depicts the willingness of staff members to help consumers and avail them with prompt services.
5) Empathy: This implies the ability of the organization and its staff members to be able try to envisage the feelings of the customers.

There are many benefits associated with an organization operationalizing servicing quality in meeting customers' needs and desires. Mukhles (2017) opined that there are a lot of advantages that could be attained via service quality, for instance, the establishment of customer satisfaction, contribution to image of organizations, establishment of customers loyalty as well as provision of competitive advantages to organizations. Walker (2016) noted that when quality is the driver of the successes of a hotel, quality gives room for business entities to catch up with and meet contemporary quality level, meet customers quality criteria, retain staff members via competitive compensation events, as well as keeping up with contemporary technologies.

Methodology
Landmark beach remains one of Lagos fascinating and beautiful natural attractions. It is sited along the coastline in Lagos, Nigeria. It has significant proximity to the Oniru's Royal family beach. It is almost one hour drive from Eko hotel. On the beach are impressive structures, precisely, Shiro restaurant, Hard Rock Cafe, Landmark event centre and Landmark hotel. The population for this study are the tourists at landmark beach and resort, Lagos State, Nigeria. Questionnaire structured in the light of the objectives of the study was used to elicit pertinent data from the respondents. The questionnaires were filled out by both male and female tourists although most were filled by male tourists who visit the beach. The study area was purposively selected and respondents were selected using convenient sampling. The sample size was calculated using the modified cochran's formula for determining sample size, explained as follows:

$$n = \frac{z^2 pq}{e^2} \qquad n = \frac{(1.96)^2(0.5)(0.5)}{(0.07)^2} = 196$$

Data Interpretation and Discussion

Table 1: Examine the level of assurance attributable with the service of the hotel

Questions	V.S	S	A.S	N.S	Mean	S. D	Rank
How satisfied are you with the overall quality of the service provided by the hotel?	45 (23.6%)	133 (69.6%)	11 (5.8%)	2 (1%)	1.42	0.60	10th
To what extent are you satisfied with the information about its services?	73 (38.2%)	84 (44%)	17 (8.9%)	17 (8.9%)	1.82	0.92	9th

Are you satisfied with how competent the hotel's staff are to be in resolving any issues or concerns you may have during your stay?	75 (39.3%)	82 (42.9%)	20 (10.5%)	14 (7.3%)	1.85	0.95	8th
How satisfied are you with the level of security provided by the hotel, such as security cameras and secure access points?	84 (44%)	73 (37.7%)	18 (9.4%)	17 (8.9%)	1.90	0.91	6th
Are you satisfied with how the hotel staff are knowledgeable and competent in their service delivery?	79 (41.4%)	75 (39.3%)	20 (10.5%)	17 (8.9%)	1.90	0.94	5th
How satisfied are you with the level of cleanliness and maintenance of the hotel facilities and guest rooms?	80 (41.9%)	80 (41.9%)	23 (4%)	8 (4.2%)	1.86	0.96	7th
To what extent are you satisfied with the hotel for handling complaints and addressing customer feedback?	63 (33%)	78 (40.8%)	34 (17.8%)	16 (8.4%)	2.03	1.09	2nd
The service of the hotel feels fast and responsive	75 (39.3%)	65 (34.%)	35 (18.3%)	16 (8.4%)	2.10	1.07	1st
The staff go above and beyond to meet your needs and expectation	76 (39.8%)	72 (37.7%)	31 (16.2%)	12 (6.3%)	2.01	1.04	3rd
The beach staff are willing to listen to your concerns and respond in a compassionate and understanding manner	66 (34.6%)	80 (41.9%)	23 (12%)	22 (11.5%)	1.93	1.00	4th
Total					18.82	9.48	

Source: Author's Field Survey (2023)

The demographic distribution for this research revealed that most of the respondents are male (57.6%). Likewise, most of the respondents are 18-23years (42.9%). Majority of the respondents are single (51.3%). The analysis shows that most of the respondent practices christianity (52.4%). Most of the respondents are from the Yoruba ethnic group (45.5%). Most of the respondents are self-employed (37.2%).

The table above shows that 69.6% of the respondents are satisfied and 23.6% are very satisfied with the overall quality of the service provided. 44.0% of respondent are satisfied and 38.2% are very satisfied with the information about the hotel's services. 42.9% of the respondents are satisfied and 39.3% are very satisfied with how competent the hotel staff are in resolving any issues or concerns they may face during their stay. 37.7% of the respondents are satisfied and 44.0% are very satisfied with the level of security provided by the hotel. 39.3% of the respondent are satisfied and 41.4% are very satisfied with how the hotel staff are knowledgeable and competent. 41.9% respondent are satisfied and 41.9% are very satisfied with the level of cleanliness and maintenance of the hotel facilities. 40.8% of the respondents are satisfied and 33% are very satisfied with the hotel for handling the complaints of customers and addressing customers' feedback. 34.3% of the respondents are satisfied and 39.3% are very satisfied with how the hotel feels fast and responsive. 37.7% of the respondents are satisfied and 39.8% are very satisfied with how the staff go beyond and above to meet needs and expectations of guests. 41.9% of the respondents are satisfied and 34.6% are very satisfied with how hotel staff are willing to listen to concerns and respond in an understanding manner.

The fact that most of the respondents are satisfied with the overall quality of the service provided aligns with the submission of Marhamat *et al.,* (2013) that there is significant service quality that could satisfactorily meet consumers need and demand. The fact that majority of the respondent are satisfied with the information about the services of the hotel corroborates with the submission of Adesunloye and Arowosafe (2022) that noted that quality tourism services have positive impacts on the degree of tourist satisfaction. Most of the respondents being satisfied with how competent the hotel's staff are in resolving any issue or concern they have/had during your stay aligns with Chinonso (2015) submission that a larger part of the respondents (91.1%) liked the general service delivery from the hotel's employees. A larger part of the respondents being satisfied with the level of security provided by the hotel corroborates Nzei and Ekeke (2021) that submitted that security and safety of hotels independently have positive significant relationship with satisfaction of customers in the context of hotel operating within a university town in the city of Port-Harcourt, River State, Nigeria. A larger part of the respondents being satisfied with how the hotel staff are knowledgeable and competent in their service delivery. The satisfactory position of most of the respondents with how the hotel are handling complaints and addressing customer feedback contradicts the submission of Stephen (2016) that the speed attached to response to social media complaints has better influence on satisfaction than the speed associated with response to general organizational requests to sort out issues. The fact that a majority of the respondents expressed satisfaction for the way the service of the hotel is fast and responsive contradicts the submission of Szpara *et al.,* (2018) that in 2016 the websites of majority of hotels sited in Rzeszow and its environment were non-responsive. The satisfactory position of majority of the respondents with the way the staff members of the hotel are up and doing in trying to meet the needs and expectations of hotel guest, contradicts the position of Anetoh (2016) that the expectation of service

quality levels outweighs the real extent of performance in the hospitality industry.

The rank score for the indicators of the first objectives are ranked in descending order in terms of their mean score and standard deviation as follows; the service of the hotel feels fast and responsive (2.10±1.07), to what extent are you satisfied with the hotel for handling complaints and addressing customer feedback (2.03±1.09), the staffs go above and beyond to meet your needs and expectation (2.01±1.04), are you satisfied with how the hotel staff are knowledgeable and competent in their service delivery (1.90±0.94), how satisfied are you with the level of security provided by the hotel, such as security cameras and secure access points (1.90±0.91), how satisfied are you with the level of cleanliness and maintenance of the hotel facilities and guest rooms(1.86±0.96), are you satisfied with how competent the hotel's staff are to be in resolving any issues or concerns you may have during your stay (1.85±0.95), to what extent are you satisfied with the information about its services (1.82±0.82), How satisfied are you with the overall quality of the service provided by the hotel (1.42±0.60), and the beach staff are willing to listen to your concerns and respond in a compassionate and understanding manner (1.39±1.00).

Table 2: Examine the level of reliability attributable with the service of the hotel

Questions	S.A	A	D	S.D	Mean	S. D	Rank
Do you consider the resort safe and secure?	129 (67.5%)	45 (23.6%)	10 (5.2%)	7 (3.7%)	1.46	0.79	8th
Do you consider the rooms standard?	58 (30.4%)	105 (55%)	12 (6.3%)	16 (8.4%)	2.01	1.21	2nd
Will you recommend the hotel to other people?	72 (37.7%)	82 (42.9%)	18 (9.4%)	19 (9.9%)	1.91	0.92	4th
Do you consider the service of the hotel staff impressive?	82 (42.9%)	77 (40.3%)	17 (8.9%)	15 (7.9%)	1.82	0.91	7th
Do you consider the environment of the hotel safe?	74 (38.7%)	86 (45%)	16 (8.4%)	15 (7.9%)	1.85	0.88	6th
Have you encountered disappointment from the hotel?	68 (35.6%)	56 (29.3%)	26 (13.6%)	41 (21.5%)	2.13	1.05	1st
Do the staff get responsible for cancellation of reservation?	69 (36.1%)	79 (41.4%)	21 (11%)	22 (11.5%)	1.97	0.95	3rd
Do you consider the hotel the strength of the resort?	74 (38.7%)	85 (44.5%)	20 (10.5%)	12 (6.3%)	1.88	0.27	5th
Total					15.03	6.98	

Source: Author's Field Survey (2023)

The table above shows that 67.5% of the respondent strongly agreed and 23.6% agreed that the resort is safe and secured. 30.4% of the respondents strongly agreed and 55.0% agreed that the rooms are standard. 37.7% of the respondents strongly agreed and 42.9% agreed that they will recommend the hotel to others. 42.9% of the respondents strongly agreed and 40.3% agreed that the service rendered by the hotel staff is impressive. 38.7% of the respondents strongly agreed and 45% agreed that the environment of the hotel is safe. 35.6% of the respondents strongly agreed and 29.3% agreed that they have never been disappointed by the service of the hotel. 36.1% of the respondents strongly agreed and 41.4% of the respondents agreed that the staff hold themselves accountable for any disappointment in reservations. 38.7% of the respondents strongly agreed and 44.5% agreed that the hotel is the key strength of the resort.

The fact that majority of the respondents submitted that the hotel is safe and secure aligns with the position of Chelsea and Robin (2021) that revealed that safety and security of hotels are important concepts which are deserving of more attention from customer as well as those into policy making, it also educates customers of their duties to ensure their own safety and security. The submission that there are standard rooms in the hotels aligns with the assertion of Ziba and Krems (2021) that noted that a standard hotel is selected based on minimum of two complimentary newspapers, gifts to welcome guests, 24 hours front desk, hot meals as well as good facilities. Safety of the environment of the hotel corroborates with the position of Bradley (2019) that IT as well as the security unit must jointly ensure that safety of the hotel's staff and customers. The fact that most of the respondents noted that they have never encountered disappointment with the service of the hotel means that most of the respondents have lodged in the hotel for more than once. Micheal *et al.,* (2009) noted that it is apparent that a weak connection in the organization results into lower quality and disappointing customer experience.

The rank score for the indicators of this objective is ranked in a descending order in terms of their mean and standard deviation as follows; have you ever encounter disappointment from the resort (2.13±1.05), do you consider the rooms a standard one (2.01±1.21), do the staff hold themselves

accountable for any appointment's in reservation (1.97±0.95), do you can recommend the hotel to other people (1.91±0.92), do you consider the hotel the key strength of the resort (1.88 ±0.27), do you consider the environment of the hotel save (1.85±0.88), do you consider the service of the hotel staff impressive (1.82±0.91), and do you consider the resort save and secure (1.46±0.79).

Table 3: Level of Empathy in the Service of the Hotel

Questions	S.A	A	D	S.D	Mean	S. D	Rank
Hotel staff appreciates the guests during their stay?	104 (54.5%)	45 (23.6%)	31 (16.2%)	11 (5.8%)	1.83	1.10	6th
The hotel employees are attentive to the needs of the guest?	62 (32.5%)	82 (42.9%)	14 (7.3%)	33 (17.3%)	1.99	0.89	1st
The hotel staff show genuine concern towards customer satisfaction?	81 (42.4%)	78 (40.8%)	15 (7.9%)	17 (7.9%)	1.82	0.89	7th
Can you recommend the hotel based on the insightful characters exhibited their staff members?	68 (35.6%)	92 (48.2%)	11 (5.8%)	20 (10.5%)	1.86	0.82	5th
Staff members of the hotel have a good understanding of the needs of the customers?	87 (45.5%)	65 (34%)	24 (12.6%)	15 (7.9%)	1.87	1.01	4th
Employees have the customers best interest at heart?	69 (36.1%)	87 (45.5%)	15 (7.9%)	20 (10.5%)	1.90	1.05	2nd
Employees care for guests appropriately?	81 (42.4%)	67 (35.1%)	16 (8.4%)	27 (14.1%)	1.88	0.85	3rd
Total					13.15	6.61	

Source: Author's Field Survey (2023)

The table above shows that 54.5% of the respondents strongly agreed and 23.6% agreed that the hotel staff members demonstrate appreciation towards guests during their stay. 32.5% of the respondents strongly agreed and 42.9% agreed that the hotel's customer service representatives are attentive to their needs. 42.4% of the respondents strongly agreed and 40.8% agreed that the hotel staff show genuine concern for their satisfaction. 35.6% of the respondents strongly agreed and 48.2% agreed that they can recommend the resort to others based on the insightful characters exhibited by the staff. 45.5% of the respondents strongly agreed and 34% agreed that employee understand the needs of their customers. 36.1% of the respondents strongly agreed and 45.5% agreed that employees have the customer best interest at heart. 42.4% of the respondents strongly agreed and 35.1% agreed that the employees cared for the guests appropriately.

The fact that the hotel staff appropriately appreciates the guests is corroborated by Sarah and Kavita (2015) that noted that the employees of the hotels are conscious of the perception of guests about service quality and as such these employees must continue to satisfy and appreciate guests.

The submission that a majority of the respondents opined that the employees of the hotel understand the needs of the hotel guests is being corroborated with the assertion of Ogemdi and Osagie (2021) that the degree of awareness to the importance as well as advantages of service quality pushes hotel managers to be active, in a bid to further satisfy and retain consumers. Most of the respondents noted that the staff members of the hotel keep the interest of the hotel guests at heart. Yao-chin and Chunmin (2019) noted that staff members aesthetics as well as their satisfactory interaction with customers essentially enhances the relationship between staff members of the hotel and the hotel's guests.

The rank score for the indicators of this objective is ranked in a descending order in terms of their mean and standard deviation as follows; the hotel's customer service representatives are attentive to your needs (1.99±0.89), employees have the customer best interest at heart (1.90±0.87), employees who deal with customers in caring fashion (1.88±0.94) employee understand the needs of their customers in the resort (1.87±1.01), you can recommend the resort to others based on the level of insight displayed by the staff. (1.86±0.82), the hotel staff demonstrate appreciation towards guests during their stay (1.83±1.10), the hotel staff show genuine concern for your satisfaction (1.82±0.89), and the resort has a convenient business hour for tourist to visit (1.82±0.85).

5.3 Conclusion
It can be asserted from the findings that majority of the respondents were satisfied with the service of the hotel and the facilities on the beach. This is corroborated by the fact that most of the respondent strongly agreed that they would love to revisit and recommend the resort to others after experiencing the service rendered to them by the staff of the resort. Conclusively, it is evident that there is impressive patronage at the resort because the tourists' perception of the resort and its facilities is largely

positive, therefore the respondents enjoyed spending time on the beach and landmarks hotel. Based on the mean aggregate scores of in the variables of service quality examined for this study, it is evident that landmark hotel has a higher level of assurance, followed by reliability and then empathy. Therefore, it is no brainer that customers are and will be motivated to continually visit landmark hotel because they get impressive level of assurance each time they visit the hotel. Meanwhile, a visit to landmark hotel simply implies that enhanced beach tourism.

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