



Effects of Public Perception on Hotel Organisation in Bauchi Metropolis

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Abstract

This mixed-methods study examines public perception of hotels in Bauchi Metropolis and its influence on reputation and patronage. Using structured questionnaires (n = 105) 40 hotel guests, 65 local residents) and in-depth interviews with hotel managers, staff, and community stakeholders, the research combined descriptive statistics and thematic analysis to capture both numerical trends and contextual insights. Findings show a moderately positive overall perception: respondents rated service quality (mean = 3.05, SD = 1.12) and cleanliness (mean = 3.15, SD = 1.05) as adequate, while pricing was perceived as unfair (mean = 2.65, SD = 1.15). Location and accessibility emerged as the strongest determinants of choice (mean = 3.70, SD = 0.98), followed by customer service and online reviews. Importantly, negative online feedback strongly discouraged patronage (mean = 3.85, SD = 1.02), and reputation correlated with willingness to recommend (mean = 3.82, SD = 0.94). Thematic interview results reinforced the quantitative patterns, highlighting inconsistent service delivery, variable security measures, and pricing–value gaps as drivers of negative perception. The study recommends continuous staff training, enhanced cleanliness and security protocols, transparent and competitive pricing, and active digital reputation management. These measures can strengthen guest satisfaction, increase repeat patronage, and improve the competitive positioning of hotels in Bauchi and comparable urban settings.

Keywords: Perception, Metropolis, Hospitality, Hotel, Patronage

Introduction

The hospitality industry, particularly hotels, plays a significant role in driving economic growth and tourism development within urban centers such as Bauchi Metropolis. Public perception of hotels greatly influences customer behavior, occupancy rates, and overall organizational performance. Positive public perception fosters customer loyalty, repeat patronage, and word-of-mouth promotion, all of which are crucial for a hotel's competitive advantage (Alonso & Ogle, 2018; Kwortnik & Ross, 2016). Conversely, negative perceptions can result in decreased bookings, reputational damage, and revenue losses.

In an increasingly competitive hospitality environment, hotels in Bauchi Metropolis must understand and manage public perception strategically. With the rise of digital media and online review platforms, consumer opinions have become more visible and impactful (Xie et al., 2014; Sparks & Browning, 2011). Guests now rely heavily on peer reviews and social feedback when selecting accommodation, making reputation management a vital component of hotel success. Public perception, therefore, directly affects brand image, service demand, and profitability (Han & Hyun, 2017). Despite the recognized importance of perception management, many hotels in developing regions face challenges in maintaining positive public images. Issues such as inconsistent service quality, poor infrastructure, staff inefficiency, and lack of innovation often contribute to negative consumer impressions (Adukaite et al., 2017). Furthermore, sociocultural factors and local expectations play crucial roles in shaping how guests both local and international evaluate hotel experiences in Bauchi Metropolis.

While previous studies have explored public perception in the hospitality industry, few have specifically addressed its impact on hotel organizations within the unique socioeconomic and cultural context of Bauchi (Okeke & Eze, 2020; Aremu & Lawal, 2018). This study seeks to bridge that gap by examining how public perception influences hotel performance, customer satisfaction, and organizational sustainability in the region. Despite the growing awareness of the importance of reputation and customer perception, hotels in Bauchi Metropolis continue to face significant challenges in managing how they are viewed by the public. One major problem is the inconsistent quality of services offered across hotels, which often leads to mixed customer experiences and, consequently, fluctuating public opinions (Okeke & Eze, 2020). Many establishments lack standardized service protocols and effective staff training, resulting in dissatisfaction and negative reviews that harm long-term business prospects.

Another challenge stems from inadequate infrastructure and poor maintenance culture (Aremu & Lawal, 2018). Issues such as unreliable power supply, outdated facilities, and insufficient amenities contribute to unfavorable guest impressions, particularly among business and international travelers accustomed to higher service standards. Such shortcomings not only diminish guest satisfaction but also reinforce stereotypes

about poor hospitality quality in regional cities. The increasing influence of online reviews and social media further compounds this problem. Many hotels in Bauchi lack the digital presence or expertise needed to monitor and respond to customer feedback effectively (Xie et al., 2014). Unaddressed negative reviews on platforms such as TripAdvisor or Google Reviews can rapidly spread, discouraging potential guests and damaging brand credibility. Additionally, there is limited awareness among hotel managers about the strategic importance of public perception management. Some operators underestimate how perceptions shape customer decisions and revenue outcomes, leading to minimal investment in public relations, service improvement, or customer engagement initiatives (Han & Hyun, 2017).

Finally, sociocultural and economic factors unique to Bauchi may also affect public attitudes toward local hotels. For instance, pricing, cultural hospitality expectations, and perceived safety can all influence how residents and visitors evaluate hotel services. Without comprehensive research into these contextual factors, many hotel operators remain unable to design effective perception management strategies tailored to their market realities. Public perception within the hospitality industry serves as a multifaceted concept influenced by various factors, including service quality, pricing, ambiance, and communication strategies. Understanding the dynamics of how individuals form opinions about hotels is crucial for comprehending the broader landscape of the industry. Previous research has explored the specific nuances of public perception towards hotels, examining the role of online reviews, customer feedback, and cultural influences. Insights from these studies provide a foundation for understanding the diverse elements that contribute to the formation of opinions about hotel organizations.

Public Perception of Hotels in Bauchi Metropolis

Public perception of hotels in Bauchi, as in other parts of Nigeria, varies between positive and negative perspectives.

Positive Perceptions

1. **Provision of Accommodation:** Research indicates that Nigerians value hotels for providing comfortable and convenient accommodation, especially for travelers and individuals seeking a short-term escape from their routine (Adegbite & Afolabi, 2019).
2. **Facilities and Amenities:** Studies show that Nigerians perceive hotels with well-equipped rooms, good food, and various recreational facilities more favorably (Ogwo & Achu, 2018).
3. **Business Services:** Hotels contribute significantly to facilitating business activities in Nigeria, providing conference rooms, meeting spaces, and necessary amenities (Olawuni & Akinyemi, 2021).
4. **Employment Opportunities:** The hotel industry is a major employer in Nigeria, offering opportunities across various sectors, positively impacting public perception (Mohammed & Aliyu, 2020).

Negative Perceptions

1. **Cost:** Studies reveal that Nigerians often perceive hotel services as expensive, particularly for budget-conscious travelers and locals (Adegbite & Afolabi, 2019).
2. **Service Quality:** Research highlights that inconsistent service quality, ranging from poor customer service to inadequate maintenance of facilities, negatively influences public perception (Ogwo & Achu, 2018).
3. **Security Concerns:** Particularly in certain regions of Nigeria, security concerns deter people from utilizing hotels, especially if they feel vulnerable (Mohammed & Aliyu, 2020).
4. **Cultural Perceptions:** Misconceptions based on cultural nuances, such as associating hotels with immorality, negatively impact the image of the industry (Ayodele & Odeyemi, 2022).
5. **Media Presence:** The portrayal of hotels in movies, television shows, and travel blogs shapes public perception, highlighting the importance of hotels actively managing their media presence (Wang & Hsu, 2011).

Effects of Public Perception on Hotel Organizations

Public perception plays a major role in the success of hotel organizations: favourable public opinion and strong online reputations increase trust and make properties more attractive to potential guests, while negative perception can quickly deter bookings and harm long-term performance (Anderson, 2012). Favorable public perception attracts more guests and helps build repeat business and brand loyalty, because prospective guests rely on reviews, ratings and reputation signals when choosing where to stay (Li, 2022). Positive public perception also tends to improve financial performance – good reputation and higher review scores are associated with higher occupancy, the ability to command better room rates, and increased ancillary spending (Sayfuddin, 2021). Hotels with strong reputations benefit from amplified word-of-mouth and greater trust among consumers, which further strengthens demand and marketing effectiveness (Gellerstedt, 2019). A positive public image can also make a property more appealing to investors and support opportunities for expansion or new brand development, since investor appetite and brand value are influenced by market perception and projected performance (CBRE, 2024). Moreover, well-regarded hotels typically find it easier to attract and retain skilled employee's high reputation and good workplace practices improve employee morale, reduce turnover, and support better service delivery (Ghani, 2022). Conversely, poor public perception discourages potential guests and leads to declines in patronage; negative reviews, low ratings, or publicized service failures are linked to reduced bookings and weaker financial results (Gellerstedt, 2019). Reputational problems can also escalate into legal, regulatory, or health-and-safety scrutiny, which amplify financial losses and long-term brand damage (WTW, 2025).

Strategies for Enhancing Public Perception

Hotels can adopt several strategic approaches to strengthen their public image and maintain competitiveness in the hospitality sector. Improving service quality remains the foundation of positive public perception, as consistent, high-quality service delivery fosters guest satisfaction, trust, and loyalty (Ali et al., 2018). Enhancing security measures has also become increasingly important, particularly in the post-pandemic era, where guests prioritize safety and hygiene; visible safety protocols and risk management systems build confidence and comfort among travelers (Wen et al., 2020). Adopting affordable and flexible pricing strategies can further improve perceptions by ensuring that hotels remain accessible to diverse customer segments, especially in price-sensitive markets (Assaf & Tsionas, 2018). Additionally, investing in cultural sensitivity and inclusivity training for staff helps improve interpersonal interactions and ensures that guest experiences are respectful of diverse cultural backgrounds (Tang & Tang, 2021). Equally important is effective media and reputation management; actively engaging with online reviews, responding promptly to guest feedback, and maintaining transparency through digital communication channels can significantly enhance a hotel's public image (Liu & Mattila, 2017).

By integrating these strategies service excellence, safety enhancement, fair pricing, staff training, and proactive communication hotels can build enduring trust with customers, improve their competitive positioning, and sustain a positive reputation in both domestic and international markets (Ali et al., 2018; Wen et al., 2020).

A. Marketing and Communication Strategies:

- i. Targeted advertising and branding: Creating a consistent brand identity across all marketing channels, including digital platforms, social media, and traditional media. Skift Research (2023) emphasizes the importance of consistent branding, stating that "travelers are increasingly seeking out brands they can trust and connect with."
- ii. Public relations and media outreach: Building relationships with journalists and influencers to generate positive media coverage and promote the hotel's story. Gupta & Sharma (2018) highlight the effectiveness of public relations and media outreach, suggesting that "positive media coverage can significantly boost a hotel's reputation and attract new customers."
- iii. Content marketing: Sharing engaging and informative content that showcases the hotel's unique offerings, local attractions, and guest experiences.
- iv. Social media engagement: Actively engaging with guests on social media platforms, responding to inquiries, and addressing concerns promptly and professionally. Lee & Ko (2015) emphasize the potential of social media engagement, demonstrating

that "hotels that actively engage with guests on social media platforms are perceived as more responsive and customer-centric."

To address the issue of wrong perception about hotels being too expensive, operators and managers should implement transparent pricing structures, clearly communicate all pricing details, including taxes and fees, offer diverse pricing options, highlight value-added services, and utilize promotions and seasonal discounts.

B. Customer Engagement Initiatives:

- i. Personalized guest experiences: Recognizing and catering to individual guest preferences and needs, creating a sense of warmth and hospitality (Hinkin & Tracey, 2000).
- ii. Exceptional customer service: Providing professional, courteous, and efficient service at every touchpoint throughout the guest journey. Heskett (2012) emphasizes the importance of exceptional customer service, stating that "it is the foundation of a positive guest experience and a strong reputation."
- iii. Loyalty programs and rewards: Offering incentives to encourage repeat business and build long-term relationships with guests (Wu & Lin, 2017).
- iv. Community involvement: Participating in local events and supporting community initiatives to demonstrate the hotel's commitment to its surroundings (Heskett, 2012).

C. Quality Management Practices:

According to Baker & Riley (2013), Brown & Peterson (2011), Filieri & McLeay (2016), and Ye & Law (2015), quality management practices can boost a hotel's public image in the following ways:

- i. Continuous improvement: Regularly evaluating and improving guest experience through feedback surveys, internal audits, and competitor analysis.
- ii. Investment in staff training: Providing ongoing training and development programs for staff to ensure they are equipped to deliver exceptional service.
- iii. Maintenance and upgrades: Maintaining the property to a high standard and investing in regular upgrades to ensure guest comfort and satisfaction.
- iv. Implementation of technology: Utilizing technology to streamline guest services, personalize experiences, and respond to guest needs efficiently.

D. Response to Online Reviews and Feedback:

As suggested by Jones & Smith (2017) and Park & Kim (2019), timely response to online reviews can create a positive hotel image by:

- i. Actively monitoring online platforms to identify guest feedback and address any concerns promptly.
- ii. Responding to reviews in a timely and professional manner, demonstrating appreciation for positive feedback and addressing negative reviews constructively and transparently.
- iii. Analyzing guest feedback to identify areas for improvement and implement changes that enhance guest experiences.
- iv. Encouraging guests to leave positive reviews by sending follow-up emails or offering incentives to encourage guests to share their positive experiences online.

Other strategies for building a positive public perception towards hotel services, as contributed by Davis & Smith (2009) and Jones & Miller (2008), include:

- i. Partnerships with tourism boards and local businesses: Collaborating with local entities to promote the hotel and attract visitors to the area.
- ii. Sustainability initiatives: Implementing eco-friendly practices and demonstrating a commitment to social responsibility to attract environmentally conscious guests.
- iii. Unique offerings and experiences: Developing signature experiences and amenities that distinguish the hotel from its competitors and create lasting memories for guests.

Material and Method

The study was conducted in Bauchi Metropolis, the capital city of Bauchi State, located in the North-Eastern region of Nigeria (Bauchi State Government). Bauchi Metropolis functions as the administrative, commercial, and social centre of the state and is well connected by road networks to other regional cities such as Jos, Kano, and Maiduguri, which facilitates the movement of travelers and supports hotel patronage (Bauchi State Government). The metropolis has experienced steady urban growth and a widening hospitality sector, with an increasing number of hotels ranging from budget and mid-scale establishments to higher-standard facilities. These hotels provide accommodation, conference services, and leisure amenities for government officials, business travelers, tourists, and local residents (Bauchi State Government). The city is culturally diverse, with Hausa, Fulani, and other ethnic groups, and Hausa and English are commonly spoken. The population is predominantly Muslim, with Christian and traditional religious minorities. The choice of Bauchi Metropolis for this study is justified by its expanding hospitality sector, increasing competition among hotels, and the rising importance of public perception and online reviews in shaping hotel reputation and patronage (Kim, 2022; Sayfuddin, 2021).

This study adopted a mixed-methods research design, combining quantitative and qualitative approaches to examine the effects of public perception on hotel organizations in Bauchi Metropolis. The mixed-methods approach was considered appropriate because it allows for the integration of numerical

measurement of perception with in-depth insights from key stakeholders, thereby providing a comprehensive understanding of how public opinion influences hotel reputation and patronage. The population of the study comprised hotel guests, residents of Bauchi Metropolis, hotel managers, hotel staff, and selected community stakeholders. These groups were considered relevant because they interact directly with hotel services and significantly influence or shape public perception of hotel organizations.

A total of 105 respondents participated in the quantitative survey, consisting of 40 hotel guests and 65 local residents. Respondents were selected using random sampling to ensure fair representation of public opinion. For the qualitative component, purposive sampling was employed to select hotel managers, staff, and community stakeholders with direct knowledge of hotel operations and perception-related issues. Data were collected using structured questionnaires and in-depth interviews. The questionnaire contained close-ended items measured on a five-point Likert scale, ranging from *Strongly Disagree (1)* to *Strongly Agree (5)*, and covered issues such as service quality, cleanliness, security, pricing, reputation, and patronage. The interview guide was semi-structured, allowing respondents to freely express their experiences and views on factors influencing hotel perception in the metropolis. The procedure for data collection involved direct administration of questionnaires within Bauchi Metropolis and face-to-face interviews with selected stakeholders. Out of 170 questionnaires distributed, 105 valid copies were retrieved and used for analysis. Participation was voluntary, and respondents were assured of confidentiality and anonymity. To ensure validity, the research instruments were reviewed by experts in Hospitality and Tourism Management. A pilot test was conducted, and the results indicated acceptable internal consistency, confirming the reliability of the questionnaire. Quantitative data were analyzed using descriptive statistics, specifically mean scores and standard deviations. A decision mean of 3.00 was adopted, where mean values equal to or above 3.00 indicated acceptance, while values below 3.00 indicated rejection. Qualitative data from interviews were analyzed using thematic analysis to identify recurring patterns and themes that complemented the quantitative findings.

Results and Findings

This section presents the findings on public perception of hotels in Bauchi Metropolis and its effects on reputation and patronage. Descriptive statistics (mean and standard deviation) were used to analyze survey responses, with a decision mean of 3.00.

Public Perception of Hotels in Bauchi Metropolis

The results indicate a moderately positive public perception of hotels in Bauchi Metropolis (Table 1). Respondents rated service quality (M = 3.05, SD = 1.12), hygiene and cleanliness

(M = 3.15, SD = 1.05), security measures (M = 3.12, SD = 1.10), and staff professionalism (M = 3.14, SD = 1.08) above the decision mean, suggesting general acceptance of these service attributes. In contrast, pricing of hotel services recorded a mean score below the threshold (M = 2.65, SD = 1.15), indicating dissatisfaction with perceived fairness and competitiveness of hotel pricing. This finding highlights pricing as a key area of concern affecting public perception.

Table 1: Public Perception of Hotels in Bauchi Metropolis

Statements	Mean	Std. Deviation	Decision
Hotels in Bauchi provide high-quality services.	3.05	1.12	Accepted
The hygiene and cleanliness standards are satisfactory.	3.15	1.05	Accepted
Security measures in hotels are effective.	3.12	1.10	Accepted
Hotel staff exhibit professionalism and courtesy.	3.14	1.08	Accepted
Pricing of hotel services is fair and competitive.	2.65	1.15	Rejected

Source: Authors Field work 2025

Factors Influencing Public Perception of Hotels

As shown in Table 2, all examined factors significantly influenced public perception of hotels in the study area. Location and accessibility emerged as one of the strongest determinants of hotel choice (M = 3.70, SD = 0.98), followed closely by quality of customer service (M = 3.78, SD = 0.95). Online reviews were also found to have a substantial impact on patronage decisions (M = 3.50, SD = 1.02), underscoring the growing importance of digital reputation. Although availability of modern facilities recorded the lowest mean score among the factors (M = 3.32, SD = 1.03), it remained an accepted influence, suggesting the need for continuous infrastructural and technological improvements.

Table 2: Factors Influencing Public Perception of Hotels

Statement	Mean	Std. Deviation	Decision
Location and accessibility influence hotel choice.	3.70	0.98	Accepted
Online reviews impact hotel patronage.	3.50	1.02	Accepted
Quality of customer service influences perception.	3.78	0.95	Accepted
Availability of modern facilities affects perception.	3.32	1.03	Accepted
Past experiences shape perception of hotels.	3.46	1.01	Accepted

Source: Authors Field work 2025

Impact of Public Perception on Reputation and Patronage

Findings in Table 3 demonstrate that public perception strongly affects hotel reputation and customer patronage. Negative reviews were identified as the most influential deterrent to patronage (M = 3.85, SD = 1.02), indicating that unfavorable feedback significantly discourages potential guests. Similarly, hotel reputation was found to strongly influence willingness to recommend (M = 3.82, SD = 0.94), highlighting the role of public image in word-of-mouth promotion. Positive perception was associated with increased frequency of patronage (M = 3.59, SD = 0.99), while poor service quality discouraged repeat visits (M = 3.66, SD = 1.00). Overall, the results confirm that public perception is a critical determinant of hotel performance, influencing both customer loyalty and market competitiveness.

Table 3: Impact of Public Perception on Reputation and Patronage

Statement	Mean	Std. Deviation	Decision
Positive perception encourages frequent patronage.	3.59	0.99	Accepted
Negative reviews discourage patronage.	3.85	1.02	Accepted
Reputation influences willingness to recommend.	3.82	0.94	Accepted
Poor service discourages repeat patronage.	3.66	1.00	Accepted
Well-known hotels attract more customers.	3.60	1.01	Accepted

Source: Authors Field work 2025

Discussion of Findings

The results of this study offer crucial insights into the public perception of hotels in Bauchi Metropolis, identifying the key factors that influence this perception and how it affects hotel reputation and patronage. These findings are consistent with existing literature, which emphasizes the importance of service quality, cleanliness, security, pricing, and customer service in shaping customer experiences and loyalty within the hospitality industry (Kotler & Keller, 2016). The perception of hotels in Bauchi Metropolis was generally mixed, with concerns primarily focused on service quality, cleanliness, and pricing. Service quality received a moderate rating (3.05 ±1.12), and pricing fairness was deemed suboptimal (2.65 ±1.15). These findings support Parasuraman, Zeithaml, and Berry's (1988) assertion that service quality plays a pivotal role in shaping customer satisfaction. Cleanliness (3.15 ±1.05) and security (3.12 ±1.10) were rated more favorably, though still exhibiting room for improvement, echoing the work of Choi and Chu (2001) and Kasavana and Brooks (2018) on the importance of hygiene and safety. Pricing dissatisfaction aligns with Bojanic (1996), who

highlighted that perceived unfair pricing undermines customer satisfaction. Additionally, hotel staff professionalism (3.14 ±1.08) reflects the findings of Bitner (1990), stressing the influence of employee behavior on brand loyalty and customer retention. Among the most significant factors influencing hotel patronage were location and accessibility (3.70 ±0.98), which is consistent with Dolnicar and Otter (2003) who emphasized the importance of strategic location for attracting guests. Online reviews also had a substantial impact (3.50 ±1.02), validating the findings of Vermeulen and Seegers (2009) regarding the influence of digital reputation. High ratings for customer service quality (3.78 ±0.95) underline the importance of professional and courteous service in fostering customer loyalty, as indicated by Zeithaml, Berry, and Parasuraman (1996).

Other important factors included modern facilities (3.32 ±1.03) and past experiences (3.46 ±1.01), with the former confirming Han and Ryu's (2009) findings on the role of amenities in guest satisfaction, and the latter supporting Bowen and Shoemaker (1998), who noted the lasting impact of previous experiences on customer loyalty. The study revealed that public perception strongly influences hotel patronage. Positive perception resulted in increased patronage (3.59 ±0.99), supporting Oliver's (1997) Expectation-Confirmation Theory, which links customer satisfaction to repeat visits. Negative reviews were a significant deterrent (3.85 ±1.02), highlighting the detrimental impact of poor online feedback (Sen & Lerman, 2007). Hotel reputation (3.82 ±0.94) was shown to encourage customer recommendations, aligning with Berry's (2000) research on brand equity, while poor service was found to discourage repeat patronage (3.66 ±1.00), in agreement with Heskett et al. (1994).

Conclusion

In conclusion, public perception is a vital determinant of hotel reputation, customer patronage, and overall business sustainability in Bauchi Metropolis. The study established that factors such as service quality, hygiene, pricing, accessibility, and security strongly influence how customers evaluate hotel performance. Positive public perception enhances trust, encourages repeat patronage, and promotes favorable word-of-mouth referrals, while negative perceptions resulting from poor service or unsatisfactory facilities can damage a hotel's image and profitability. Maintaining high service standards, professional staff conduct, and fair pricing fosters customer loyalty and satisfaction, thereby strengthening brand reputation. Furthermore, as digital platforms increasingly shape consumer decisions, hotels must prioritize effective online reputation management through timely responses to reviews and transparent engagement with guests. Staff training in customer service and cultural sensitivity also contributes significantly to improving guest experiences and inclusivity. Ultimately, hotels that align operational efficiency with customer expectations will be better positioned to thrive in a competitive market. By delivering consistent service quality, maintaining ethical standards, and embracing technological innovation, hotels in

Bauchi can enhance public confidence and secure long-term success. A positive public perception, therefore, remains both a reflection of excellent performance and a strategic resource for sustainable growth in the hospitality industry.

Recommendations

Based on the findings of this study, it is recommended that hotels in Bauchi Metropolis adopt a comprehensive approach to improving their public perception and overall competitiveness. First, hotel management should invest in continuous staff training programs aimed at enhancing professionalism, customer service, and cultural sensitivity. Well-trained employees contribute significantly to guest satisfaction and the creation of a positive image. Second, hotels should implement rigorous cleanliness and safety protocols to strengthen guest confidence and align with international hospitality standards. Clean and secure environments not only improve customer experiences but also encourage repeat patronage. Third, pricing strategies should be reviewed and adjusted to ensure fairness, transparency, and value for money. Competitive pricing attracts a wider range of customers while maintaining profitability. Furthermore, hotel operators must proactively manage their online presence, responding to customer reviews and maintaining engagement across digital platforms to build credibility and trust. Lastly, strategic location and accessibility planning are essential for expanding the customer base. Hotels should consider positioning themselves in easily accessible areas that cater to both business and leisure travelers. By implementing these recommendations, hotels in Bauchi can enhance their public image, attract more patrons, and ensure sustainable growth within the hospitality industry.

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