Marketing of Hotel Services in Nigeria (A Case Study of Mac – Davos Hotel Enugu, Nigeria)

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Abstract

The aim of this research is to investigate the impact of effective marketing in the hospitality industry and how it can contribute to the growth of the industry in terms of patronage and profit maximization. Case study of Mac-Davos Hotel Enugu. This study adopted the survey research design and questionnaires were administered through online survey. The responses elicited from the respondents were analysed using regression method to draw inference and test the hypotheses developed in this study. From the result derived from data analysis, the results showed that effective marketing strategies can lead to positive impact on the growth and performance of the hospitality industry, case study of Mac-Davos Hotel, Enugu, Nigeria. From the foregoing, the researcher recommends that Mac – Davos hotel should revisit her pricing policy and reduce where necessary, price of some of her services especially accommodation. Also, the marketing strategies applied by Mac – Davos hotels should be improved upon as the dynamics of the economy evolves in order to remain relevant in business.

Keywords: Marketing, Strategies, Hotel Services, Mac-Davos, Nigeria

1. Introduction

As economic activity grows in this country today, marketing practices are evolving quickly. As trading blocks grow and communication routes diversify, new markets are opening up. Even the sale of services is evolving quickly. Any company organization must have a component of marketing programs in its programs and policies in order to stay current. Therefore, it is crucial that we comprehend what marketing, services, and hotels entail in order for us to fully appreciate the marketing of hotel services (Chinedu, 2021). It is possible to think of marketing as the process of organizing and carrying out the development, pricing, promotion, and distribution of concepts, products, and services in order to generate exchanges that meet customers and organizational objectives. Marketing, according to (Wijayanto, 2015), is a social and management process by

which people and groups fulfill their needs and desires by producing and trading goods and value with other people. They would contend that marketing is a company's way of supporting and living for its customers. Any action or advantage that one party can provide to another that is fundamentally intangible and does not result in ownership of anything is referred to as a service. Activities like booking a hotel or paying for one, making a bank deposit, flying, seeing a doctor, getting a haircut, or getting a car fixed. The fact that many manufacturers also offer a variety of services in addition to their products, such as distribution and delivery, equipment repair and maintenance, training programs, technical consulting, and maintenance, is also significant to mention.

(Yusuf and Mambuhu, 2020) define a hotel as a structure that offers lodging and meals to visitors. Typically, these services are provided in exchange for payment from the clients. There are high-quality halls and suites available for reservation. Other amenities include laundry services, a full business center, and swimming pools, to name a few. Hotels in Nigeria provide crucial services and amenities including lodging and lodging (presidential suite, executive suite and master bedroom). The primary distinction between a restaurant and a hotel is that a restaurant is a location where meals are made, served, and consumed. Due to the increased demands for hotel services, some restaurants are well-equipped with television sets, musical instruments, etc. where patrons can unwind and feel comfortable. However, hotels now need to focus more on marketing when providing their services. Along with achieving their own organizational goals, they seek to serve the requirements and wants of their clients (Mihailovic, 2017).

As a result, hotel management may be summed up as the implementation of marketing principles in the hospitality sector in order to provide guests with more efficient services. Over the past few years, there have been numerous developments and changes in the hotel industry. Some of these developments have an impact on consumers' social, political, and economic lives. (With other changes like technological change). In order to satisfy this modern trend in hotel management, hoteliers have recently undergone greater transformation and re-engineering (Riabenka and Postova, 2021). The hotel industry faces intense competition to see who can attract or retain clients based on customer-focused offerings. Given this, any hotel that wants to thrive in the current competitive environment should make an effort to offer good and result-oriented services to its numerous clients, as doing so improves the organization's reputation. This assists the business in promoting its promotional efforts (so that it may successfully satisfy customers and earn the trust of the public) (Mihailovic, 2017). Any organization's ability to successfully conduct its operations depends heavily on how well it applies the marketing principle. An analysis of the Mac-Davos Hotel. It is significant to highlight that, in contrast to other concepts like the selling concept, production concept, or product concept, marketing philosophy places a greater emphasis on customer pleasure. The following is colorfully expressed by a marketing concept: -

➢ Marketing requires a profit.

➢ financing and gratifying desires

➢ Love your clients, not your products.

Marketing must be implemented in order to please clients. But without knowing their wants, businesses cannot effectively satisfy clients. Understanding client wants is essential for developing marketing strategies that result in high-quality services that satisfy customers and generate profit

for the business, respectively. The hotel industry is one of these service sectors. Different consumer segments may be attracted to a hotel depending on its degree of service. As a sector of the tourism industry, hotels provide services to clients as they conduct business and travel (Burman et al., 2017).

1.1 Statement of problem

(Chinedu, 2021) claims that one of the top hotels in Nigeria's Enugu State is the Mac-Davos Hotel. Despite the fact that many hotels in Enugu operate at average performance, the average performance appears to offer excellent customers' satisfying service. Numerous clients are not satisfied with this, and Mac-Davos is probably no exception. One would be forced to think that the ineffective implementation of appropriate marketing principles and tactics is to blame for the poor performances of numerous hotels in the Enugu city. The Mac-Davos hotel has raised costs without necessarily boosting the hotel's profitability in an effort to increase the rate of patronage by providing better services and engaging in marketing initiatives. As a result, the hotel industry is become increasingly popular and fiercely competitive. Many large hotels in Enugu employ the same business practices as the Mac-Davos hotel. The issue at hand is how marketing methods may help Mac-Davos hotels operate more efficiently.

1.2 Aim and Objectives of this Study

The aim of this study is to understand the impact of effective marketing in the hospitality industry and how it can contribute to the growth of the industry in terms of patronage and profit maximization. Case study of Mac-Davos Hotel Enugu. While the following are the specific objectives:

    i.   To analyze how Mac-Davos' service quality affects customer satisfaction and patronage.

    ii.   To assess the impact of high service fees on Mac-Davos consumer base.

    iii.   To investigate how the Mac- Davos Hotel's marketing strategies affects customer patronage.

1.3 Research Hypotheses

The following hypotheses were presented in their null forms to help achieve the objectives of the study.

$H0_1$: The quality of services provided by Mac- Davos Hotel Ltd. does not lead to increase in patronage.

$H0_2$: The Mac-Davos Hotel's price charges do not lead to increased customer patronage.

$H0_3$: The marketing strategies used by the Mac-Davos-Davos Hotel do not lead to increase in patronage.

2. Related Literature Review

2.1 Conceptual Review

2.1.1 Historical Dimension of Mac-Davos Hotel

On November 6, 1984, Mac-Davos Hotel Ltd., a three-star luxury hotel in the Enugu city, was formed and formally opened for business. Chief Anthony Emeka Anih, often known as Emeka

Wawa, is a successful business tycoon and the owner of the distinctive, magnificent, and opulent hotel. Location of the hotel is 2 Akuke Road, Awunanaw, Enugu. At Mac-Davos Hotels, a lot of the amenities and services can speak for themselves. These amenities include a variety of strategic parks, a pool, a conference room, laundry facilities, and an art studio. Banquet halls and a business center About 29 employees at the Mac-Davon hotel work shifts (day and night). Mac-Davos offers natural relaxation and hospitality for tourists.

Product

The majority of the products that Mac-Davos offers are services, with a few tangibles thrown in. These are covered in the following manner:

a) Room Reservation: the hotel has about 40 rooms, including executive suites, double suites, bedrooms, avails, single rooms, and twin rooms. All of these rooms are fully air conditioned, reasonably spacious, and equipped with modern amenities.

b) Conferences Services: A suitable location for conferences, seminars, workshops, or annual general meetings is a hotel (AGM). Currently, Mac-Davos only keeps a few tiny halls with dining areas. Only 10 people can fit in one of their private dining rooms, while roughly 20 people can fit in the other.

c) Restaurant Services

For different meals like breakfast, lunch, and dinner, the hotel's restaurant serves a variety of African, European, and Chinese cuisine. The restaurant can seat between 80 and 100 people at a time. It has automatic video and television with full air conditioning, and the majority of the time, CNN is on.

d) The Bar Services

Following the gate, the first structure has well-placed, lovely flowers all around it. The hotel bar is located here. The hotel serves a variety of beverages, such as soft drinks and various kinds of beer. Different types of wine were prominently exhibited at key locations behind the attendant, along with soft beverages like Coca-Cola and other mineral water. A suya spot is located directly in front of the pub. This suya service is typically performed in the evening (4pm – 12 midnight).

e) Services offered by business

The hotel includes a cutting-edge business center that is near to the bar area. Internally, it provides the services listed below.

    i.   Photocopying machine
    ii.   Electric services
   iii.   Computer services

2.1.2   Nature of Classification of Services

Any action or advantage that one party can provide to another, which is essentially and does not result in the ownership of anything, is referred to be a service. According to the second European Edith principle of marketing, activities like hotel rental are considered to be services offers. Hotel offers frequently include a variety of services. The following is a discussion of a few of them:

1. Only Tangible Products

These deals include touchable items that may be purchased in Mac-Davos, including drinks and cream.

2. Tangible items that include ancillary services.

A tangible good and one or more services make up the offering. Levity noted that sales of generic products (like computers) are increasingly dependent on the caliber and accessibility of the ancillary customer services.

3. Major Services Combined With Minor Services

This menu includes a main service as well as ancillary services or auxiliary goods. For instance, at a barbershop, the attendant hands you a magazine to take home after your haircut. Promotional services operate as incentives for consumers to visit and encourage them to do so again. An excellent example of a service provided at Mac-Davos is the serving of suya beside the pool.

4. Pure Services

Services make up the majority of this. An excellent illustration would be a barbershop, educational services, etc. It is entirely intangible, making it challenging to evaluate in terms of both quality and quantity. Therefore, handling it correctly and efficiently takes the utmost attention and expertise. The lodging options at Mac-Davos are a wonderful example. Services can be categorized as either equipment- or people-oriented. Medical physicians, lawyers, and accountants are just a few of the service professionals who require equipment from clients. Carpentry, plumbing, and other professional work, as well as other unskilled work like being a waterman, a gardener, a cleaner, etc. Equipment-based services are those that must be performed by a machine; they can also be defined as follows.

- ➢ Machine for automated service handling

- ➢ Skilled labor - return for airline services

- ➢ Taxi services: unskilled labor.

2.1.2a Managing Service Quality/Differentiation

Since they are essentially intangible, services are differentiated by them. In an effort to diversify offerings, delivery, and visuals, a substitute has been developed.

Offers

Innovative features may be included in offers. The primary service package is what the consumer expects, and additional service features can be added on top of this. Several carriers have implemented ancillary service elements in the aviation business. Today, computer services are a supplementary product from the hotels. Some people have begun using online offers as a backup option. Even if these second offers are frequently replicated, routine research can nonetheless help a company pioneer new second offers.

Delivery

Better employees can be hired and trained by a service provider to provide its services. It can either provide a superior delivery procedure or a more appealing physical setting in which to provide the service. Young, well-groomed ladies and gentlemen serve meals at the Mac-Davos hotel. Making ensuring clients' needs are addressed while being kind and smart to them.

Image

Service providers can distinguish their offerings through branding and emblems as well. The Harris Bank of Chicago chose the lion as its logo and uses it on all of its correspondence, advertising, and even the plush animals it gives new depositors. As a result, the Harris lion is well known and gives the impression that the bank is strong. The American express is a different company that has created a highly branded service and currently a successful international image.

The phrase "the star hotel" has been utilized by Mac-Davos Hotel as a potent metaphor to describe how exquisite the hotel is.

Managing Service Quality

A business succeeds by continually providing clients with services of a higher caliber than competitors and going above and beyond their expectations. Customers retain their loyalty or choose their service when the expected service is provided, according to (Chinedu, 2021), and when the perceived service meets or exceeds the expected, they become more loyal. (Burman et al., 2017) recommended that the following should be constantly monitored in order to manage service quality: -

    i. Disparity between management view and consumer expectations.

    ii. The management's perception and the level of service are at odds.

    iv.   The delivery of service quality does not match the standard.

    v.   The delivery of high-quality services and external communication are incompatible.

2.1.3 Characteristics of Services and their Marketing Implications

There are four main characteristics that influence the design of marketing programs for services, according to Kumari and Sangeetha (2021). They are as follows.

    i.   Intangibility

    ii.   Inseparability

    iii.   Variability

    iv.   Perishability

The following criteria are used by Yusuf and Mambuhu (2020) to further categorize services.

    i.   Tangibility Absolute intangible service: dominance.

    ii.   Method of provision: depending on either personnel or equipment.

    iii.   How much personalization there is, if any

    iv.   Personal, commercial, or individual items of the recipient, etc.

    v.   Delivery point: Prior to, during, or following a sale.

2.1.4 Marketing Strategy for Hotel Industry

This is to ensure that all necessary measures, as previously indicated, are taken to improve customer satisfaction. The 7ps must be implemented and properly and efficiently coordinated in order to attain it. To make sure they are giving the greatest services possible, service providers should also keep an eye on their service quality. Additionally, they ought to adopt everything that others are providing that they are not able to in their own offering. Another strategy is to place more emphasis on the less important features that are typically ignored in order to satisfy their clients. The secret to competitive success, according to Kotler (1997:346), "frequently resides in adding more value, increasing services, and enhancing their quality. The implementation of

standard procedures for delivery, installation, customer training, customer consultation, maintenance, and repair, among other things, can set services apart and significantly enhance their performance.

The hotel management can strategically improve their activities by differentiating their offer. They can do this by providing a better product, service, patronage award, or even by differentiating themselves personally. Better employees may be hired and trained, giving industries a stronger competitive edge than their rivals. Following are the three qualities that, according to Kotler, can be attained by employees with greater training:

   i.   Competency: They have the necessary skills and knowledge.

   ii.   They are considerate, affable, and well-respected.

   iii.   Credibility: You may put your trust in them.

   iv.   Rampant: As a result of declining demand and rising competition, the hotel is now using marketing measures to preserve its survival.

The marketing mix's four pillars and the additional three pillars, which were previously addressed, are the focus of these tactics. The four marketing ps are price, place, promotion, and product; the three ps are people, tangible evidence, and process.

Customers are given more confidence by the fact that actual individuals provide the services at Mac-Davos, adhere to a protocol, and provide physical documentation. This was a well-received concept at Mac-Davos and has sustained the hotel over the years.

2.2 Theoretical Foundations

The study's theoretical foundations come from Pagaso, Dela, and Manuel's (2000) and Kotler's (2006) theories, which contend that every industry should work to create marketing plans that make use of the marketing mix in order to create sustainable competitive advantages that will foster long-term growth and profitability.

2.3 Empirical Review

Aina, (2020) investigated the problems with e-marketing in the hotel industry and proposed remedies. This study used all four hotels in Ado-Ekiti, Nigeria: the Prosperous Royal Hotel and Resort, Queen's Court Hotel, Pathfinder Hotel, and Holiday Inn, Koltotel Plaza & Suit. Inferential statistics of percentage and frequency were used to analyze the data gathered through surveys and determine the relevance of the hypotheses formulated. The conclusion of the hypotheses indicates that there is a critical need for the adoption of e-marketing in the hotel industry because it has been a topic in the development of awareness and advertising of its products throughout the world. It also revealed the fact that e-marketing organizational challenges is to reach an understanding with hotel managements regarding how to proceed with operations, innovations, and exploration in the business which needs to be resolved based on the opportunities E-marketing was shown to be a crucial tool for hotel industry development and promotion. It was advised based on the findings that e-marketing must be the forerunner to gain a competitive advantage in the challenging hotel industry. It also notes that it is crucial today for any of these industries to have a website and promote their products through social networks.

Dutse and Ayuba (2016) focused on Abuja hotels as they investigated the use of marketing mix tactics in the hospitality industry. The study collected data from both primary and secondary

sources. Owners and managers of the top 30 hotels in Abuja make up the study's population. 19 hotels, or 63.33 percent of the total, were chosen at random to make up the study's sample, which was used for the analysis. The marketing mix strategies of Abuja hotels are not significantly related to the aforementioned business-related factors in terms of type of ownership, capital, the number of employees, and years of existence, according to data analysis using frequencies and percentages mean and simple linear correlation analysis. The study also discovered that the degree of implementation of marketing mix techniques in terms of product or service offers, price, and promotional strategies does not significantly affect the degree of customer happiness. The study also shows that one of the essential tactics for success was to keep consumers' loyalty by offering discounts, helping them, welcoming them, being nice, and providing them with clean, well-ventilated rooms. In order to recover operational costs, assure a fair price and successful promotional campaigns that would produce a lasting competitive advantage, it was advised that hotel managers always pay top priority to the three P's of the marketing mix when beginning a new hotel business.

Talabi (2015) examined the part that marketing plays in the growth of the hotel sector. The purpose of this paper was to emphasize the value of marketing in the hospitality industry. The objective was to demonstrate the role that marketing played in the growth of the hotel business as a whole as well as how marketing might be utilized to guarantee success in a highly competitive, unstable, and diverse industry like the hospitality sector. The qualitative research approach was used to carry out the empirical portion of this study. Participants in the hotel business were interviewed in semi-structured interviews in Abuja, Nigeria, and Jakobstad, Finland. The theoretical basis for this study concentrated on fundamental marketing and hotel management ideas. The secondary data used in this study came from sources that included authors and academics that work in the fields of marketing and hotel administration. A lot of work was put into ensuring the objectivity of the report and conclusion, taking into account the goal of the study and the level of validity and reliability. The findings of this study demonstrate that marketing is the key to every hotel outlet's success.

3. Methodology
Introduction

This chapter presents the details of methods and procedures used in the study. It precisely examines the data source, study population, sample size and sampling method, data collection tool, questionnaire distribution and administration, data treatment and analysis method, and study limitation. The study was undertaken to assess marketing of hotel services in Nigeria, case study of Mac-Davos Hotel Enugu.

Table 3.1

Research processes and procedures	Methodological choice	Justification	Application in the study
Research Philosophy	There are four main trends of research philosophy that are distinguished and discussed in the works of various authors: the positivist research philosophy, interpretivist research philosophy, pragmatist research philosophy, and realistic research philosophy (Yusoff et al., 2016). The research philosophy for the study is Positivism.	The study has been conducted as "objective research" which leans toward using quantitative method of conducting and analysing the findings about the real-world phenomenon that the study examined.	This is simply because the study adopted "conclusive research" aiming to validate the research hypotheses enumerated in Chapter 1.
Research approach	Quantitative approach.	The approach was adopted to make inferences from the outcome of the knowledge findings generated by the positivist epistemology paradigm.	Collection and analyzing of the research data in order to achieve the study objective.
Research Design	In line with the study's philosophical paradigm, the study used a survey research design approach as primary data gathered were utilized to fulfil the study's objectives of testing the hypotheses formulated on the phenomenon under research.	Survey research provides scholars with reliable, useable information and data to make strategic decisions. It helps to describe character of population using a sample.	Questionnaire administration and data collection.

Research Strategy	Based on the nature of the study quantitative method was adopted.	Research strategy provides a roadmap for the study.	Collection of research data using the structured research instrument.
Research method	Quantitative research method incorporative survey approach.	Provides consistent and reliable method for data collection and analysis.	Questionnaire: Using the research instruments to ask the same question to a number of respondents to measure their opinions and coding same as numeric data.
Research Collection	Questionnaire Administration	Questionnaires have the advantage of upholding confidentiality, saving on time, reduce interviewer's bias, wider coverage and are easier to analyze (Tang and Zhang, 2013).	
Population and Sampling	Total population sampling and random sampling.	Based on the size of the staff, and customer base of the customers	Total population sampling was used for staff of Mac-Davos respondents and random sampling for the customer respondents.
Research Instrumentation	Questionnaire	Questionnaires is used to collect data for research. It is reliable, saves time and uphold respondent's confidentiality.	On-site questionnaire administration.

Research Data Analysis	Regression analysis	Provides the level of association between two variables (dependent and independent).	Regression analysis

3.1 Research Design

This study adopted a survey research design for data collection and analysis. In the current research context, perceptions of the respondents were sought in order to understand effective marketing in the hospitality industry and how it can contribute to the growth in term of patronage. Survey approach was utilized to enable the researcher obtain valid and reliable data to deduce valuable information from the questionnaire. In line with Orodho and Kombo (2002) the design is useful and suitable to determine the degree of association between variables.

3.3 Sample Size Determination

To administer the questionnaires, a sample of fifty (86) hotel guests would be chosen at random for an interview to ascertain the impact of effective market in the hospitality industry.

3.3a Sampling Size for Mac-Davos Hotel Customers.

The sample size of Mac-Davos hotel customers is determined by using topmans formula.

$$N = \frac{2^2 pq}{e^2}$$

Where   N = Sample size

= the value of 2 – score associated with the degree of confidence used.

P = Total number that patronize Mac –Davos hotel.

Q = Total number that do not patronize Mac-Davos
     Hotel.

E = Tolerable error margins

N = 1

Z =   95% or 0.95

P =   30 /50 or 0.60

Q =   20.50 or 0.40

E =   5% or 0.05

$$N = \frac{(0.95)^2 \times 0.60 \times 0.40}{(0.05)^2}$$

$$N = \frac{0.7025 \times 0.60 \times 0.40}{1. \quad 0025}$$

$$N = \frac{0.2166}{0.025}$$

  = 86.0

Sample size for Mac-Davos hotel customer = 86

3.3b Sample Size for Mac-Davos Hotel Staff

Based on the number of staff in Mac-Davos Hotel which is 30, the entire staff population will be adopted as the sample size. According to Orodha and Kombo (2002) where the number of a study

population is considered small, the study population can be used to represent sample size. This is called total population sampling. Therefore, our sample size for staff in Mac-Davos Hotel is 30. The allocation of the questionnaires was based on the formular.

Population of zones x sample size

 Total population of zones   1

Of Ogui New layout

= 34129   x   86

  465072   1

         = 6.3

3.4   Questionnaire Administration and Distribution

As guests check out of the hotel, they will be asked to complete questionnaires before leaving, and staff members will be chosen at random to complete the questionnaires. The researcher will use an on-site questionnaire administration technique to collect primary data from customers and staff of Mac-Davos Hotel. The questionnaire was structured with appropriate questions as they take shorter time to fill, reduce much variation, increase response rate and easier to analyse (Talabi, 2015). Questionnaire was the main measurement research instrument used in this study. Scales for this study were developed through reviews of past literature and their research models. There are two parts to the questionnaire. The first half of the survey asks respondents demographic questions, while the second piece focuses on the respondents' opinions on how effective marketing in the hospitality industry can contribute to the growth of the industry in terms of customer patronage.

Table 3.2

Zone	Population	No of questionnaire
Ogui New Layout	**34129**	**34129 x 81** **465072 1** **= 6.3**
New Haven	**43003**	**43003 x 86** **465072 1** **= 7.9**
Coal Camp	**42981**	**42981 x 86** **465072 1** **= 7.9**
Abakpa Nike	**58508**	**58508 x 86** **465072 1** **= 10.8**
Emene	**72634**	**72634 x 81** **465072 1** **= 13.4**
Trans –Ekulu	**42255**	**42255 x 86** **465072 1** **= 7.8**
Maryland	**42127**	**42127 x 86** **465072 1** **= 7.7**

Achara layout	42361	42361 x 86 465072 1 = 7.8
Ogui Ubran	43632	43632 x 86 465072 1 = 8.5
Uwani	43442	42442 x 86 465072 1 = 8.0
Total	465072	

Source: Researchers Compilation, 2023

4. Data Analysis and Discussion

4.1   Data Presentation and Analysis

The data used for this study is primary data collated from various respondents through questionnaire. The data was collated, sought and coded in a researchable manner before using it them for various test analysis (See appendices for the data table).

4.1.1 Data Analysis

Questionnaire for consumer.

SECTION A

4.1   Presentation of Analysis of Questionnaire Administered and Completed Online.

Table 4.1: Questionnaire for Consumer

Details	No. Of respondent	Percentage
No distributed	86	100%
No returned	80	93%
No unreturned	6	7%

Source: Field Survey, 2023

The table 4.1 above shows that eighty-six (86) copies of the questionnaire were administered to respondents. Out of this number, eighty (80) questionnaire were filled and returned while six (6) copies were not filled and returned. This gives a response rate of 93%. It is from these responses that data was analyzed and presented in this section.

SECTION B

Questionnaire for Staffs

Table 4.12

Questionnaire Return Rate

Responses	No. of respondents	Percentage
No distributed	30	100%
No returned	30	100%
No unreturned	-	-
Total	**30**	**100%**

Source: Field Survey, 2023

Table 4.12, presents the response rate of questionnaires filled out by staffs of Mac-Davos Hotel. It shows that a total number of thirty (30) questionnaires distributed to management staff of Mac-

Davos hotel, all 30 responded by filling and returning the questionnaires. This shows that 100% respondents returned their questionnaires.

4.2 Test of Hypothesis

4.2.1 Test of Hypothesis One

To test this study hypothesis, the null form of the hypothesis stated in chapter one will be presented.

Decision Rule: Reject the null hypothesis and accept the alternative if the significance value of the variables under study is lower than 0.05 level of significance.

H0$_1$: The quality of services provided by Mac- Davos Hotel Ltd. does not lead to increase in patronage.

Table 4.21

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.813	.282		6.430	.000
	Quality of Service	.225	.108	.229	2.074	.041

a. Dependent Variable: Customer _Patronage

Source: SPSS 20.0

Table 4.22 ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.025	1	2.025	4.301	.041^b
	Residual	36.725	78	.471		
	Total	38.750	79			
a. Dependent Variable: Customer _Patronage						
b. Predictors: (Constant), Quality of Service						
Source: SPSS 20.0						

The first hypothesis (Ho$_1$) of this study stipulate that the quality of services provided by Mac-Davos Hotel Ltd. does not lead to increase in patronage. Study result findings from Table 4.21 rejected the hypothesis as evidenced by (coefficient) $\beta_1 = 0.225$, and Sig. value = 0.041 which is less than 0.05, implying that the quality of services provided by Mac- Davos Hotel Ltd. does not lead to increase in patronage.

Decision

Since the calculated significance value of 0.041 is less than the critical value of 0.05, we reject the null hypothesis and accept the alternative hypothesis that the quality of service offered by Mac-Davos Hotel Ltd. Enugu leads to increase patronage.

4.2.2 Hypothesis Two
H0₂: The Mac-Davos Hotel's price charges do not lead to increased customer patronage.
 Table 4.23

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.530	.241		10.505	.000
	Price Charge	-.108	.158	-.077	-.681	.498

 a. Dependent Variable: Customer _Patronage
Source: SPSS 20.0

Table 4.24 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.229	1	.229	.464	.498^b
	Residual	38.521	78	.494		
	Total	38.750	79			
a. Dependent Variable: Customer _Patronage						
b. Predictors: (Constant), Price Charge						
Source: SPSS 20.0						

The second hypothesis (Ho₂) of this study stated that Mac-Davos Hotel's price charges do not lead to increased customer patronage. Study result from Table 4.23 accepted the hypothesis as evidenced by (coefficient) β_1 = -0.108, and Sig. value = 0.498 which is higher than 0.05, implying that the Mac-Davos Hotel's price charges do not lead to increased customer patronage.

Decision
Since the calculated significance value of 0.498 is higher than the critical value of 0.05, we accept the null hypothesis that the Mac-Davos Hotel's price charges do not lead to increased customer patronage, and hence reject the alternative hypothesis.

4.2.3 Hypothesis Three
H0₃: The marketing strategies used by the Mac-Davos Hotel do not lead to increase in patronage.
 Table 4.25

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.313	.536		2.449	.021
	Advertising	.265	.189	.265	1.399	.174
	Public Relation	-.016	.194	-.017	-.081	.936
	Sales Promotion	.043	.189	.047	.226	.823

 a. Dependent Variable: Patronage

Source: SPSS 20.0

Table 4.26 ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.478	3	.159	.712	.554b
	Residual	5.822	26	.224		
	Total	6.300	29			
a. Dependent Variable: Patronage						
b. Predictors: (Constant), Sales Promotion, Advertising, Public Relation						
Source: SPSS 20.0						

The third hypothesis (H_{o3}) of the study stated that the marketing strategies used by the Mac-Davos-Davos Hotel do not lead to increase in patronage. Presented in Table 4.26, the joint significance of marketing strategy F-value of 0.712 with Sig. value of 0.554 shows insignificant effect considering the critical value of 0.05 level of significance.

Decision

Since the calculated joint significance value of 0.554 is higher than the critical value of 0.05 level of significance, we accept the null hypothesis that the marketing strategies used by the Mac-Davos-Davos Hotel do not lead to increase in patronage, hence reject the alternative.

5. Conclusion and Recommendations

5.1 Conclusion

This study was carried out to investigate the impact of effective marketing in the hospitality industry and how it can contribute to the growth of the industry in terms of patronage and profit maximization. Case study of Mac-Davos Hotel Enugu. In the introduction the aim and objectives of this study were stated and these objectives gave rise to the hypotheses of this study which were tested in the previous section by the use of regression. It is important to note that any organization in the hotel industry that wishes to gain and maintain a large market share must weigh marketing strategies effectively in relation to its position in industry. It is important also to note, that a proper coordination of work force be put in place which will lead to a form of synergy and inter production relationship. This will help not only to satisfying customers but at a lesser rate. It will also help to retain customers and even gain more market shares. In summary, from the results obtained from this study, it suffices to conclude that effective marketing strategies can contribute positively to the growth and performance of the hotel industry in Nigeria as seen in the case of Mac-Davos Hotel, Enugu, Nigeria.

5.2 Recommendations

From the results obtained from this study, the researcher provides the following policy recommendations to further enhance the performance and growth of Mac-Davos Hotel, Enugu:

    i.   From the results obtained from the data analysis in Table 4.21, the results revealed that quality of service offered by Mac Davos hotel led to increase patronage. This calls for continuous investment into the quality of services renders for example training of employees, investing in research and development or acquisition of

modern hospitality equipment. However, caution is advocated in selecting the investment targeted to boost quality of services to maintain customers' loy**a**lty.

ii. Results from Table 4.23 showed that price charged by Mac-Davos hotel showed negative and insignificant impact on customer's patronage. The researcher advocates for immediate adjustment and reduction of price charged to customers reduce where necessary, and reconsider the price of some of her services especially accommodation. This is critical because prices directly affects demand of goods and services.

iii. Marketing strategies were found to have mixed coefficient and insignificant impact on customer patronage of Mac-Davos Hotel as shown in Table 4.25. Marketing strategies like Advertising, Public Relations and Sales Promotion among others are advocated to be strategically considered in view of the widening scope of hospitality industry. Marketing strategies will therefore continue to intervene in the development of hospitality business in form of creativity, delivery, dynamism required in the industry. Hence, marketing strategies applied by Mac – Davos hotels need further improvement as the dynamics of the economy evolves in order to remain relevant in business.

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