

1 Critiquing the Hotel Strategic Articles in Response to the 2 Nigerian Environment

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7 **Abstract**

8 The focused article in question was researched in the united states of America to study the
9 effects that guest satisfactions have at various united states brand influence their rate of
10 occupancies. In other words, if and after the guest have being satisfied, (that is the hospitality
11 they do receive) does that in its own generate more customers to be called into the hotel.
12 According to the research, these trends was coming from hotel branded names companies and
13 franchised administration companies. It has also be seen that to have caused an accelerated
14 growth in the sector of business (that is hoteling). The authors also decided to investigate the
15 percentage of franchised hotel properties influences the guest occupancy level using a three
16 years study period. They also considered the effects (positive or detrimental) that the brand
17 size has on future hotel occupancy. Finally, they also decided to test the effect that change in
18 guest satisfaction has an effect in average daily rate. The keywords in the article were a
19 strategy, brand, franchise, quality, guest satisfaction and lodging.

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21 **Index terms**— strategy, brand, franchise, quality, guest satisfaction and lodging.

22 These are based on fact that it is franchised company tend to be more patronised by the high and middle
23 class regularly. These, in turn, will lead to the high occupancy level even though the expected satisfaction is not
24 derived. Another view that should be looked at here is whether the increase in satisfaction level and occupancy
25 rate called for an expansion. Another major problem was that the data sample was quite small. A total of
26 seventeen hotels were used to do the data analysis in a country where there tend to be in hundreds of them
27 coupled with the fact the analysis got were basically from 1999 to 2004 so we could say the data being used are
28 in the process of being obsolete.

29 The location in where this research was being conducted also placed a paramount question to its validity.
30 A place like Las Vegas obviously would prove a wonderful result for the gotten output but compare that to
31 an African state like OYO. Would this research prove its purpose and findings truly executed? The fact that
32 regression analysis was the only test used to conduct these work night prove to be inadequate as another method
33 such as the chisquare could have being employed. When these have being done, we do see if the same result
34 would be achieved. As I earlier indicated if the same result would be attained by single owners if they added
35 this quality service to their company and the response of a higher economic cost can be boycotted. It would also
36 have to be a benefit if the study explained how the effect of economic policy can be utilised in still achieving
37 these goals.

38 It should also be reminded that the article only mentioned of one product which is basically the hotelling
39 aspect (that is the accommodation aspect of the organisation) but there are other products that a hotel offer.
40 In Nigeria, take as an example, most hotels thrive mostly in festive seasons. Other constant income or revenue
41 come from the rent of hall for public functions their customers, the pub services and also catering services. All
42 these are what were overlooked in the article. They are all products that also should be serving with quality and
43 not necessarily for the guest to occupy a space for such functions to be carried out.

2 CRITIQUING THE ARTICLE ON SUCCESSFUL GROWTH STRATEGIES OF THREE CHINESE DOMESTIC HOTEL COMPANIES

44 Finally, no matter how quality the hotel service rendered could be, there is also an issue of money to be
45 spent. With that in regard, in Nigeria (a third world perspective) occupying the rooms would not be of a concern
46 because most guests see these as expensive. This relates to the fact there is a need for a consideration of the
47 economic conditions of where the hotels operate. Generally, the research paper was well discussed and straight
48 forward, the major issues were the small sample size (although noted by the authors) and the economic condition
49 or state in which the country that the particular business (hotelling) exist.

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52 2 Critiquing the Article on Successful Growth Strategies of 53 Three Chinese Domestic Hotel Companies

54 Yu Qin, Howard Adler ? & Liping A Cai ? The article is focused on the relative strategies that were employed
55 by the case studied companies in China in proportion to the success they have attained. The strategies that
56 were employed by these three different hotel organisations were innovative positioning, keeping cost low, rapid
57 expansion, continuous innovation, focus on quality consistency, extensive training, and several indigenous Chinese
58 cultural operational practices. Relative data that were required for analysis were gotten from interviews with
59 the management of the three companies. Also, information, which was secondary, was gotten from Chinese hotel
60 association (CHA). The information gotten here was the occupancy rate in these hotels. The companies selected
61 were a home inn, Jinjiang inn, and motel chain. All these three were selected based on the criteria of rapid
62 growth they have experienced in the years of establishment. The stated statistics showed that at 2009, a home
63 inn which was established in May 2002, 621 hotels, Jinjiang inns established in 2003 has 325 and lastly motel
64 chain had 191 which was also established in the same year with Jinjiang. The secondary source had it that they
65 had 80 percent occupancy rate higher when compared to the other star rated hotels at 58.30 percent. Majorly,
66 it's seen that this academic research was done to ascertain the reason or better explaining the success of these
67 selected hotel chains. Even though, it has been stated that they sure employed some selected strategies, the
68 question of how and in what stages were they employed is a question that was clarified. All those strategies
69 that were earlier mentioned could not have all being applied all at once but at successive stages of the business
70 operations. For the application of those strategies, the question posed is the conditions that need to be in place,
71 the question of conducive environment to know how and where to site their locations?

72 In these articles, it has also stated clearly about related works that has been done earlier to take care of
73 issues such as examine the porter's generic strategies and its application, the relationship between structure and
74 strategy of hotel organisations with the characteristics of competitive strategies in the lodging industry. All
75 others research were done but basically with the purpose of trying to explore the structure strategy-performance
76 relationship in the hospitality industry rather of the strategy itself.

77 The posed question here is it was never indicated that there was a relative effect of the population in the
78 hotelling business. These would help in determine the high occupancy rate that is currently being experienced.
79 The work, though, is a much-appreciated work because it is one of the few which focused on hostelling in the
80 developing world and in this case China, unlike the past that was focused on smaller economies such as Hong-
81 Kong and Singapore. The option in the selected sample can be seen as reliable based on the high influx of human
82 population. In regards to our home country, it seems that hotelling would have to be a culture. The reason
83 behind the earlier made statement is that it seems the Nigerians do not always have to buy the hotelling idea
84 much and also the culture of staying with friends while on most trips has become a culture amongst the people.
85 So a hotel with so much disperse branches around the country will be looming for failure. The option would be
86 situated in the major cities. The vast land mass of the Chinese would also have a positive effect as to having so
87 many branches across China and that obviously is not the corresponding effect for Nigeria.

88 Another base that was indicated in the article is the notification that the high population that the country has a
89 culture of travelling. This is an aspect that is quite reasonable but with incoming of the Information technological
90 era, won't there be an elusive change in the rate of dispersion. These base the fact that your business activity can
91 be carried out from your place of residence rather than a compulsory movement to occur. This is reasoned out of
92 the fact that they would obviously need to find it cheaper and quite reasonable in conducting their activity from
93 their respective locations. A significant change came to the into the hotelling business when the government of
94 China decided on going with the open door policy in 1979. Tremendous change has been observed and since
95 the state owned property has been released, the atmosphere for competition has been made it up for different
96 stages of business growth to be experienced and it was rapid but the question of that being replicated in a country
97 (Nigeria) that has had the freedom, much would be expected to be done to bring about a growth in the business.

98 The economy factor of the Chinese makes it easy and thriving for the experience that is being gotten in that
99 line. In comparison with Nigeria, the economy condition is still on the developing (just developing) side and thus
100 might not be favoured with such a high growth experience that is being attained in China. It would be good if
101 the T issue of an F.D.I can also help in the growth of these businesses. In that aspect, would it still be possible
102 to transmit such cultures of waste control and unnecessary spending as against the Nigerian culture of waste?

103 In doing or carrying out this research, the use of qualitative methodology was used. These were daily
104 exploratory in nature. The absence of a quantitative approach is being advised to see the comparative result
105 in the former analyses that were made by the authors. Another issue would have been to also put up a larger
106 scale of opinions gathering by getting information from the customers of the selected hotels. These will ensure
107 the reliability of the test that has being derived. The questioners should have also invariably extended to the
108 customers to get their opinions on the reason for their preference forgetting about the stated opinions by the
109 management of the various hotels.

110 As opposed to the secondary data that was being derived from the association watchdog of the hotelling
111 association in china and corporations with the authors in getting first-hand information, same would prove
112 abortive as the adequate and reliable record would almost seem more of a mirage than achievable.

113 The current development of terrorist attacks might also seem also limit the investors' ability to locate her
114 presence in the country (Nigeria).Finally, the ability to make the workers having to perform dual roles or
115 responsibility might result in the employees not being able to give their best. This is due to the unrelated
116 task that such employee is being made to go. ¹ ²

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