

# Managing the accommodation experience a research study report

[Business](#), [Marketing](#)



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## **Observational method of data collection**

The research was mainly based on observational methods. Needless To say, this invariably required that the writer observes the subject matter, in this case the general standards of accommodation service provisions by the two hotels involved: The Novotel Park and The Formule 1 Sydney Park Hotel near Home bush Bay Beach in Australia. It required that the observers draw references to various behavior patterns as displayed by the customers to draw their own references as to the possible level of satisfaction achieved by the customers. Given the nature of the research, observation was the most suited method of collecting accurate and dependable data. This was due to the need to ensure high level validity. Findings based on observation are considered to bear more validity as the researcher is able to refine such information as suits their objectives. Here, both Direct and Unobtrusive observation were used. Though it is obtrusive observation that was majorly used, direct observation was found to be substantially important. While direct observation was always liable to make the subjects of the study change their natural behavior , it was found that it could reveal the feelings of the Hotel customers about sharing their privacy with others as well as

other feelings.

As opposed to continuous monitoring, the study was majorly based on the Time Allocation method. We as the researchers selected random time to visit the selected Facilities, in this case the Hotels, and noted the behavior of the customers found to be using their accommodation facilities. For evaluation of their attitude towards the facilities in question, we would take a large sample of the study population and try to make generalizations concerning a particular aspect of the services offered. But it was Unobtrusive observation that proved most useful. This involved discreet observation where the subjects did not know that they were being observed. The major hurdle here was that we could not do this without official notice to the Hotel authorities and as a result they always had prior knowledge of our presence. This could have influenced their service provision, contrary to the assumptions in this observational method. It also presented us with ethical issues regarding privacy and informed consent. Another challenge resided in the fact that we conducted the research as a group and therefore were mostly conspicuous thought the research process. We also quite often employed Disguised Field Observation where some members of the group disguised themselves as regular customers so as to have a firsthand experience of the services offered for more accurate inferences. (Colomore, 2008. P 41)

In the course of observation, we drafted notes carefully for later reference. Each member of the group had with them a field diary and a small notebook for this purpose. Here, they would take down their perceived impression of

the observed behavior. These could be piecemeal representation of their thoughts or comprehensive references made.

### **Services capes for the two facilities**

The Novotel Park near Home bush Bay Beach in Australia offers a wide range of accommodation facilities most of which were found to grant the customers with a lot of satisfaction. These includes access facilities such as lifts disabled access as well as customer car park. Other accommodation services offered at Novotel include laundry services, restaurant, licensed bar and room services. The rooms contain facilities and features such as Cable TV, refrigerators, Telephone, Pay movies an internet services.

The Formule 1 Sydney Park Hotel also provide just as much fascinating accommodation facilities. These include Business centre, Dry cleaning services, Lift and Elevator services, Luggage storage, Bar or Lounges, 24 HOUR Front Desk, Wheel Chair accessibility among other services. On average, the study showed higher level satisfaction among people using accommodation facilities in these two Hotels.

### **References**

Colomore, J. 2008. Principles of hospitality management. Nairobi: Nairobi university press.