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**STAFF ATTITUDE AND CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY**

**A CASE STUDY OF MBALE RESORT HOTEL MBALE CITY**

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**BU/UP/2020/2679**

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OF BUSITEMA UNIVERSITY**

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## DECLARATION

### DECLARATION

I **AKUMU DOREEN OBOTH** declare that the contents of this research work have never been submitted to any other university or higher institution of learning for any award of either a degree or any other related qualification

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## APPROVAL

### APPROVAL

This report is submitted to Busitema University as a partial fulfillment for the award of Bachelor of Tourism and Travel Management with my approval as the internal supervisor.

Mr. WAMPANDE JOWALIE

Signature.....*p.p. J*.....

Date .....*26.10.2024*.....

## **DEDICATION**

I dedicate this research work to my beloved parents Mr. Oboth Nathan and Mrs. Judith who provided me with both financial and non-financial assistance that enabled me accomplish this course and above all the almighty GOD.

## **ACKNOWLEDGEMENT**

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

WTTC	World Travel and Tourism Council
UNWTO	United Nations World Tourism Organization
SCSI	Small Computer System Interference
IFSTA	International Fire Service Training Association
UBOS	Uganda Bureau of Statistics
UHOA	Uganda Hotel Owners Association

# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

This chapter comprises of the background of the study, statement of the problem, objectives of the study, research questions, scope of the study and significance of the study and the conceptual framework.

### 1.1 Background of the study

Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Ntimane & Tichaawa, 2017). According to (Agatep & Villalobos, 2021). Staff attitude is the positive or negative display of motivation a staff shows. It can be displayed toward individual job duties, products or services, coworkers or management, or the organization as a whole in the workplace by providing their clients with the ambience, food, and room quality (Butler et al., 2023).

In Spain, Spanish Customer Satisfaction Index (SCSI2022) (Malik et al., 2022) over the previous year's customer satisfaction increased by 8.8%, the country witnessed 8.5% increased tourist arrivals over the previous year, 2019 (WTTC2020) the number of guests who travelled to Spain all over the world increased and this was particularly evident in October 2019, there were 41,854,450 tourists from all over the world, an increase of 29.38% compared to last year. While in 2019, the revenue of the three-to –five-star hotels in Spain (Bupu et al., 2023) which includes luxury hotels, increased by 18.8%, and the Spanish government aims to reach 100 million tourists by 2040 (UNWTO,2022). A case of Hotel Albacete in Madrid recognized a great customer satisfaction and increased tourist arrivals in form of good hotel repeated patronage of 21% of guests. In 2019 it had about 300,000 visitors (WTTC 2019). Similarly, the reports of (IFSTA 2022) at Muraless art Luxury hotel (2022) in Barcelona, the country witnessed an 18% increase in customer satisfaction over the previous years. Customer satisfaction is attributed to guest loyalty as a good management style and quality product, service reliability and automation of services in hotels (SCSI2022).

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