



"Determinants Of Guest Loyalty And Repeat Business In Resorts"

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ABSTRACT.

Guest loyalty and repeat business are crucial for the sustainability and profitability of resorts in the competitive hospitality industry. This study explores the key factors influencing guest retention, including service quality, customer satisfaction, and brand image, pricing strategies, amenities, and personalized experiences. By analysing customer behaviours, industry trends, and existing literature, the study identifies the primary drivers that encourage guests to return. Findings suggest that service excellence, positive guest experiences, emotional connection, and perceived value significantly impact guest loyalty. Additionally, loyalty programs, customized services, and competitive pricing strategies further enhance retention rates. The study emphasizes the importance of continuous guest engagement, feedback mechanisms, and service improvements to sustain high levels of customer satisfaction. By implementing these strategies, resorts can build long-term relationships with their guests, fostering repeat visits and positive word-of-mouth recommendations.

This study examines key factors influencing guest loyalty and repeat business at resorts, including service quality, customer satisfaction, brand image, pricing, and personalized experiences. Findings highlight that emotional connection, perceived value, and exceptional service play crucial roles in guest retention. Implementing tailored experiences and maintaining high service standards can enhance guest loyalty and long-term success.

Key words: Guest loyalty, Repeat business, Sustainability, Profitability Competitive hospitality industry, Service quality, Customer satisfaction, Brand image, pricing strategies Amenities.

Introduction

The hospitality industry, particularly the resort sector, thrives on guest satisfaction and loyalty. In an increasingly competitive market, attracting new guests is important, but retaining existing ones is even more critical for long-term success. Repeat business not only ensures steady revenue but also reduces marketing and acquisition costs. Guest loyalty is influenced by several factors, including service quality, overall guest experience, brand perception, pricing strategies, and personalized services. resorts that consistently deliver high-quality services and memorable experiences are more likely to develop strong relationships with their guests, leading to repeat visits and positive word-of-mouth marketing. In contrast, resorts that fail to meet

guest expectations risk losing customers to competitors. Understanding what drives guest loyalty is essential for resort managers and stakeholders to implement effective retention strategies. This study aims to analyse the key factors influencing guest loyalty and repeat business at resorts. By examining the impact of customer satisfaction, amenities, brand image, emotional connection, and personalized experiences, this research seeks to provide actionable insights for resort businesses to enhance guest retention and improve overall service quality. Beyond service and personalization, factors such as pricing strategies and perceived value significantly impact guest retention. Competitive pricing, special discounts for returning guests, and exclusive packages can influence a guest's decision to choose the same resort for future stays. Moreover, resorts that maintain consistent quality in their facilities, dining experiences, and recreational activities are more likely to retain guests. A holistic approach that integrates high-quality service, emotional engagement, value-driven pricing, and digital connectivity is essential for building long-term relationships with guests.

LITERATURE REVIEW

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- Service quality directly influences customer satisfaction and repeat visits. The SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988) highlights five key dimensions: reliability, assurance, tangibles, empathy, and responsiveness.

OBJECTIVES OF THE STUDY

- To identify various factors influencing guest's loyalty.
- To comprehensively explore the various factors that contribute to guest loyalty and encourage repeat business at resorts.
- To examine the role of service quality.
- To assess the influence of pricing strategies and perceived value.
- To identify the impact of entertainment, recreational activities, and resort ambiance on guest satisfaction.

SCOPE OF THE STUDY

- Examining how factors such as staff behaviour, cleanliness, room comfort, and responsiveness affect guest loyalty.
- Assessing the impact of pools, spas, restaurants, entertainment, and other resort features on guest experiences.
- Analysing the role of affordability, promotions, and value-for-money perception in repeat business.
- Studying the effectiveness of reward programs, membership benefits, and tailored experiences in retaining guests.

- Evaluating the influence of guest testimonials, social media, and review platforms in shaping loyalty.
- Understanding how factors such as age, purpose of visit, and travel frequency impact loyalty patterns.

LIMITATION OF THE STUDY

- The study is limited to resorts and does not cover other types of accommodations like hotels, motels, or guesthouses.
- Social Media & Online Reviews' Unpredictability: Digital trends change rapidly, and online reviews may not always reflect true guest satisfaction.
- Limitations in Measuring Digital Influence: The extent to which social media and online promotions impact loyalty may be difficult to quantify.
- Different Expectations across Demographics: Preferences vary based on age, cultural background, income level, and travel purpose.
- Personal Biases in Responses: Guests' personal experiences and subjective opinions may influence survey responses, leading to variations in data interpretation.

METHADODOLOGY

In the present study the data has collected using a structured questionnaire which was designed after having a proper review of literature. The structured question was distributed in Google forms to collect the required data. These questionnaires were distributed to students, working women, and girls at bus stops who regularly use buses for travel. The survey links were sent via email, WhatSapp, Facebook, and Twitter. To prevent duplicate responses, respondents had to verify their email addresses. The survey was conducted and received responses from 42 individuals. The collected data from the survey were analysed for further insights. Also collected information from secondary sources which includes websites and other secondary sources.

STATICS USED

Table no 1: Age of the respondents

Particulars	Respondents	Percentage
Below 18	0	0%
18-25	22	47.6%
25-40	20	52.4%
Above 60	0	0%
Total	42	100%

Interpretation:

The above table shows that 47.4% respondents were under the age group of

25 and 52.4% of respondents were the age group of 25-40.

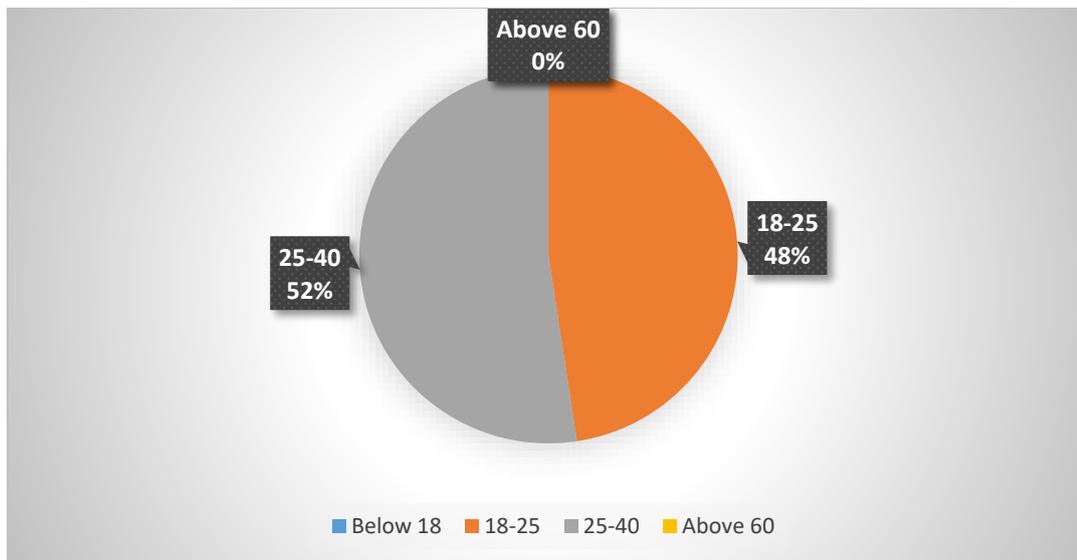


Table no 2: Table showing gender of the respondent

Particular	Respondent	Percentage
Male	31	31%
Female	29	69%
Prefer not to say	0	0%
Total	42	100%

Interpretation:

This above table showing that 31% respondents are male and 69% respondents are female.

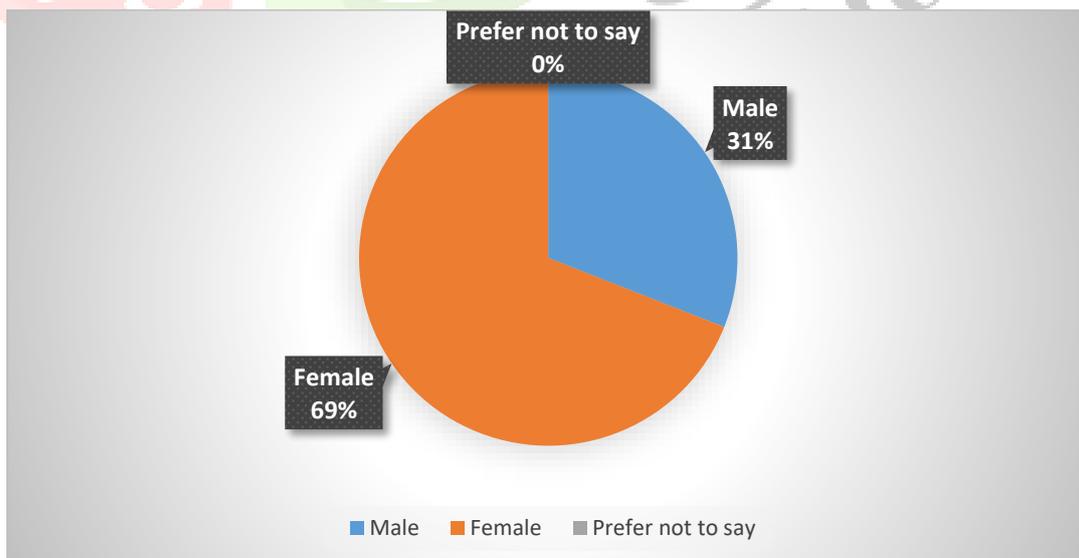


Table no 3: Table showing qualification of the respondents.

Particular	Respondent	Percentage
High school	2	4.6%
Graduate	20	47.6% %
Post Graduate	20	47.6%
others	0	0%
Total	42	100%

Interpretation:

This above table showing that 4.6% studied High school 47.6% are Graduates and 47.6% respondents are postgraduates.

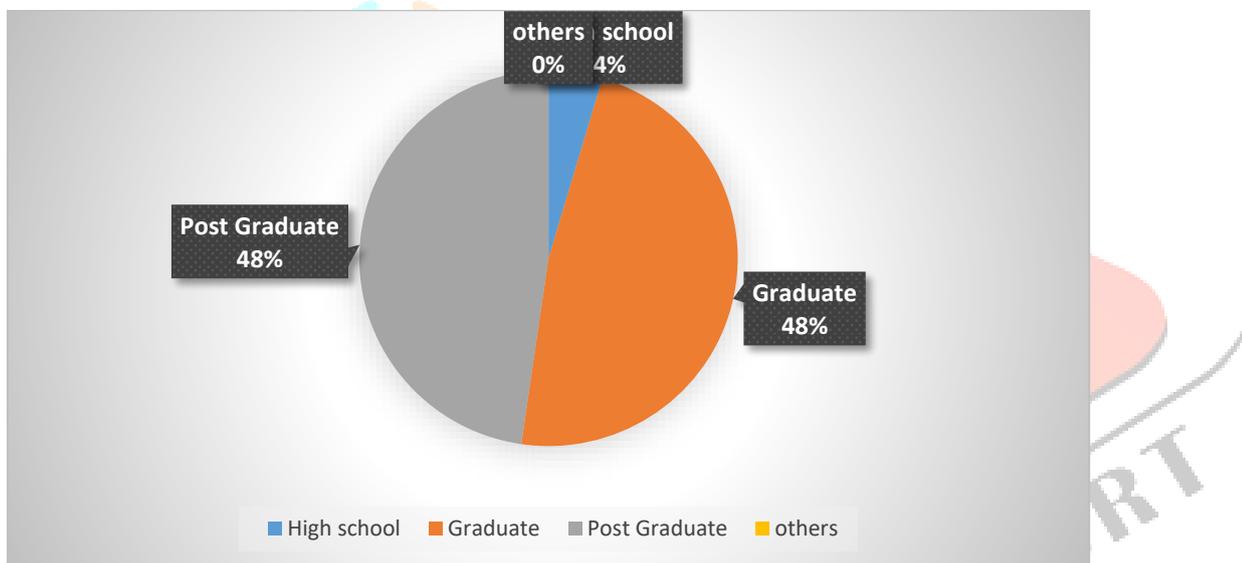


Table no 4: Table showing purpose of the respondents.

Particular	Respondent	Percentage
Leisure/Vacation	25	59.5%
Business	4	9.5%
Honeymoon/Anniversary	1	2.4%
Family Trip	12	28.6%
Total	42	100%

Interpretation:

This above table showing that 59.5% purpose was to visit during vacations 9.5% respondents purpose to visit was for business 2.4% was for anniversary 28.6% respondents purpose to visit was family trip.

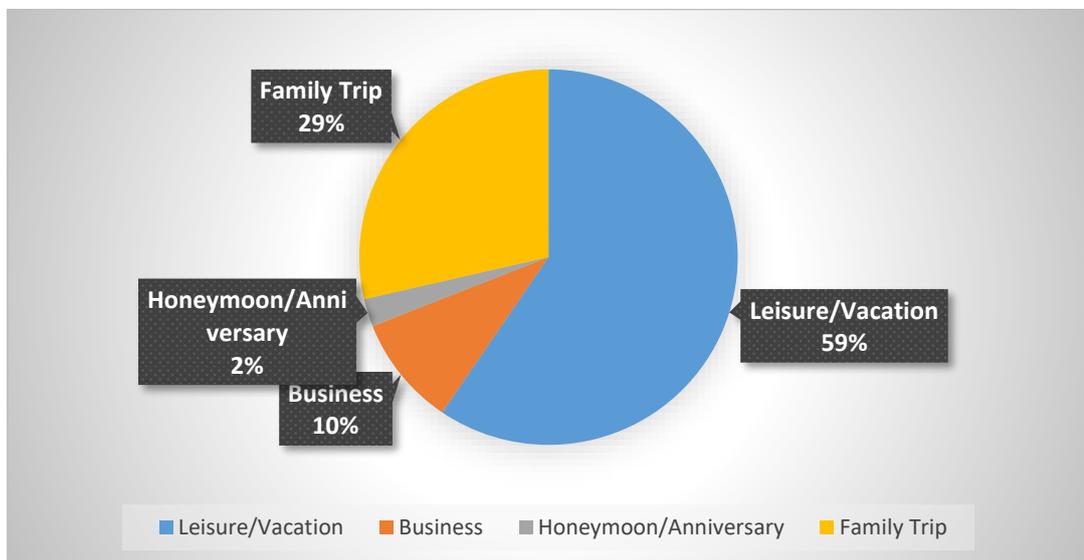


Table no 5: Table showing resort amenities (e.g., pool, spa, gym) up to your expectations

Particular	Respondent	Percentage
Yes	40	95.2%
No	2	4.8%
Total	42	100%

Interpretation:

This above table showing that 95.2% respondents said yes and 4.8% said no about the resort amenities were up to the expectations.

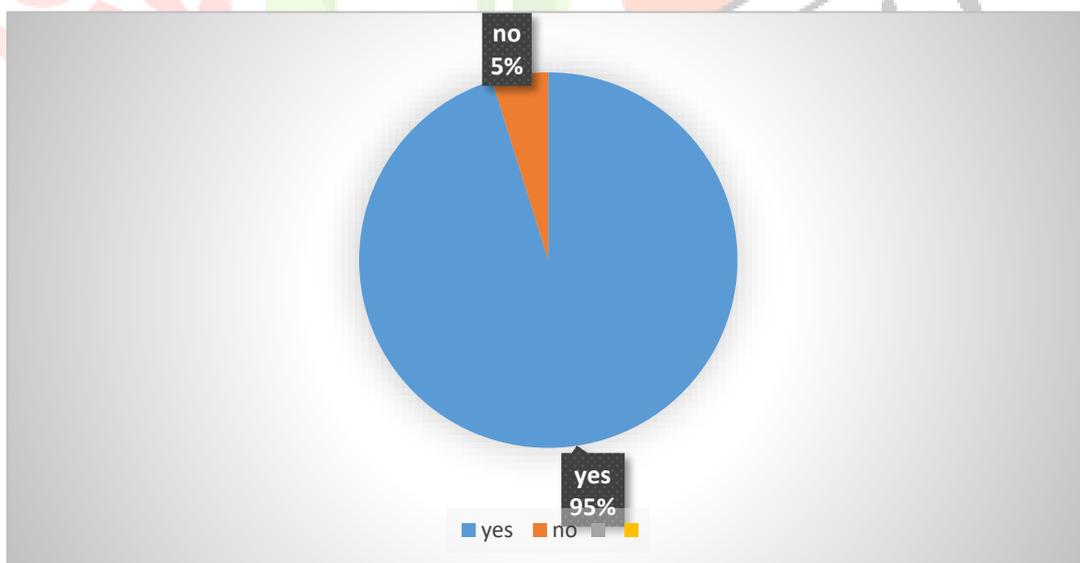


Table no 6: Table showing that how important is loyalty rewards (e.g., discounts, free stays) in your decision to return?.

Particular	Respondent	Percentage
Very important	33	78.6%
Somewhat important	3	7.1%
Neutral	6	14.3%
Not important	0	0%
Total	42	100%

Interpretation:

This above table showing that 78.6% respondents said ver important and 7.1% respondents said somewhat important and 14.3% said neutral about the resort that how important are loyalty rewards.

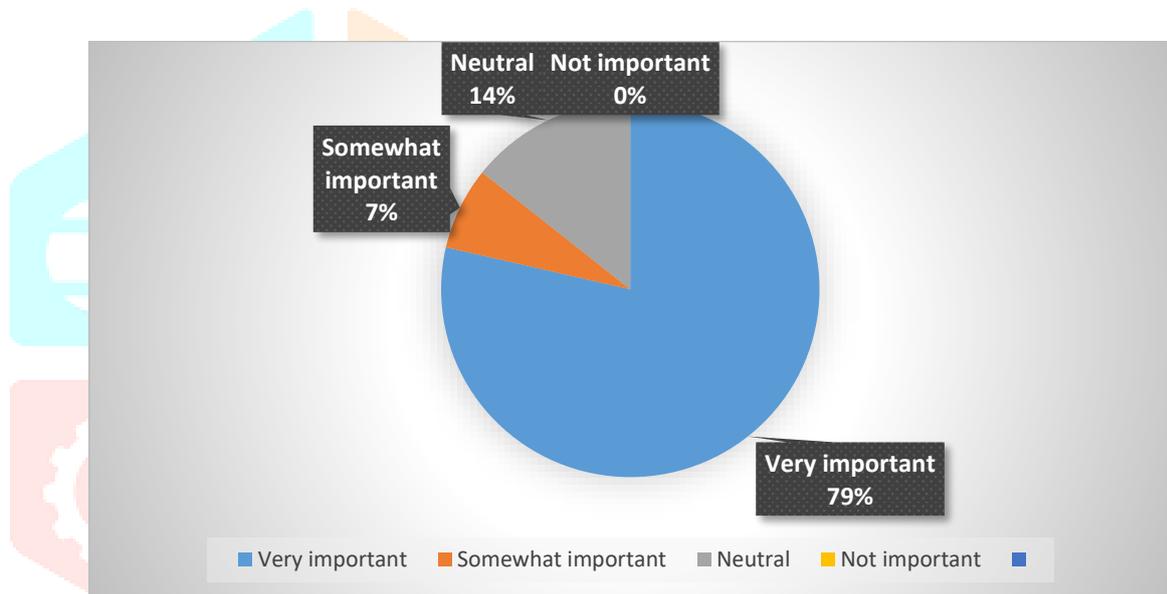


Table no 7: Table showing that what was the most memorable part of your stay

Particular	Respondent	Percentage
Hospitality and service	13	31%
Resort atmosphere	19	45.2%
Room comfort Food quality	5	11.9%
Activities and entertainment	5	11.9%
Total	42	100%

Interpretation:

This above table showing that what was the memorable part of the stay is 31% respondent said hospitality and service and 45.2% respondents said resort atmosphere and 11.9% respondent said room comfort and activities and entertainment.

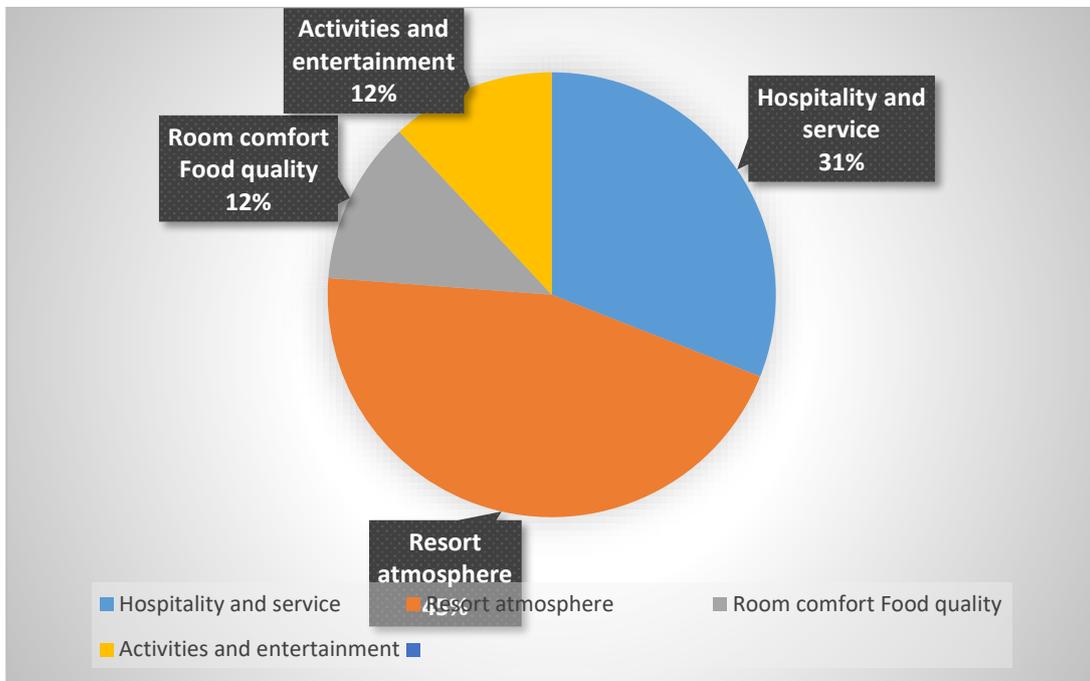


Table no 8: Table showing that What influenced your decision to book resort

Particular	Respondent	Percentage
Price and value for money	19	45.2%
Online reviews and ratings	13	31%
Previous stay experience	5	11.9%
Promotions and discount	5	11.9%
Total	42	100%

Interpretation:

This above table showing that what influenced your decision to book resort is 45.2% respondent said Price and value for money and 31% respondents said Online reviews and ratings and 11.9% respondent Previous stay experience and Promotions and discount.

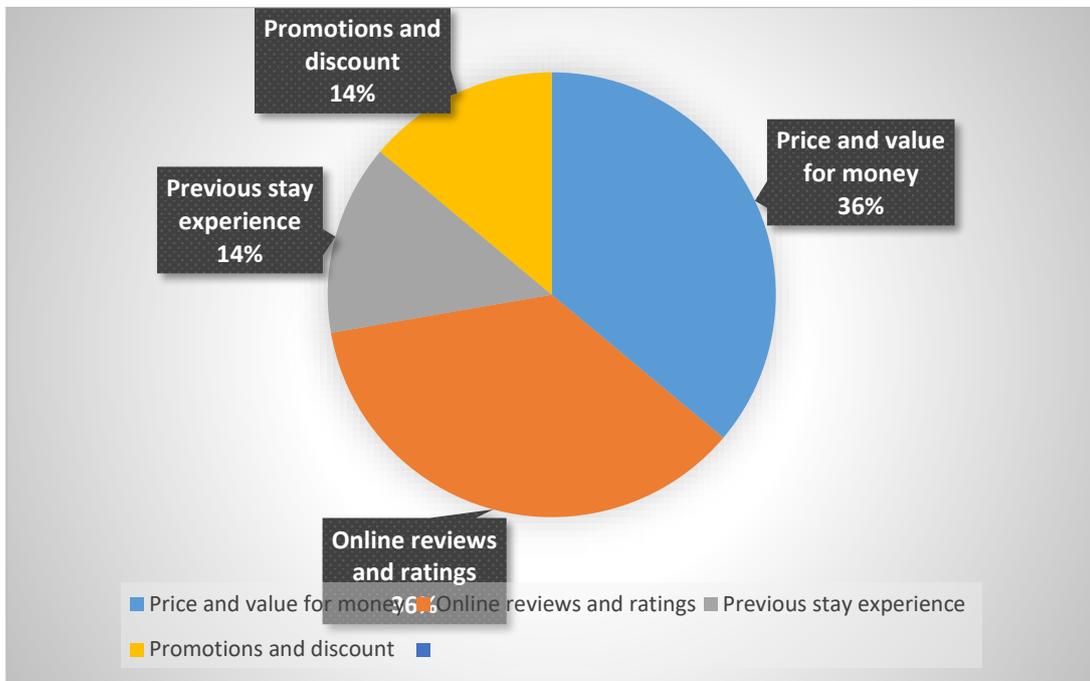


Table no 9: Table showing that how likely are you to recommend our resort to friends and family

Particular	Respondent	Percentage
Very likely	32	76.2%
Likely	2	19%
Neutral	8	4.8%
Unlikely	0	0%
Total	42	100%

Interpretation:

This above table showing that 76.2% respondents said very likely and 19% respondents said likely important and 4.8% said neutral about that how likely are you to recommend our resort to friends and family.

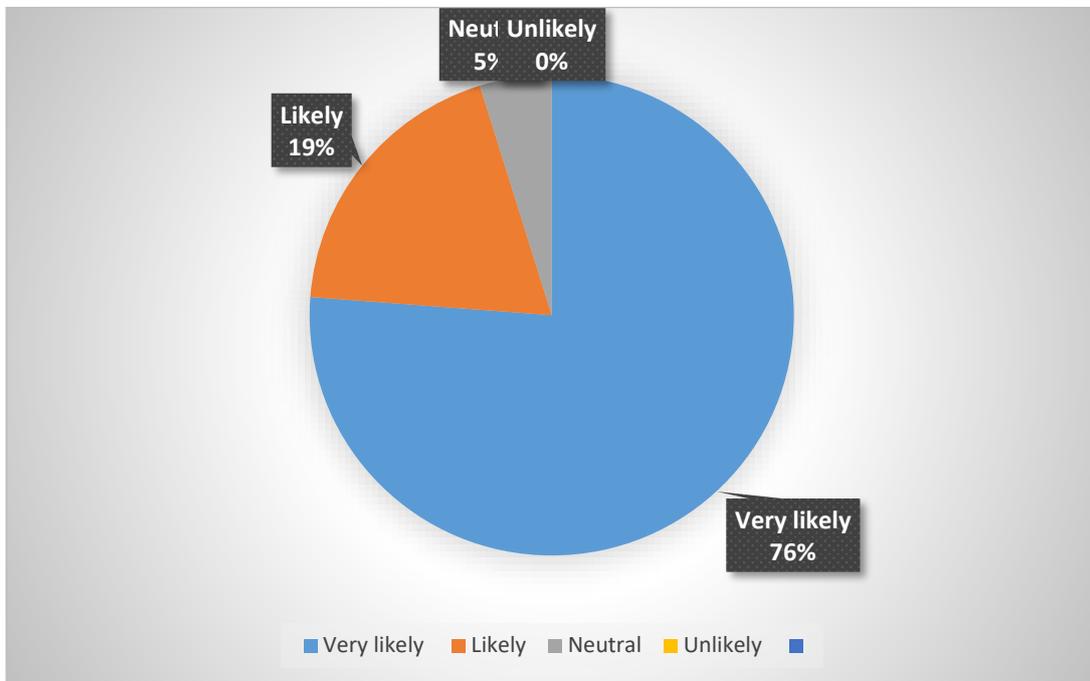
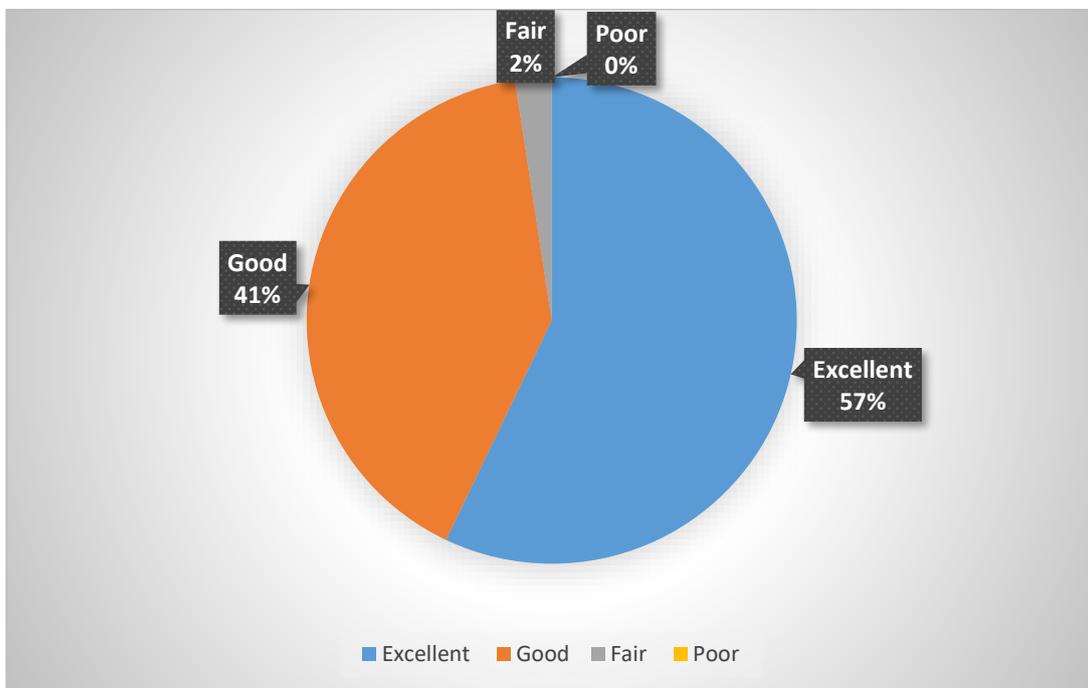


Table no 10: Table showing that how would you rate the value for money of your stay

Particular	Respondent	Percentage
Excellent	24	57.1%
Good	17	40.5%
Fair	1	2.4%
Poor	0	0%
Total	42	100%

Interpretation:

This above table showing that 76.2% respondents said excellent and 19% respondents said good and 4.8% said fair about that how would you rate the value for money of your stay.



CONCLUSION

Despite these insights, the study acknowledges several limitations, including regional variations, changing guest preferences, and external economic factors that may influence repeat business. However, the findings provide valuable guidance for resort managers in designing strategies to enhance guest satisfaction, improve retention, and drive long-term profitability. To maintain a competitive edge, resorts must continue to innovate, adapt to evolving guest expectations, and create memorable experiences that encourage repeat visits. Future research could further explore guest loyalty trends in different types of resorts and examine the long-term impact of digital transformation on customer retention. This study aims to bridge the gap in understanding what drives guest loyalty and repeat business in resorts. The findings will benefit both academic research and industry practices, offering insights into enhancing customer experiences and retention strategies. Future research directions may explore emerging trends such as the impact of digital technologies on guest loyalty.

RECOMMENDATIONS

- Stay updated on emerging hospitality trends and evolving guest expectations.
- Invest in continuous staff training programs to enhance customer service skills.
- Focus on prompt responses, personalized greetings, and proactive service to create memorable guest experiences.
- Introduce tier-based loyalty programs, where repeat guests unlock higher levels of benefits over time.
- Maintain an active presence on social media, travel blogs, and booking platforms.

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