



**A STUDY ON HOSPITALITY SERVICE
ATTRACTIVENESS OF BERINGGIS BEACH
RESORT PAPAR, SABAH**

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Background of study

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SPSS OUTPUT

ABSTRACT

Beringgis Beach Resort (BBR) is the family run business located in Papar which is situated about 26 kilometres away from Kota Kinabalu, Sabah. The research is generally intended to study the hospitality service attractiveness of Beringgis Beach Resort, Papar Sabah in terms of its resort room, staffs, facilities, food and beverages, cleanliness and safety. The specific objectives of the study are to identify the current problem facing by BBR, to identify the elements of attractive hospitality service of BBR and to suggest the practical guidelines and recommendation for improving the current BBR's accommodation facilities and facilities in the future.

The techniques used for this research in order to obtain information to answer the objectives are through questionnaire survey, personal interview and also by personal observation. In addition, analysis of company related documents is also done in order to access the required information.

Based on the research conducted, lack of required equipment and high turnover rate are amongst the major problems. Meanwhile, the customers at BBR give positive response and feedback towards room facilities especially the room rate but low level of attractiveness towards staff's services especially the front desk staffs. Customers also suggested that the resort may increase its service attractiveness by providing internet service and more TV channels at the customer's room. As a result of that, BBR must overcome its problems based on priority and must maintain its competitiveness in order to retain the existing customers and attract more new customers in the future.