

TOURISM PROMOTION STRATEGIES AND CUSTOMERS' SATISFACTION OF LUXURY HOTELS' SERVICES IN NIGERIA

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Abstract

The study examined tourism marketing strategies and customer satisfaction in select luxury hotels in Calabar, Cross River State, Nigeria. The specific objectives were to evaluate the relationship between service differentiation, price competitiveness, and customer engagement as dimensions of tourism marketing strategies on customers' (tourists') satisfaction. The survey research design was adopted, and data were collected through the aid of a structured questionnaire, distributed to a sample population of 200 respondents in five luxury hotels in Calabar Metropolis. Mean and standard deviation were used to analyze the quantitative data, while further analysis was done with the Statistical Package for Social Science (SPSS Version 23). Multiple Regression analysis was used to estimate the existence of relationships among the variables. Results revealed that there was a significant and positive relationship between service differentiation, price competitiveness, and customer engagement with customer satisfaction in luxury hotels. It was then recommended that managers of luxury hotels should ensure that services offered to customers go beyond basic upgrades. They must deliver services that have personal relevance, innovation, emotional resonance, and social value to customers. It's only in doing these that they can boost customer satisfaction, thereby meeting and exceeding unique

expectations in memorable ways; that managers of luxury hotels should adapt value-based pricing models, where prices reflect perceived customer values rather than just cost structures. Doing this, will enhance satisfaction by aligning pricing with guests' expectations of exclusivity, quality, and personalized experiences. Hotel staff should also be encouraged to proactively identify guests' needs, respond promptly to their requests/feedback, and build rapport. This personal touch will enhance the perception of care and boosts customer satisfaction.

Keywords: Tourism Marketing Strategies, Service Differentiation, Price Competitiveness, Customer Engagement, Customer Satisfaction.

1.1 Introduction

Tourism has emerged as a vital contributor to economic growth and development, especially in regions rich in cultural heritage and natural attractions. Cross River State, located in the South-South part of Nigeria, is renowned for its tourism potential, boasting attractions such as the Obudu Mountain Resort, the Calabar Carnival, the Kwa Falls, etc. These attractions position the state as a strategic hub for both domestic and international tourists, thereby stimulating demand for high-quality hospitality services (Okon & Friday, 2020). In this context, luxury hotels play a critical role not only in accommodating tourists but also in shaping their overall experience. Effective tourism marketing strategies are essential for attracting and retaining customers in an increasingly competitive hospitality market. These strategies encompass a range of activities including branding, pricing, digital promotion, service differentiation, and customer engagement. All these activities are designed by tourism practitioners to enhance customer satisfaction and loyalty (Kotler, et al, 2017). In the view of Brooker & Burgess (2018), customer satisfaction, in turn, is a key indicator of service quality and a determinant of repeat patronage, positive word-of-mouth, and long-term profitability for luxury hotels.

In Cross River State, the dynamic interaction between tourism marketing efforts and customer satisfaction in luxury hotels remains under-researched. Understanding how marketing strategies influence customer perceptions and experiences can offer valuable insights for hospitality managers and policymakers seeking to boost tourism-driven economic development (Iwara & Offiong, 2021). This study, therefore, seeks to explore the relationship between tourism marketing strategies and customers' satisfaction in luxury hotels across Cross River State, Nigeria, with a view to identifying the best practices and areas for improvement.

1.2 Statement of the problem

Despite Cross River State's significant tourism potential and government investments in hospitality infrastructure, the luxury hotel sector continues to face challenges in attracting and retaining satisfied customers. While attractions such as the Obudu Mountain Resort and Calabar Carnival draw large numbers of visitors annually, there is growing concern that luxury hotels are not leveraging effective marketing strategies to enhance customer satisfaction and promote repeat patronage (Okon & Friday, 2020). Many of these hotels rely on conventional marketing tactics that may no longer align with the expectations of modern, experience-driven tourists.

Moreover, with increasing competition from other tourist destinations within and outside Nigeria, customer satisfaction has become a critical metric for sustaining repeat visits by tourists and brand reputation in the luxury hospitality industry (Kotler, et al, 2017). In tourism's context, satisfaction according to Etuk, et al, (2017) is primarily referred to as a function of pre-travel

expectations and post-travel experiences. Travel satisfaction has been generally used as an assessment tool for the evaluation of travel experiences.

However, customers' complaints relate to service quality and how these services differ from one luxury hotel to another, pricing competitiveness, and limited customer engagement, which have raised questions about the effectiveness of existing marketing approaches in the state (Iwara & Offiong, 2021).

Although previous studies have examined tourism development in Cross River State, there is a noticeable gap in empirical research that specifically explores the linkage between tourism marketing strategies and customer satisfaction in luxury hotels. This lack of evidence-based insight limits the ability of hotel managers and policymakers to make strategic decisions that could improve customers' satisfaction, and strengthen the state's competitive edge in the tourism sector. Therefore, this study seeks to address this gap by investigating the relationship between tourism marketing strategies and customer satisfaction in luxury hotels in Cross River State, Nigeria.

1.3 Objectives of the study

The main objective of this study is to examine the effect of tourism marketing strategies and customers' satisfaction in luxury hotels in Cross River State, Nigeria. The specific objectives are to:

- i. investigate the effect of service differentiation on customers' satisfaction in luxury hotels in Cross Rivers State.
- ii. examine the effect of price competitiveness on customers' satisfaction in luxury hotels in Cross Rivers State.
- iii. determine the effect of customer engagement on customers' satisfaction in luxury hotels in Cross Rivers State.

1.4 Research questions

The following research questions were developed to guide the study:

- i. To what extent does service differentiation affect customers' satisfaction in luxury hotels in Cross River State?
- ii. Does price competitiveness significantly affect customers' satisfaction in luxury hotels in Cross River State?
- iii. To what extent does customer engagement affect customers' satisfaction in luxury hotels in Cross River State?

1.5 Research hypotheses

The following research hypotheses were tested in the study;

- H₀₁: Service differentiation does not significantly affect customers' satisfaction in luxury hotels in Cross River State.
- H₀₂: There is no significant effect between price competitiveness and customers' satisfaction in luxury hotels in Cross River State.
- H₀₃: Customer engagement does not significantly affect customers' satisfaction in luxury hotels in Cross River State.

1.6 Literature Review

1.6.1 Tourism Marketing Strategies

Tourism refers to the activity of people (tourists) travelling to and staying in places outside their usual environment for leisure, recreation and business purposes. This also, involves visiting various destinations, experiencing their culture, attractions and typically involves spending funds on accommodations, transportation, food and other services (Irobun & Oseyomon, 2023; Etuk, et al, 2017). Tourism marketing strategies refer to the deliberate plans and actions employed by destinations, tourism organizations, and businesses to attract, engage, and retain tourists. According to Kotler et al., (2017), these strategies are designed to meet both the needs of guest/travelers and the goals of destination marketers by creating value-driven and competitive offerings. In the view of Middleton et al., (2009), the core objective of tourism marketing strategies is to increase destination visibility, encourage repeat visitation, enhance visitor satisfaction, and stimulate sustainable economic growth through tourism activities.

1.6.2 Service Differentiation Strategies

Service differentiation in the hospitality industry involves creating unique guest experiences that set a hotel, resort, or service provider apart from competitors. In today's competitive and tech-driven environment, hospitality businesses can stand out by offering personalized customer experiences, leveraging digital innovations like mobile check-ins or smart room features, and promoting sustainable and ethical practices (Becker & Jaakkola, 2020; Mariani & Borghi, 2021). According to Slåtten et al., (2019) differentiation also comes from empowering frontline staff to deliver responsive and empathetic service, which directly impacts guest satisfaction. Saraniemi et al., (2023), opines that, a strong brand identity and involving guests in value co-creation such as allowing customization or encouraging reviews can further enhance loyalty and perceived uniqueness thereby leading to customer satisfaction.

Overall, for hospitality firms, service differentiation is not just about amenities but about crafting memorable, tech-enhanced, and emotionally resonant guest journeys that align with modern expectations.

1.6.3 Price Competitiveness Strategies

Price competitiveness in the hospitality industry refers to the ability of hotels and service providers to offer attractive pricing while delivering satisfactory guest experiences and maintaining operational sustainability. In a market where customers are highly price-sensitive due to inflation, currency instability, and low income levels, competitive pricing remains a crucial strategy for customer acquisition and retention (Adeola & Adebisi, 2014). Ogunnaike and Kehinde, (2013), assert that many hospitality firms in Nigeria achieve price competitiveness through cost-reduction strategies such as local sourcing of food supplies and materials, which minimizes import costs and currency risks. This enables them to offer services at rates affordable to both local and international guests. According to Akanbi and Oyedokun, (2020), most luxury hotels rely on flexible pricing models, seasonal discounts, and promotions to attract cost-conscious travelers and guest.

Furthermore, Okonkwo and Uchenna (2021), believed that digital platforms have also enhanced price competitiveness in the sector. Saying that online booking systems and hospitality aggregators such as Hotels.ng and Jumia Travel allows hotels to monitor competitor pricing and adjust their rates dynamically. This ensures they remain visible and attractive to guests searching for value online. Additionally, by analyzing customer data and feedback, hotel managers can

offer tailored pricing based on demand patterns and guest preferences, increasing occupancy rates without necessarily lowering service standards (Ogunnaike et al., 2014).

Despite these advantages, maintaining price competitiveness in Nigeria's hospitality sector is challenged by infrastructural deficits, fluctuating energy costs, and inconsistent government policies. Nonetheless, hotels that manage to balance affordability with quality and efficiency continue to thrive and build customer loyalty in the increasingly digital and competitive Nigerian market.

1.6.4 Customers' Engagement Strategies

Customer engagement in the hospitality sector refers to the emotional connection and active interaction between service providers and guests, designed to build strong relationships, enhance satisfaction, and encourage repeat patronage. In Nigeria, where customer loyalty is increasingly important due to economic uncertainty and rising competition, engagement strategies have become central to hospitality business success (Adeola & Adebisi, 2014).

According to Salau, et al, (2020), in an industry where service delivery is key, frontline staff plays a critical role in engaging customers. Courteous behavior, prompt response to complaints, and personalized greetings enhance guest satisfaction and influence positive reviews and referrals. Hotels that train their staff to go beyond basic hospitality practices often achieve higher guest retention.

Furthermore, customer engagement is fostered through loyalty programs and incentives. Many luxury hotels now offer membership discounts, referral rewards, and bonus nights to returning guests. These programs not only reward loyalty but also encourage word-of-mouth promotion and increase brand visibility (Akanbi & Oyedokun, 2020). However, challenges such as inconsistent service quality, infrastructural issues, and lack of real-time customer feedback systems can hinder effective engagement. Nonetheless, forward-thinking hospitality providers that prioritize relationship-building, digital integration, and customer feedback mechanisms are better positioned to thrive in the growing tourism and hospitality market.

1.6.5 Customer Satisfaction Strategies

Customer satisfaction in luxury hotels refers to the extent to which guests' expectations are met or exceeded during their stay in high-end hospitality establishments. According to Kotler et al, (2017), in the tourism sector, especially within the luxury segment, customer satisfaction is a vital performance indicator that determines loyalty, positive word-of-mouth, and the overall reputation of the hotel. Luxury hotels are characterized by personalized services, superior amenities, aesthetic appeal, exclusivity, and exceptional customer care. Guests that choose luxury hotels often have high expectations regarding service quality, cleanliness, responsiveness, safety, and attention to detail. When these expectations are met, guests are likely to express high levels of satisfaction, which translates into repeat patronage and destination loyalty (Chi & Qu, 2008).

In the Nigerian context, customer satisfaction in luxury hotels is becoming increasingly important as the hospitality industry seeks to attract international tourists, business travelers, and affluent domestic guests. Studies have shown that key drivers of satisfaction in Nigerian luxury hotels include the professionalism of staff, ambiance, technological amenities (e.g., free Wi-Fi, smart rooms), food quality, and security (Ojo & Nwaizugbo, 2021; Okonkwo & Odum, 2020). Additionally, luxury hotel guests in Nigeria value seamless service delivery, culturally attuned hospitality, and the uniqueness of local experiences offered within the hotel environment (Eja et

al., 2012). Hoteliers who integrate these factors into their service models are more likely to achieve competitive advantage and customer loyalty.

Furthermore, the rise of digital platforms has influenced tourist expectations and satisfaction levels. Guests now use online reviews and booking apps to assess service quality beforehand, which places pressure on luxury hotels to maintain consistent excellence (Akinyele, 2021). Any deviation from expected standards can lead to negative reviews, which may damage brand reputation and discourage patronage.

1.6.6 Empirical Review

Ibe and Chukwu (2020), in a study on high-end hotels in Enugu and Calabar, Nigeria, examined how tourism promotion strategies influence the satisfaction levels of international tourists. The study adopted a quantitative approach and found that personalized travel planning, multilingual service promotion, and cultural tourism tie-ins had a significant positive impact on customer satisfaction. The authors concluded that luxury travelers increasingly seek locally integrated and culturally immersive experiences, which enhance their overall satisfaction with hospitality services. Ali, et al, (2018), in a study conducted on five-star hotels in Kuala Lumpur, Malaysia, examined how service quality and orientation affect customer satisfaction in luxury hospitality settings. The study adopted a quantitative approach and surveyed 342 hotel guests using structured questionnaires. The findings revealed that personalized service, aesthetic ambiance, and service-minded staff significantly enhanced customer satisfaction. The authors concluded that tangible service differentiation and employee engagement play a critical role in shaping positive guest experiences.

Similar, Adeola and Evans (2020), in a study focused on luxury hotels in Abuja and Lagos, Nigeria, investigated how differentiated service strategies influence customer satisfaction. The study used a mixed-methods approach, combining quantitative surveys from 210 guests with interviews from 10 hotel managers. The findings showed that customized service delivery, cultural integration, and staff professionalism significantly improved customer satisfaction. The authors concluded that locally tailored guest experiences and emotionally intelligent service providers contribute meaningfully to guest loyalty and satisfaction.

Furthermore, Ogbeide and Harrington (2011), in a study on luxury hotels in the United States, assessed the effect of differentiation strategy on customer loyalty and satisfaction. Using a quantitative design, the researchers surveyed 250 guests from various luxury hotel chains. The study found that branding through sustainability, technology-enhanced services, and culturally themed amenities had a strong positive effect on satisfaction. The authors concluded that hotels that clearly communicate their uniqueness tend to enjoy greater customer satisfaction and loyalty. Huang, et al, (2023), in a study on high-star hotels in Guangdong, China, examined how perceived price fairness affects customer satisfaction. Using a quantitative approach, data were collected from 312 luxury hotel guests through structured questionnaires. The study found that outcome fairness, that is the balance between price paid and service received had a stronger influence on satisfaction than process fairness, which relates to how prices are set. The authors concluded that luxury hotel guests are more satisfied when pricing is seen as transparent and aligned with the value delivered.

TrustYou (2023), in a global analysis of online reviews across luxury hotels, evaluated how perceived price value influences customer satisfaction. The study used data mining techniques to analyze 29.9 million guest reviews from international hotel platforms. The findings revealed that when guests perceived a mismatch between price and service quality, satisfaction

levels dropped significantly. The report concluded that even in the luxury segment, value-for-money remains a key driver of satisfaction, emphasizing the importance of maintaining consistent service quality with premium pricing. Adeniyi and Okpara (2021), in a study on luxury hotels in Lagos and Port Harcourt, assessed the impact of pricing strategies on customer satisfaction and loyalty. The researchers used a quantitative approach and surveyed 215 guests across selected five-star hotels. The findings revealed that affordable luxury pricing, transparent billing, and price-quality congruence significantly influenced customer satisfaction. The authors concluded that Nigerian luxury hotels can gain competitive advantage through fair pricing models aligned with perceived value.

Ganiyu, (2017), in a study titled “effect of tourism marketing strategies on customer satisfaction in selected hospitality firms in Lagos State, Nigeria”, examined how tourism marketing strategies affect customer satisfaction in selected hospitality firms in Lagos State. The study used a quantitative approach and found that promotional activities, service customization, and customer relationship management significantly influenced tourist satisfaction. The author concluded that tourists are more satisfied when marketing strategies align with the promises made in advertisements and are followed by actual service delivery.

Adeola, and Evans (2020) carried out a study which explored the role of digital marketing strategies on tourist engagement and satisfaction in sub-Saharan Africa. Using structural equation modeling (SEM) to analyze responses from 410 tourists, the researchers found that interactive digital platforms such as social media and virtual tours significantly enhance tourist satisfaction by providing reliable pre-travel information and interactive communication with service providers. The study highlights the increasing importance of technology-based marketing in shaping tourist experiences.

So et al, (2014), in a study on luxury hotel brands in Hong Kong, examined the influence of customer engagement on brand loyalty and satisfaction. Using a quantitative survey design, data were collected from 380 luxury hotel customers. The study found that emotional engagement and value-based interactions significantly enhanced customer satisfaction and fostered loyalty. The authors concluded that active customer involvement in service processes and emotional investment are critical in elevating the perceived service quality. Hapsari et al. (2017) carried out a study in the Indonesian hospitality sector to explore how service quality, customer engagement, and trust contribute to satisfaction. Using a sample of 400 guests from luxury hotels and employing Partial Least Squares (PLS) analysis, the researchers found that customer engagement played a direct and significant role in enhancing satisfaction. The research concluded that hotels that invest in relationship-building and interactive experiences tend to achieve higher satisfaction ratings.

Rather and Hollebeek (2019) conducted research on luxury hotels in India to assess the mediating role of customer engagement between brand experience and satisfaction. Through a structural equation modeling (SEM) approach, the study analyzed responses from 312 guests. Findings indicated that cognitive and emotional dimensions of customer engagement significantly mediated the relationship between brand experience and satisfaction. The study emphasized that customer engagement is not merely transactional but also psychological, which shapes satisfaction outcomes.

1.7 Methodology

This study adopted the cross-sectional survey research design and the nature of the research is descriptive. The area of study was Calabar Metropolis, which is made up of Calabar South and

Calabar Municipal. Calabar Metropolis is the capital of Cross River State. The study population comprised of guest of five (5) luxury hotels (Transcorp Hotel, UG Wills, Hogis Hotel, Axari Hotel & Monty Suit Hotel) within Calabar Metropolis of Cross River State. For the sample size and sampling techniques, the purposive sampling technique was used to adopt a total sample of 200 guests (40 from each hotel). Mean and standard deviation was used to analyze the quantitative data. The Statistical Package for the Social Sciences (SPSS version 23) was used for this study through the Multiple Regression analysis, which estimated the existence of relationship among the variables.

1.8 Data Presentation and Analysis

A total of two hundred (200) copies were distributed to the respondents of Luxury hotels in Calabar Metropolis. A total of one hundred and fifty one copies was correctly filled and returned. Descriptive statistics

Table 1: Descriptive statistics of tourism marketing strategy and customers' satisfaction of luxury hotels

	Mean	Std. Deviation	N
Service differentiation	19.7483	2.13922	151
Pricing competitiveness	20.1258	1.72165	151
Customers' engagement	20.0861	1.76990	151
Customer's satisfaction	19.4636	1.57808	151

Source: SPSS output 2025

Table 2: tourism marketing strategy and customers' satisfaction of luxury hotels

		Cus Satisfaction	Service differentiation	Pricing compet	Customers' engagement
Pearson	Cus satisfaction	1.000	.318	.214	.365
Correlation	Service differentiation	.318	1.000	.153	.117
	Pricing competitiveness	.214	.153	1.000	.055
	Customers' engagement	.297	.011	.059	.074
	Sig. (1-tailed)	Cus satisfaction	.	.000	.004
Sig. (1-tailed)	Service differentiation	.000	.	.030	.077
	Pricing competitiveness	.004	.030	.	.249
	Customers' engagement	.000	.446	.235	.183
	N	Cus satisfaction	151	151	151
N	Service differentiation	151	151	151	151
	Pricing competitiveness	151	151	151	151
	Customers' engagement	151	151	151	151

Source: SPSS output (2025)

A total of one hundred and fifty one (151) copies of questionnaire were analyzed on the effect of tourism marketing strategy and customers' satisfaction of luxury hotels in Cross River State. The descriptive result above shows the mean, standard deviation and the population. For the independent variable (Service differentiation), the mean was 19.7483 while standard deviation was 2.1392 with the population of 151. The mean of the dependent variable (customers' satisfaction) was 19.4636, standard deviation of 1.578 with the population of 151. Likewise, a total number of one hundred and fifty one (151) copies of questionnaire were

analyzed on pricing competitiveness and customers’ satisfaction of luxury hotels in Cross River State. The descriptive result above shows the mean, standard deviation and the population. For the independent variable (pricing competitiveness), the mean was 20.1258, standard deviation was 1.7216 with the population of 151. A total number of one hundred and fifty one (151) copies of questionnaire were analyzed on customers’ engagement and customers’ satisfaction of luxury hotels in Cross River State.. The descriptive result above shows the mean, standard deviation and the population. For the independent variable (customers’ engagement), the mean was 20.0861, standard deviation was 1.76990 with the population of 151.

1.8.2 Test of hypotheses

- H₀1: Service differentiation does not significantly affect customers’ satisfaction in luxury hotels in Cross River State.
- H₀2: There is no significant effect between price competitiveness and customers’ satisfaction in luxury hotels in Cross River State.
- H₀3: Customer engagement does not significantly affect customers’ satisfaction in luxury hotels in Cross River State.

Table 3: Model Summary showing the effect of service differentiation, price competitiveness, customer engagement on customers’ satisfaction in luxury hotels in Cross River State.

Model Summary^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	Cc1	Cc 2	Sig. F Change	Durbin-Watson
1	.587 ^a	.344	.322	1.41535	.344	15.231	5	145	.000	1.862

a. Predictors: (Constant), service differentiation, price competitiveness, customer engagement

b. Dependent Variable: Customers’ satisfaction

ANOVA^a showing the effect of service differentiation, price competitiveness, customer engagement on customers’ satisfaction in luxury hotels in Cross River State.

Model		Sum of Squares	CC	Mean Square	F	Sig.
1	Regression	152.555	5	30.511	15.231	.000 ^b
	Residual	290.465	145	2.003		
	Total	443.020	150			

a. Dependent Variable: Customers’ satisfaction

b. Predictors: (Constant), service differentiation, price comp., customer engagement

Coefficients^a showing the effect of service differentiation, price competitiveness, customer engagement on customers' satisfaction in luxury hotels in Cross River State.

Model	Unstandardized Coefficients		Standardized Coefficients		Correlations			Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Tolerance	VIF	
(Constant)	-4.297	2.578		1.667	.098					
Service differentiation	.213	.055	.265	3.865	.000	.318	.306	.260	.963	1.038
Price comp.	.127	.068	.128	1.868	.064	.214	.153	.126	.968	1.033
Customer engagement	.246	.068	.253	3.611	.000	.365	.287	.243	.918	1.090
Customers' satisfaction	.267	.074	.245	3.616	.000	.297	.288	.243	.984	1.016

a. Dependent Variable: Customers' satisfaction

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Service differentiation	Price comp.	Customer engagement	Customers' satisfaction
1		5.970	1.000	.00	.00	.00	.00	.00
2		.010	24.139	.00	.84	.00	.03	.05
3		.007	28.927	.00	.03	.42	.44	.02
4		.002	60.335	1.00	.08	.15	.06	.20

a. Dependent Variable: Customers' satisfaction

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.4950	19.7364	17.4305	1.00848	151
Residual	-3.99756	3.00689	.00000	1.39156	151
Std. Predicted Value	-2.911	2.287	.000	1.000	151
Std. Residual	-2.824	2.124	.000	.983	151

a. Dependent Variable: Customers' satisfaction

Source: SPSS output (2025)

The multiple regression analysis conducted above was to examine the effect of tourism marketing strategies on customers' satisfaction in luxury hotels in Cross River State. The findings show that tourism marketing strategies dimensions such as; service differentiation, price competitiveness and customer engagement have positive significant effect on customers' satisfaction in luxury hotels in Cross River State and these remains evident as shown in the overall model summary which produced an R of .527^a, and an R-square of .344, which implies

that the independent variables have influence on the dependent variable. The above influence is further explained as follows: service differentiation, ($B = .213$, $P = .098 < 0.05$), price competitiveness, ($B = .127$, $P = .000 < 0.05$) and customer engagement ($B = .246$, $P = .064 < 0.05$), proves to have significant influence on customers' satisfaction in luxury hotels in Cross River State. Based on the above, it is concluded that tourism marketing strategies has a positive significant effect on customers' satisfaction in luxury hotels in Cross River State.

1.9 Discussion of findings

The study examined tourism marketing strategies and customers' satisfaction in luxury hotels in Cross River State. Based on the analysis of the results, the following findings were made. In hypothesis one, it was revealed that service differentiation has a positive significant effect on customers' satisfaction in luxury hotels in Cross River State. The finding is in line with the works of Adeola and Evans (2020), who posited that customized service delivery, cultural integration, and staff professionalism significantly improved customer satisfaction. Similarly, Ali, et al, (2018), revealed that personalized service, aesthetic ambiance, and service-minded staff significantly enhanced customer satisfaction. These they could achieve through the provision of tangible service differentiation and employee engagement which will play a critical role in shaping positive guest experiences.

In hypothesis two, it was revealed that price competitiveness has a positive significant effect on customers' satisfaction in luxury hotels in Cross River State. The finding is in consonant with the study of Huang, et al, 2023; TrustYou 2023), who all posited of that outcome fairness, that is the balance between price paid and service received had a stronger influence on satisfaction than process fairness, which relates to how prices are set. It was also observed in their study that luxury hotel guests are more satisfied when pricing is seen as transparent and aligned with the value delivered, which shows that when guests perceived a mismatch between price and service quality, satisfaction levels dropped significantly. In the same vein, Adeniyi and Okpara (2021), in their study observed that affordable luxury pricing, transparent billing, and price-quality congruence significantly influences customer satisfaction. They also concluded that luxury hotels can gain competitive advantage through fair pricing models aligned with perceived value.

In hypothesis three, it was revealed that customer engagement has a positive significant effect on customers' satisfaction in luxury hotels in Cross River State. The finding is in line with the works of (So et al, 2014; Hapsari et al. 2017 & Rather and Hollebeek 2019), who all posited that emotional engagement and value-based interactions significantly enhanced customer satisfaction and fostered loyalty. They also agreed that active customer involvement in service processes and emotional investment are critical in elevating the perceived service quality. Their findings indicated that cognitive and emotional dimensions of customer engagement significantly mediate the relationship between brand experience and satisfaction. They went further to emphasize that customer engagement should not merely be transactional but also psychological, that way they would shapes satisfaction outcomes.

1.10 Conclusion

The study examined tourism marketing strategies and customers' satisfaction in Cross River State. Three tourism marketing strategies dimensions such as; service differentiation, price competitiveness and customer engagement were used as sub-variables to test on the dependent variable; customer satisfaction. Two hundred (200) respondents were chosen for the study's sample size using a convenience sampling technique; a total of one hundred and fifty one (151)

copies was correctly filled and returned. Mean and standard deviation analysis was both used to analyze the data that was gathered while Multiple Regression was used to analyze the hypotheses with the aid of SPSS version 23. The findings showed that service differentiation, price competitiveness and customer engagement indicated positive coefficients statistical effect on fostering customer satisfaction in Cross River State.

1.11 Recommendations

In view of the findings from the research work, the following recommendations were made:

- i. that managers of luxury hotels should ensure that services offered goes beyond basic upgrades, they must deliver service that have personal relevance, innovation, emotional resonance, and social value. It's only in doing these that they can boost customer satisfaction thereby meeting and exceeding unique expectations in memorable ways.
- ii. that managers of luxury hotels should adapt value-based pricing models, where prices reflect perceived customer value rather than just cost structures. Doing this, will enhance satisfaction by aligning pricing with guests' expectations of exclusivity, quality, and personalized experiences.
- iii. Staff should be encouraged to proactively identify guest needs, respond promptly to request/feedback, and build rapport. This personal touch will enhance the perception of care and boosts customer satisfaction.

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