

## Notions of Criticality in Strategic Management of Hospitality Services in Nigeria

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**Abstract :** While the needs of the traveling public are becoming more evolving due to the ever-changing tourism ecosphere; there is a seeming inability to sustain competitive advantage through hospitality enterprise service quality differentials and effective service delivery. Contending with these evolving needs demands a re-assessment of the notions that drive service evolution thoughts pattern and service delivery processes management in the hospitality enterprise. The intent of this study was to explicate the trends of the evolving needs of the traveling public that are critical to hospitality enterprise service management. The hypothetical study used customer satisfaction to dissect the strategic implication of perception, experience, and socio-cultural engagements in customization of hospitality enterprise services. The study found out that customer perception is cognitive and does not shape service customization. The study also elucidated that customer experience which can be evaluated, is critical in service structure determination and delivery. Socio-cultural engagement is intrinsic in driving service diversification. The study recommends tourists' audit and cognitive insights as strategic actions for re-designing service efficiency and delivery in hospitality enterprise service management.

**Keywords :** hospitality enterprise services, strategic management, quality service delivery, notions of criticality

**Conference Title :** ICHHI 2019 : International Conference on Hospitality and Hotel Industry

**Conference Location :** London, United Kingdom

**Conference Dates :** September 25-26, 2019