Title: Bolstering Hotel Grading and Classification System in Metropolitan Lagos via Hotel Effectiveness Index (HEI) Development.

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Abstract: Reliance on the British Automobile Association (AA) or the American counterpart the (AAA) for hotel grading and classification without consideration for local peculiarities that impact on the qualities of hotel is boomeranging. Many countries are now looking for alternative grading and classification system notable amongst them are the Caribbean and Iran. Despite the paradigm shift, Nigerian Tourism Development Corporation (NTDC) released a new hotel grading and classification system in 2002 along the line of the “star” system which provoke vitriolic ballyhoos necessitating an urgent need to develop a homegrown system or reinforced the existing “star” system. The desperation for new classification system is now made worse in Nigeria by the recent right and authority given to States by the Supreme Court to regulate the operation of hotels within their jurisdiction. Hotel Effectiveness Index (HEI) is herein developed which takes into cognizance customers’ perception of services being rendered by the hotels. Even though the current classification system based on star system might be inevitable there is the need to bolster such grading and classification by other means, heuristic or ingenious in order to make them acceptable internationally. In order to achieve this, data were collected from hotels’ customers in addition to physical assessment of hotel structures and system operations in Lagos metropolis, Nigeria. Stratified sampling technique was used in selecting the samples while Kothari’s formula was used to determine the sample size. Data analysis was executed using descriptive statistics, Spearman Correlation analysis and relative importance index. Hotel Effective Index (HEI) herein developed may be regarded as a cracker-barrel instrument that could be adopted by Tourism Boards to bolster the current classification and grading system.