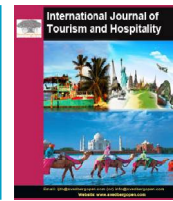





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Crafting Memorable Stays at Pangasinan State University Golden Lion Hotel

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Abstract

This research uses a simple methodological approach to explore the Pangasinan State University Golden Lion Hotel's initial satisfaction rating. Firstly, an available web reviews are designed to quantify guest satisfaction, covering diverse aspects of the hotel experience based on the response of the guest. Simultaneously, the study look into web insights by analyzing user-generated content on platforms like Google and Facebook. The research aims to evaluate the hotel's virtual presence and digital satisfaction by scrutinizing online reviews and ratings. The fusion of quantitative data on guest satisfaction with qualitative assessments of the hotel's online footprint provides a holistic understanding of its satisfaction rating. The result shows positive reviews for the PSU Golden Lion Hotel for its first year of operations, the web metrics also shows that PSU Golden Lion Hotel is doing well in search engine. This study enhances the Golden Lion Hotel's operations and services and sheds light on the intersection between physical and virtual guest experiences in the contemporary hospitality landscape.

Keywords: *Golden lion hotel, Lingayen, Pangasinan, Hotel*

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1. Introduction

In the expansive realm of international hospitality, where the quest for excellence in hotel operations and services is a global pursuit, the Pangasinan State University Golden Lion Hotel stands as a captivating subject for exploration. As the hospitality industry undergoes a transformative shift, characterized by evolving guest expectations and rapid technological advancements, the Golden Lion Hotel emerges as a microcosm reflecting the challenges and opportunities inherent in this dynamic environment. The global hospitality landscape is a vibrant kaleidoscope, blending diverse cultures, service philosophies, and ever-changing trends. Travelers, driven by a desire for unique and immersive experiences, crisscross the globe in search of accommodations that transcend the ordinary. In an era where hospitality is synonymous with experiential luxury, hotels face the complex task of meeting global standards while retaining local authenticity (Ho *et al.*, 2022; Ye *et al.*, 2009).

Nestled in the heart of Pangasinan, the Golden Lion Hotel transcends the conventional notion of accommodation and hospitality. It encapsulates the essence of its destination, embodying the cultural richness of the Pangasinan. Navigating cultural nuances constitutes a pivotal challenge in the global hospitality arena. Firmly rooted in Filipino culture, the Golden Lion Hotel grapples with the delicate equilibrium of offering international standards while preserving

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the authenticity of its local identity. From the inherent warmth of Filipino hospitality to the unique culinary offerings of Jow Two restaurant, the hotel becomes a canvas on which the intricate dance between global expectations and regional authenticity unfolds .

Exceptional service is the hallmark of any distinguished hotel, transcending borders and cultures. The Golden Lion Hotel aspires to provide not just accommodation but an unparalleled guest experience. By dissecting its service delivery mechanisms, we gain insights into the universal principles that underpin memorable stays. The hotel's commitment to personalized service, anticipatory gestures, and responsiveness to guest needs reflects the global pursuit of excellence. As we embark on this intellectual journey, the aim is not merely to discover the Golden Lion Hotel in isolation but to contribute to the broader discourse on crafting memorable stays in the international hospitality domain.

2. Objectives

Initially, this study is entitled Satisfaction in the Operations and Services of Pangasinan State University, Golden Lion Hotel. But with the limited data available, partial results will only be provided. The primary objective of this study is to offer initial data of the satisfaction rating of the Pangasinan State University Golden Lion Hotel. By delving into guest feedback and reviews online, the research aims to provide initial results that illuminate the level of satisfaction among the hotel's patrons (Nguyen and Nguyen, 2023; Ye *et al.*, 2009). Understanding the factors contributing to guest satisfaction is crucial for continuously improving hotel operations and services.

In addition to evaluating satisfaction ratings, this study also seeks to unravel the web insights and online presence of the PSU Golden Lion Hotel. In the digital age, a hotel's online presence plays a pivotal role in shaping the perception of potential guests. The research will explore various facets of the hotel's online representation, including its website, social media presence, and any other digital platforms. By assessing these elements, the study aims to draw insights into how the hotel navigates the virtual landscape to engage with its audience and attract potential guests.

3. Methodology

The methodology for this study involves a multifaceted approach to capture both guest satisfaction and web insights related to the Pangasinan State University Golden Lion Hotel. The study will employ a qualitative approach to assess web satisfaction by scrutinizing online platforms, particularly Google and Facebook. An analysis of guest reviews and ratings on these platforms will be conducted to gauge the online sentiment surrounding the hotel. By delving into user-generated content, the study aims to uncover trends, identify strengths, and pinpoint areas for improvement in the hotel's virtual presence.

4. Results and Discussion

The preliminary data analysis reveals a limited but positive digital footprint for the Pangasinan State University Golden Lion Hotel. Google reviews, totaling only four but consistently earning a perfect 5-star rating, reflect a commendable level of guest satisfaction among those who have shared their experiences (Figure 1). However, the scarcity of reviews on this platform underscores the preliminary nature of the data and calls for a cautious interpretation.

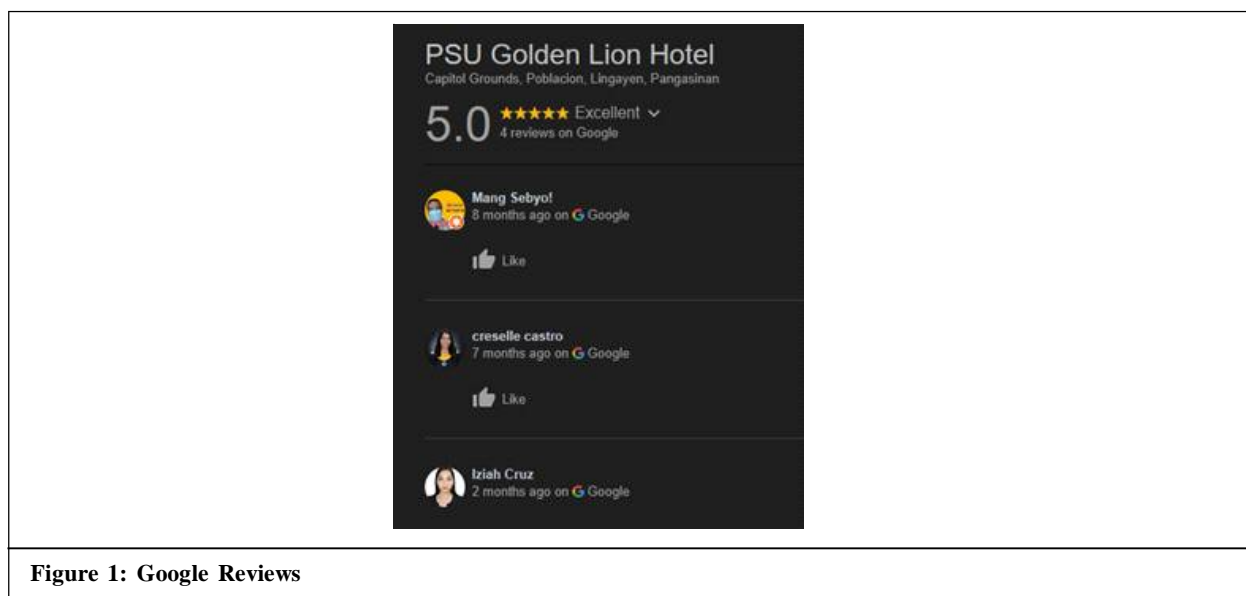


Figure 1: Google Reviews

On Facebook, the hotel exhibits a more substantial online presence, boasting 688 likes and garnering the attention of 1.1K followers. While these metrics suggest a notable level of engagement with the hotel’s social media content, the absence of a proportional number of reviews on this platform further emphasizes the preliminary nature of the available data. The limited number of reviews on both Google and Facebook implies that the current dataset may not be fully representative of the diverse range of guest experiences.

It is crucial to acknowledge that the data, at this stage, provides only a snapshot of the hotel’s online satisfaction and engagement. The limited sample size necessitates caution in drawing comprehensive conclusions about the overall digital sentiment and guest satisfaction. Future research efforts should focus on expanding the dataset to obtain a more nuanced and comprehensive understanding of the Golden Lion Hotel’s virtual presence and guest satisfaction for further analysis such as sentiment of mining data and related AI treatments (Chang and Chiu, 2023; Guo and Yan, 2023; Roy, 2023; Yu et al., 2023a, 2023b) (Figure 2).

<input type="checkbox"/>	Keyword	Intent	Position	SF	Traffic	Traffic %
> <input type="checkbox"/>	golden lion hotel >>	I T	1	8	72	80.89
> <input type="checkbox"/>	golden lion hotel >>	I T	3	8	0	< 0.01
> <input type="checkbox"/>	golden lion >>	I	4	10	14	15.73
> <input type="checkbox"/>	golden lion hotel >>	I T	8	8	2	2.24
> <input type="checkbox"/>	capitol hotel lingayen room rates >>	I	20	3	0	< 0.01
> <input type="checkbox"/>	golden a hotel >>	T	21	6	0	< 0.01
> <input type="checkbox"/>	hotels in lingayen pangasinan >>	T	22	7	1	1.12
> <input type="checkbox"/>	golden mami house >>	I T	23	4	0	< 0.01

Figure 2: Organic Search Positions

The analysis of the Golden Lion Hotel’s organic search position in search engine results provides valuable insights into its online visibility and keyword performance. Examining the keyword “golden lion hotel,” the hotel ranks impressively at the first position in Google’s top 100 organic search results, showcasing its prominence in informational searches where users seek answers to specific questions. The URL associated with this keyword, www.pslugoldenlionhotel.com/, maintains an easy ranking status, emphasizing the importance of quality content aligned with user intent. Additionally, the keyword “golden lion hotel” also appears in a transactional context, indicating that users are seeking to complete actions or conversions related to the hotel. Although the position drops to the third rank in this scenario, the landing page, www.pslugoldenlionhotel.com/room/, underscores the significance of optimizing content for both informational and transactional purposes.

Further examination of related keywords, such as “capitol hotel lingayen room rates” and “hotels in lingayen pangasinan,” positions the Golden Lion Hotel favorably in search results, showcasing its potential to attract traffic seeking specific information. Notably, the difficulty levels for these keywords are categorized as “easy,” suggesting that maintaining quality content focused on user intent is crucial for sustaining and improving search rankings.

5. Limitations of the Study

Despite these positive indicators, it is essential to acknowledge the preliminary and limited nature of the data. The relatively low volume of certain keywords and the absence of competitive difficulty levels emphasize the need for continued monitoring and expansion of the dataset. This will provide a more comprehensive understanding of the Golden Lion Hotel’s organic search performance, allowing for informed strategies to enhance both its informational and transactional visibility on search engines (Nguyen *et al.*, 2023). This is also an ongoing study.

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