

THE IMPACT OF CASINO GAMBLING ON HOTEL GUEST ENGAGEMENT AND SATISFACTION

ABSTRACT

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This study explores the impact of casino gambling on hotel guest engagement and satisfaction, focusing on both the advantages and challenges associated with integrated casino-hotel operations. Casinos have become a central feature of the hospitality industry by offering guests entertainment, personalized services, and social experiences that contribute to increased satisfaction and revenue. However, concerns such as gambling-related addiction, heightened security risks, and potential environmental impacts also emerge as significant issues. This research aims to evaluate how casino gambling influences overall guest satisfaction and to identify areas for improvement within hotel services. The study was conducted at Solaire Resort and Casino using a quantitative, descriptive research design. A total of 50 hotel guests were selected through purposive sampling based on their familiarity and experience with casino amenities. Data were collected via structured surveys focusing on four key dimensions: service quality, safety and security, non-gambling entertainment, and personalized service. The survey aimed to assess how these elements affect guest engagement and satisfaction in a casino-hotel setting. The findings indicated that most respondents were young adults aged 23 to 32, with a majority being male (64%) and frequent visitors, attending the casino at least twice a week. Participants reported high levels of satisfaction with game variety, cleanliness, and seating comfort. In contrast, customer service and overall ambiance received lower ratings. While respondents viewed service quality positively—especially in terms of cleanliness and operational efficiency—they identified gaps in staff friendliness and complaint resolution. Safety measures were generally rated well, although some guests recommended quicker response times. The availability of non-gambling entertainment and opportunities for social interaction were appreciated, though suggestions were made to improve the variety and organization of these offerings. Personalized service was seen as valuable, but enhancements in guest preference tracking and anticipation of needs were suggested. The study concludes that while casino gambling positively influences guest satisfaction through entertainment and service offerings, several operational areas require attention. Strengthening staff communication, enhancing non-gambling entertainment options, and implementing improved systems for personalized guest experiences are recommended to increase engagement and satisfaction. These findings offer valuable insights for hotel operators seeking to optimize the integration of casino services within the broader hospitality experience.

RECOMMENDED CITATION

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