

THE IMPACT OF GENDER EQUALITY ON GUEST SATISFACTION IN AZURE URBAN RESORT RESIDENCES, PARAÑAQUE CITY

ABSTRACT

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As inclusivity and equality gain greater attention in the hospitality industry, the role of gender-sensitive practices in shaping guest experiences becomes increasingly relevant. This study investigates the impact of gender equality on guest satisfaction at Azure Urban Resort Residences in Parañaque City. Specifically, it aims to evaluate how gender-related considerations in service delivery, communication, and physical environment influence guest perceptions and overall satisfaction. A quantitative research design was utilized, with purposive sampling employed to survey fifty (50) guests at Azure Urban Resort Residences. Data were collected through a structured questionnaire that measured guest perceptions of gender equality across three key dimensions: environment, services, and communication. Descriptive statistical tools, including percentage, weighted mean, and Likert scale interpretation, were used to analyze the responses. The results revealed that guests generally agreed gender equality positively contributes to their satisfaction. Among the dimensions, services received the highest composite mean (3.25), followed by communication (3.22), and environment (3.03). Guests expressed appreciation for fair treatment, inclusive service options, and respectful communication. However, the availability of gender-neutral restrooms was rated relatively low, highlighting a gap in inclusive facility provisions. The findings underscore the significance of visibly integrating gender equality practices within hospitality operations. Guests place value on equitable treatment and inclusive interactions, which directly affect their satisfaction. To enhance guest experiences, the study recommends improving inclusive infrastructure, implementing comprehensive staff training on gender sensitivity, and promoting transparency in equality-related policies. These measures can strengthen a property's reputation and align its operations with contemporary hospitality standards.

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