

**CLASSIFICATION AND GUEST PREFERENCES:
THE LIMITED SERVICE ACCOMMODATION EXPERIENCE
IN TAGAYTAY CITY**

The seal of De La Salle University - Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a blue triangle at the bottom, and a white cross in the center. Below the shield is an open book with a gear-like symbol on its pages. The shield is flanked by two green laurel branches. The text "AKLATANG EMILIO AGUINALDO - INFORMATION RESOURCE CENTER" is written along the top inner edge, and "De La Salle University - Dasmariñas" is written along the bottom inner edge. The words "Dasmariñas, Cavite, Philippines" are written along the right inner edge.

**A Research
Presented to the Faculty
of the Graduate School of Business
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Dasmariñas City**

**In Partial Fulfillment
of the Requirements for the Degree
Master in Business Administration**

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ABSTRACT

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The purpose of this study is to classify limited service accommodations particularly inns and apartelles in the City of Tagaytay in accordance to the standard requirements of Department of Tourism, identify the factors that are important to limited service accommodation guests, and appropriately classify limited service accommodations through assessing their actual compliance level.

This study was conducted using a survey questionnaire with Likert scale to guests of limited service accommodations. One way ANOVA was used to analyze variances in the responses of the respondents.

It was determined that among the standard requirements of DOT for limited service accommodations like apartelles and inns, guests identified having firefighting facilities and equipments, having emergency lights in public and common areas and having adequate security as the most important factors. It was also noted that majority of the accommodations were not appropriately classified as most of them have not fully complied with DOT's standard requirements.

Significantly, the results of this study prompted for the creation of a new limited service accommodation classification and compliance bands were devised for these accommodations.