**Declining guest satisfaction in ‘Mama Baby Boutique Hotel’**

The Mama Baby Boutique Hotel, a mid-sized luxury hotel located in the outskirts of Kampala city, has built its reputation on providing a personalized and intimate guest experience. Over the past five years, the hotel has consistently maintained high occupancy rates and positive online reviews, making it a preferred choice for both business and leisure travelers. However, in the past 12 months, guest satisfaction ratings have been steadily declining, raising concerns among management.

Despite recent investments in staff training and upgraded room amenities, negative guest feedback has increased by 20%. Reviews on TripAdvisor, Google, and the hotel’s feedback surveys indicate dissatisfaction, particularly in areas related to service efficiency, room cleanliness, and the consistency of personalized services. Some guests have mentioned that while the hotel promises a tailored experience, long wait times at the reception, slow room service, and occasional miscommunication about special requests have led to frustration.

To make matters worse, repeat bookings from loyal customers have dropped by 15%, and corporate clients who previously hosted events at the hotel are now opting for competitors. Management is growing increasingly concerned, as occupancy rates are expected to decline if these issues are not addressed soon. The General Manager has tasked the research team with investigating the root causes of declining guest satisfaction and identifying actionable solutions to reverse the trend.

**Required-**

1. What specific issue should be investigated based on the scenario?
2. How can the problem be framed into a clear research statement?
3. Should the research be exploratory, descriptive, or explanatory? Justify the choice.
4. What research methods (e.g., surveys, interviews, observations) would be most appropriate?
5. What ethical considerations should be taken into account?