

Strategic Quality Control of Hotel Services

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Abstract--- *Performance and quality control have become critical strategic considerations in achieving sustainability and productivity on the aggressive tourism industry, in conditions of increasing global rivalry, consumer demands and requires. Every serious "upper" hotel management, with an established mission, dream and priorities, will identify a "unique approach" to improve the quality of hotel services by way of "structural quality improvement initiatives," which have become a major factor in the hotel business. With the creation, implementation and operation of a "special program" for improving the quality of hotel facilities, hotel management can have a positive impact on growing customer satisfaction and human resources, raising the hotel's profitability and market strength, streamlining the operating costs and maximizing the hotel's credibility and valuation on the challenging tourism sector. This paper discusses about the latest trends and changes in modern hotel industry and most importantly, the impact of quality of hotel services and its direct impact on tourism industry.*

Keywords--- *Business, Management, Performance, Quality and Tourism*

I. INTRODUCTION

The overall philosophy of modern business and tourism development is aimed at guests, tourists and consumers, and satisfies their needs and wishes. Present hospitality is differentiated from other activities in the area of providing accommodation through the continuous maintenance of the quality of services and the introduction of new types of services that are not characteristic of the hospitality business, all with a view to improving the quality of basic accommodation services and meeting the needs of modern consumers (clients).

The success of the hotel industry in a challenging and changing environment and the development of competition rely on increasing the quality along with the hotel products and services. Hotel companies those focusing on quality, and therefore their guest satisfaction, can be competitive in the challenging tourist industry.[1]–[4]

I.I. Modern hotel industry

The definition of modern hotel industry encompasses all tourism institutions that provide lodging for visitors and other visitor usage facilities, and are structured in a number of market ways to address the needs and desires of the client (customer) and accomplish the economic goals set and the best possible business outcomes. Hotel business, in an economic way in market conditions in order to produce profitable results, sells lodging and other hotel hospitality facilities that it uses to address the needs and motivations of customers and tourists and to maintain the living standard for its staff and management.

During a short stay in hotels in the location selected, the hotel industry gives tourists rest and relaxation, encourages business people to make business contacts, provides landmark opportunities for conference attendees, workshops and

other technical, science and political events, enables visitors to know about natural and cultural landmarks and historic monuments.

Hotel industry and modern economic activity are extremely important drivers of economic development, especially in emerging and undeveloped countries. The hotel industry is connected to other economic activities in carrying out its operations (trade, transportation, manufacturing, tourism agencies...) and varies from other sectors in that it delivers its services in different facilities.

Patterns emerging in the challenging tourism market decide patterns in the global hotel industry that can be outlined in the following general trends:

- increasing consumer needs,
- working and living standards,
- lifelong growth,
- increased knowledge and computerization rates,
- increased need to preserve wellbeing (wellness, spa, organic food),
- Focus on environment and healthy food, remain in the hotel business.

Hotel services will continually research these patterns and respond to new consumers ' (customers ') desires, expectations and needs.[5]–[9]

II. LITERATURE SURVEY

II.I. Classification of services in modern hotel

Modern hotel industry, such as the wide range of hotel amenities, is determined by the type of hotel facilities, the scale of the hotel facilities, the position of the hotel, the environment dimension of the hotel business, the nature of the organizational structure of the hotels and the consumer strategy. New facilities at hotels can be divided into:'

- **Accommodation services** provided in apartments and rooms of the hotel accommodation units;
- **Food and beverage facilities**- in hotel dining rooms, cocktail bars, lounges, banquet halls, barbecues, tea rooms, coffee shops based on the form and level of the hotel. And visitors can also live in the rooms (room service);
- **Recreation and leisure facilities**- Guests have access to swimming pools, golf courses, tennis courts and various types of gyms, courts, bowling alleys, cycling and jogging paths and other events (e.g. free form-without tickets) can be arranged etc.;
- **Cultural-entertainment services**- Hotels frequently arrange classical music concerts, or house famous musicians, exhibits, a library, fun and games conference facilities, particularly during bad weather, specially prepared entertainment (animation) programs are provided to guests;
- **Merchant services** - Guests will purchase souvenirs, magazines, various personal needs, up to high-fashion boutiques;
- **Trades and services**- Hotel facilities also provide hairdressing, nail salons and beauticians, models, watchmakers and others; wellness and other amenities-hotels provide testing, care, recovery and other possibilities for visitors. '

Services provided at the hotel industry, depending on certain features, differ materially from services offered in other industries.

- **Intangibility** (Arises from the fact that the hotel facility cannot be viewed, tasted touched, sensed or smelled before it is bought. Through the internet, the user can see the availability of hotel services, shops, cultural and historical sites, etc., but the environment of the location and the service they may receive cannot be conveyed);
- **Indivisibility** (That is because the service is inseparable from its source. Indivisibility as a function ensures that the moment of delivery of the service cannot be isolated from the moment of use of the service, for example, if the visitor is not present in the accommodation);
- **Volatility** (Because the service relies on who is given, when and where. Because of this company feature, consumer confidence must be generated through the use of high-quality personnel, activities under a recognizable brand and customer satisfaction monitoring.);
- **Transience** (Formed as a result of the incapability to store the commodity, and thus the inability to respond to increasing or decreasing demand at any moment. Unsold tourist services are a permanent loss of revenue for the hotel company, so it must try to place its services better on the market).'

The hotel facilities are complemented by the activities and operations of other service providers (travel agencies, multiple travel agencies, tourist departments, reservation networks, marketing organizations, transportation service providers, gastronomy and wellness services providers, conference centers, telecommunications and information services) and all such agents are or are indirectly active in.[10], [11]

II.II. Hotel management and quality of hotel services

Within hotel facilities we imply variety and uncertainty in the context of business operations (processes) in training and satisfying client (customers ') expectations and specifications. The standard of hotel facilities requires all the processes that contribute to delightful visitors. This has the following key points to it:'

- **Service culture** - The organization must live and radiate a clear culture of service to the outside and the inside and, in particular, control management must set an example for the implementation of a culture of service.
- **Courtesy** - All employees particularly those in direct contact with the visitors, must have it; empathy will be significantly supported if the employee is placed in the role of the visitor.
- **Standardization** - Processes and execution shall be carried out according to the requirements of the visitors.
- **Expertise** - Service staff shall be competent; this shall apply similarly to professional know-how and to their conduct towards visitors.
- **Complaints** - They are starting point for enhancement and should be comprehended in good faith.'

The management of "top" and "middle" hotels establishes the dream, purpose, priorities, objectives and organizational culture of each hotel. Given the relentless competition and new consumer needs and desires, any serious "top" hotel management must define a "special policy" for increasing the quality of hotel services through "meaningful quality programs," which must be an important element in the hotel business. Any plan designed to improve the efficiency of hotel services must include:

II.II.I. Management of work processes in the hotel.

Hotel systems consist of a variety of processes (procedures) to be controlled and continually monitored and enhanced with a view to reducing errors and failures in order to achieve greater consumer satisfaction. For instance, Ritz-Carlton allows staff to better explain how to deliver top-quality hotel facilities by improving the operation cycle.

II.II.II. Satisfaction of hotel employees

Attention on quality in hotel is applied to the service providers and the standard of the facilities relies on the employees' expertise, abilities, experience, personality, actions and other characteristics. Professionally trained, highly motivated, educated and dedicated workers build and maintain the consistency that impacts our guests' satisfaction. It is essential to have satisfied employees in order to maintain high-quality services, since only they are capable of establishing good relationships with guests and offer higher levels of service. Job satisfaction derives from workers' understanding of their task and what they are receiving in relation to job done and the work environment ". Job happiness is the workers' disposition towards job, incentives for jobs, financial, interpersonal and physical features of the atmosphere in which they success.

II.II.III. Professional hotel staff training

The need for continual enhancement and additional specialized training of employees is encouraged by changing the motives and practices of the guests, the changes that come due to technological developments and environmental (competition) changes.

II.II.IV. Developing teamwork at the hotel

Team is a small group who share common interests and function together to accomplish them.' Developing team spirit and collaboration could have a positive impact on increasing the quality of hotel facilities and a healthy' atmosphere' in the hotel industry. Through planning, implementing and overseeing a "special program" to enhance the quality of hotel facilities, "best" hotel management can have a positive impact on growing customer satisfaction and human resources, improving the hotel's profitability and market strength, streamlining operating costs and strengthening the hotel's prestige and valuation on the tourism industry.



Figure 1

III. CONCLUSION

A broad range of factors affect the quality of hotel facilities in the new hotel industry but the most significant are happy and inspired human resources. Insufficiently qualified and disgruntled hotel staff can have adverse long-term effects on the hotel's consistency of hotel facilities, profitability and market performance. The organization must be driven by a commitment to invest in human resources, i.e. in their knowledge and inspiration, which is an investment that inevitably gives greater satisfaction to the customers and better financial results.

Every hotel management should have details on the job satisfaction of hotel service providers and guest satisfaction with the quality of services provided constantly at its fingertips. Taking these realities into consideration, every serious hotel management would incorporate a "special program" into their company to increase the quality of hotel facilities with a view to that the happiness of both staff and hotel guests.

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