
Study of Relationship Between The Important Attributes of The Hotel Industry and Performance

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Abstract

This paper brings forward the important attributes as selected worldwide for the improvement in performance. This paper is conceptual in nature and successfully presents the so called important parameters for consideration by the hotel industry worldwide. This research work would enable one to develop a strong base of understanding towards the industries guiding forces. Hotel industry is booming at a fast pace with almost no time for considering the attributes that may lead to satisfaction on a longer frame of time. Industry people blindly follow the conventional style where as the new attributes are more towards giving freedom to the customer to analyze his preference features, instead of forcing them with already existing ones.

Introduction: This research paper intends to bring forward the various aspects of the hotel industry which are considered to be of prime importance for a smooth running of the hotel. There are already set parameters which are widely accepted worldwide. The hotels are in fact categorized on the basis of their location, facilities offered, size, food, conference and convention facilities and many such important factors. A traveler may thus pick-up the hotel as per his or her desired feature. But as far as rating a hotel is concerned it is a very sensitive issue because it deals directly with the image of the hotel and may have serious repercussions on the impression it may cast on the guests that may come or may even deny so after knowing the rating. It is therefore imperative for an organization to function appropriately and bring forward an impartial rating in such a case. Tourism industry is growing very fast and many market players like the hotel chains and other travel management companies are always trying to maximize profit through this industry.

The hotel industry runs parallel to the tourism industry or we can also say that it is the back bone of the tourism industry. For the convenience and satisfaction of the variety of tourists in a particular destination it becomes essential for that area to have the required kind of hotels.

Construct: It can be clearly said that the factors as identified as the key elements are also the performance determinants for the hotels. There are also factors that attempted to identify the relative importance of various performance criteria of service quality in influencing customer satisfaction (Knutson, 1988; Mc Cleary et al., 1993). Cleanliness is generally reported as the most important criterion (Weaver and Mc Cleary, 1991). Quality of rooms with comfortable beds and good towels has also been found important (Knutson, 1988; Weaver

and Mc Cleary, 1991; Weaver and Oh, 1993). Other criteria such as customer service (Knutson, 1988; Weaver and Mc Cleary, 1991; Weaver and Oh, 1993), and, safety and security (Knutson, 1988; Weaver and Mc Cleary, 1991) have also been found important. The use of customer loyalty as a proxy for firm performance is not unique to studies in the hotel literature. In the ecommerce context, Heim and Sinha (2001) and Jiang and Rosenbloom (2005) have used customer loyalty as a proxy for performance.

Certain criteria as considered to be of the prime importance are as follows:-

Security: Customer Satisfaction: The security aspect which initially was not an issue at all has become a major concern these days because of the growth of terrorism in the world. The terror attack on the hotel Taj Mumbai shattered the faith of the people worldwide on even the best of players in the hotel industry. Most of the people rate security as the top most concern.

Food and Beverage: Customer Satisfaction: The food and beverage is another aspect which can never be neglected. There is a special category of tourism known as gastronomical tourism which is supposed to be gaining momentum in today's scenario. There are companies like Eurail which sells packages that strictly go by the local cuisines that are offered by the places to be visited by the tourists.

Then comes the staff which is again a very important aspect and can lead to a lot of difference in the perception of guest about the satisfaction. There are customers who have been reported to pick up a certain hotel for the level of services offered in terms of time taken and courtesy, kindness and promptness offered by the staff in the

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property (hotel). Employee personality is closely linked with organizational performance through its effect on employees' behavior, attitudes and service performance. There have been many researches on the role of personality traits as human behavior predictors. The authority to solve customer problems was an important factor in determining the implementation of quality service (Harrington and Akehurst, 2000).

Ambience: Customer Satisfaction: Ambience can be defined as the mood or the atmosphere that we encounter in a particular place at a particular instance of time. Ambience is a very important aspect of the hotel experience, in this context. It is not just something that guests see, but rather something that is felt and experienced by them too. Sigal and Enz (1999) explain that 'One attribute that travelers often seek in a hotel is its ability to make the traveler feel comfortable while on a trip.

House Keeping and Room Service: Customer Satisfaction: Housekeeping is the department that deals essentially with cleanliness and all ancillary service attached to that. The standard plays an important role in the reputation of the hotels. Housekeeping is the department determines to a large extent whether guests are happy during stay and in turn mankind they return to the hotel. One feels comfortable only in the environment which is clean and well ordered, so cleanliness is important for health foremost also for well being.

Location: Customer Satisfaction: Jonathan Barsky & Lenny Nash in their article have clearly stated that location is very important feature for judging the performance from customer satisfaction approach. The recent Market Metrix global study of the hotel industry was conducted and the purpose was solely to analyze the reasons why guests select a particular hotel.

Association of Performance and Factors Determining the Customer Satisfaction: Customer satisfaction may be considered as a baseline standard of performance and a possible standard of excellence for any business organization (Gerson, 1993). There are other researchers who have mentioned this in their work as well. Chen I. S. et al. (2012). Initially extracted critical evaluation indices (e.g. Hotel Facilities, Price, Room and Front desk, Service Quality, Security and Location) and further developed the evaluation structure for hotel industry in accordance with findings of current studies. These kinds of works develop a strong concept that can be explored for a longer time frame.

Conclusion: It can be concluded that the above mentioned factors have a high degree of relevance in the hotel industry. The factors can further be utilized for other purposes like determining the performance. The customer's satisfaction can also be determined through this. The customer's satisfaction is the determinant of the firm's performance as well. Therefore the construct to be established for determining the performance should be based on the factors that are of most relevance to the industry's requirement.

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