CORRELATION OF THE ACCOMMODATION SERVICE WITH THE NEEDS AND REQUIREMENTS OF TOURISM SERVICE CONSUMERS

GENIG ANCA GABRIELA[1], ȘERBULESCU MANUELA MARIA[1], CICLOVAN ALEN DORIAN[1], CHIȘ SABIN[2], CONSTANTINESCU SIMONA CRISTINA*[1]
[1]University of Life Sciences "King Mihai I", Faculty of Management and Rural Tourism, Timisoara, Romania
[2]"Aurel Vlaicu" University from Arad, Romania
*Corresponding author's e-mail: simi_con@yahoo.it, simona_constantinescu@usab-tm.ro

Abstract: *In today's highly competitive market, many organizations offer the same assortment of products or services on a large scale. The quality of the services or products is essential, but this is a minimum requirement, what really matters is the quality of the total customer relations. There are four main expectations: the level of service performance; the relational level; reactivity in case of a problem; predictability of service quality (applied to the first three expectations). Customers who are satisfied with a service become loyal, but if they are not satisfied, they tell their disappointments to those around them and go to the competition, without expressing their direct dissatisfaction with the service provider. The inevitable path is the search for a sustainable level of service quality, taking into account that it is foreseen, measured, improved, coordinated and even ensured over time; there are many points in common with the methods used for the quality of industrial products and the service quality approaches account of the major specificity of the service, the relational dimension.*

Key words*: accomodation services; quality of services; sustainable level of service quality*

INTRODUCTION

In the course of time, industrialization and the development of various industrial branches have made the company producing material goods reach quality levels that ensure that only a small percentage of the production is waste. In the field of services, however, it is much more difficult to achieve a uniform quality, because a lot of factors intervene that can cause errors in the service activity. Quality can be affected by different categories of personnel, equipment, production system, customer. Even if an optimization is ensured from the technical point of view of the product, which allows the achievement of high qualities, due to the predominant participation of the client of the contact personnel, the quality of the services is subject to the risk of defects, intervening a series of factors that do not meet in mechanized and authorized systems from traditional factories. Especially those stages of the service that require direct contact with the customer must be prepared with great care and designed in such a way that there is as little room as possible for unforeseen, not optimally organized situations [2].

The customer is interested in precisely those stages of the service process that present the most problems and, unlike what happens in factories, his perception of the results can often matter more than the result itself. The quality of a product or service is judged by promises, expectations, etc.[1,3,4].

Quality strategy is a winning strategy. By achieving it, everyone wins: consumers, producers, managers, in a word, the whole society [6,10,13].

A well-delivered service represents a profitable strategy for the company and also provides greater satisfaction to consumers. A quality service results in the attraction of new customers, an increased volume of business with the current ones and the loss of as few customers as possible. Quality is the main element that creates loyal consumers, consumers who are satisfied that they chose that company after experiencing their services, consumers who will use the company's services in the future and recommend them to others [11].

A higher quality service is a profitable strategy because it ensures greater price stability in a tight competition and because it prevents the wrong provision of many services, whose cost to ``perform" would be higher. If the service is provided at a higher quality level, the profit will be commensurate. Good quality service is also a satisfaction because a restive company culture is built on its basis [8,9,14].

The quality of a service can be defined as the result of the comparison between what the consumer wanted from the respective company and what he received, or the extent to which the service provided corresponds to consumer expectations. The key words of the definition of quality are the ``desires" and ``expectations" of consumers, managers must know the factors that can influence the appreciation in the process of buying a service[12,15].

It is not enough for a company to declare its commitment to providing a quality service, to recognize the importance of quality in front of consumers. The quality of services must be outlined, expressed, defined [16,17].

A company is nothing if it is not based on the trust of consumers, ″Trust is the core of services″. The quality of services is closely related to all stages of the service, starting with the initial order, until the sale and the period following it. Taking into account the intangibility of services, these characteristics can be called ``permanent quality performance" and they are increasingly a central element for service leadership and therefore a key factor in marketing strategy [1,7,11].

Quality in services can also be defined as compliance with the client's requirements or the creation of advantages for the client, or the qualitative plus of the process compared to the quality of the elements used [2,5,9]

Managers in the service economy must rely heavily on subjective quality. The manager must ensure the achievement of the desired objective quality parameters, corresponding to the proposed levels, the prices charged, the demands of the customer segment considered, in order to ensure the longevity of the business and the solidity of the chances of maintaining the position on the market [6,8]

Quality must be measured objectively, even if it cannot be controlled before the service is consumed, precisely to increase the chances of achieving the desired quality.

If it is desired to achieve an exceptional quality, the manager must consider that the offer must correspond to the needs of the targeted clientele segment, the service must be excellent, both in terms of central service and peripheral services. The service must be uniform, address a specific market segment and be provided for the appropriate duration. Good quality is that which, in a given situation, satisfies the customer [11,13].

The main characteristic of quality is that it is always relative; relative to place, time, context, provider, the actual performance and, above all, relative to the receiver. Quality is therefore a problem of balance, but more complex, on several levels, including in the sense that, although it requires some costs, non-quality can cost more [4,16].

MATERIALS AND METHODS

By carrying out this study, we wanted to highlight, to highlight the issue of the quality of services in tourism, creating the aspects of the quality of tourist accommodation services in a hotel in direct correlation with the wishes of the consumers of those services, following the main aspects that can cause problems in terms of this quality, all the risks that consumers may be exposed to as well as the way in which these services are provided, with an impact on how customers are treated or served [3].

Quality is the decisive factor in the service sector, especially with regard to the service process, imperative of the staff and its characteristics with necessity in maintaining the competitive market of the economic activity of the tourist enterprise. In order to

determine the qualitative state in which our hotel is in terms of the preferences of consumers of accommodation services and their satisfaction, we chose to contact the hotel's customers indirectly, by applying a questionnaire [5,7].

We proposed, as the main goal, to carry out the most complete analysis of the quality level of the accommodation services offered by the hotel, aiming to identify the main problems of consumers of those services, based on what Feigenbaum pointed out: "The quality it's what your customer says it is, not what you say it is. To know the level of quality you offer, ask your customer."

Based on a set of questions intended for both loyal customers and potential customers, for the first time in the hotel, we aimed to determine all the errors encountered in the process and to identify the way in which their causes can be removed, in close relation with the quality of services and consumer requirements.

RESEARCH RESULTS

Regarding the aspects of the appreciation of all the services offered by the hotel, we reproduce them continuously.

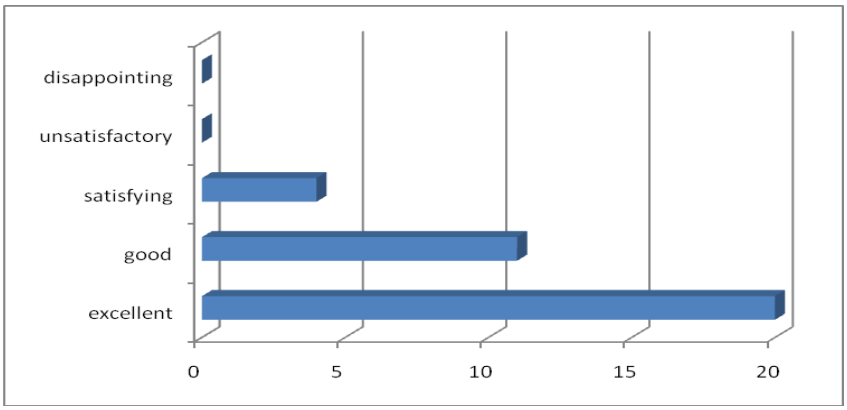

Figure 1. Quality and professionalism in the provision of accommodation services

Source: Own processing according to the applied questionnaire

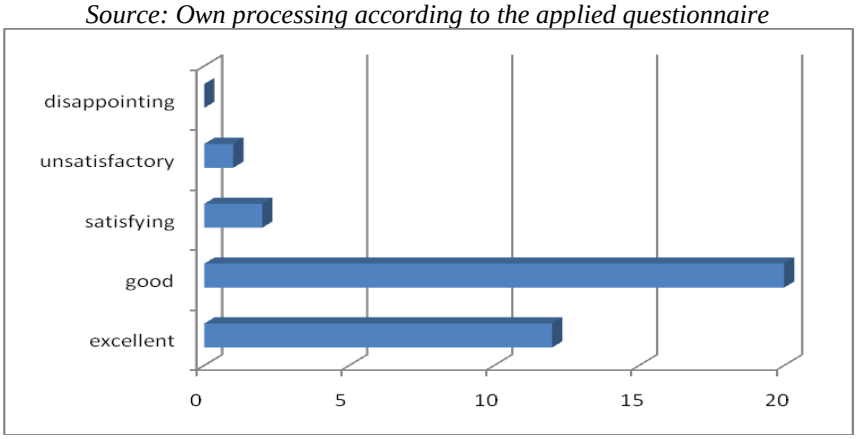

Figure 2. Availability of services according to regulations or requested

Source: Own processing according to the applied questionnaire

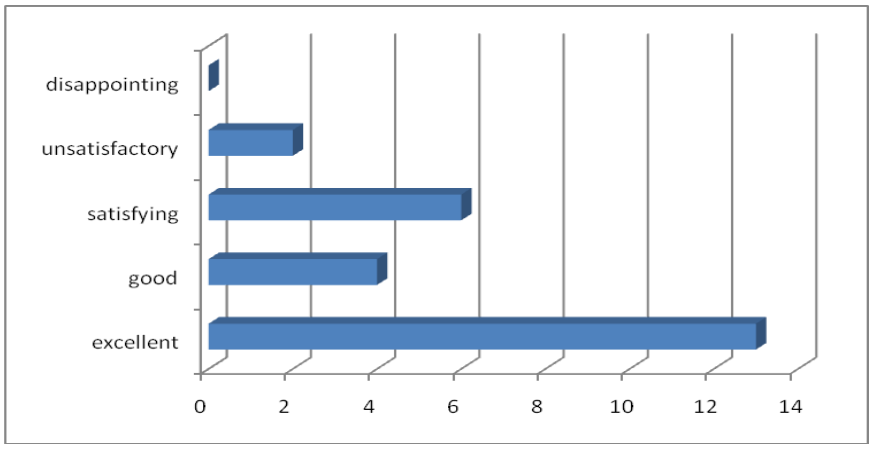

Figure 3. The promptness of the staff in honoring the services
Source: Own processing according to the applied questionnaire

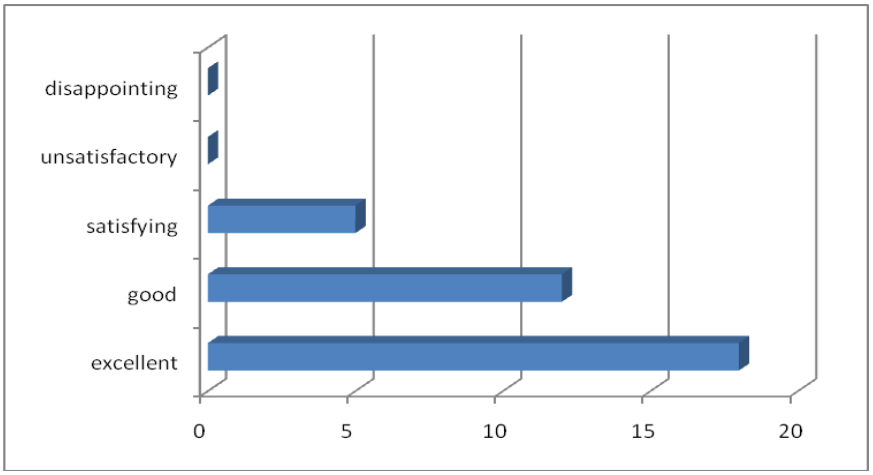

Figure 4. Quality and variety of services
Source: Own processing according to the applied questionnaire

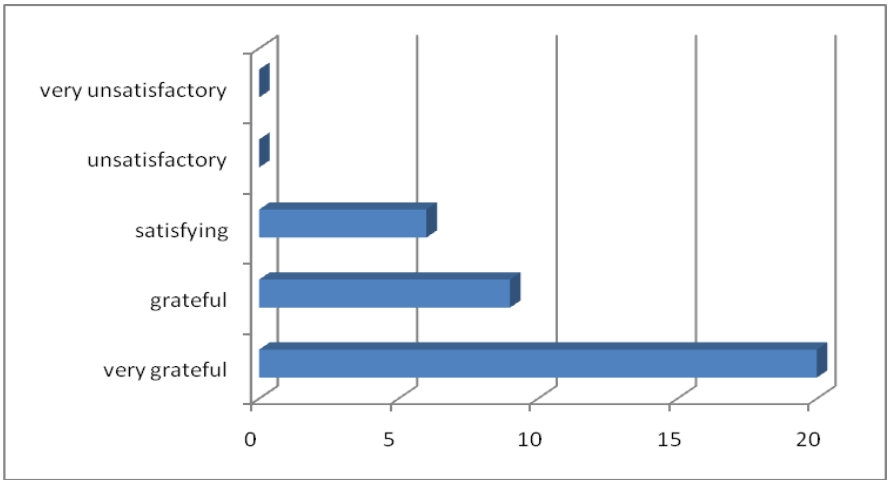

Figure 5. Courtesy of the staff involved in the service process
Source: Own processing according to the applied questionnaire

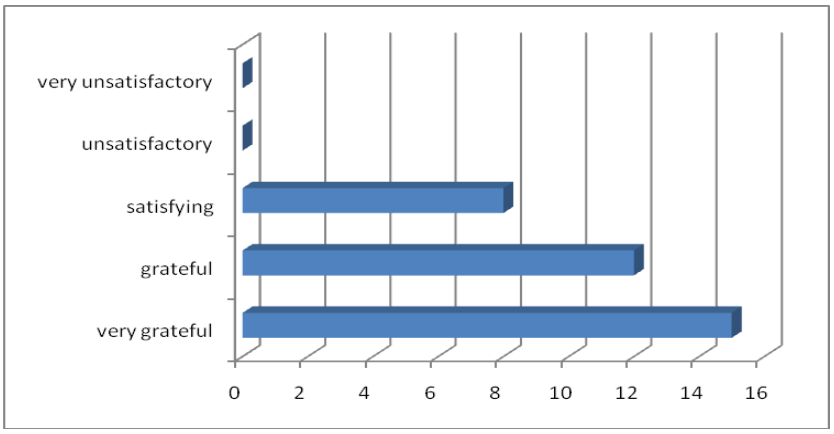

Figure 6. Professional competence of hotel employees
Source: Own processing according to the applied questionnaire

Aspects of the quality of the accommodation service offered by the hotel, obtained based on the interpretation of the answers of the customers who completed the questionnaire and their opinions, are the following:

- Quality and professionalism in the provision of services 90.3%,
- Availability of services according to regulations or requested 93.5%,
- Staff promptness in honoring services 74.2%,
- The quality and variety of services offered 87.1%,
- The quality/price ratio for the services provided 90.3%,
- Courtesy of staff involved in the customer service process 80.6%,
- Professional competence of hotel employees 77.4%,
- Timeliness of the serving process 80.6%.

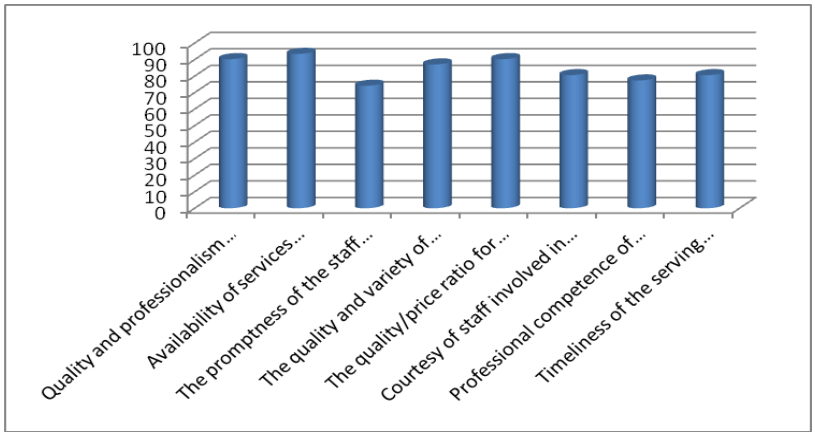

Figure 7. Histogram of experiences
Source: Own processing according to the applied questionnaire

In order to solve the problems encountered in the hotel's accommodation service, we highlighted the problem, by describing it, the state we want to remedy, where the quality of some services, the way and the competence by which these services are performed leaves much to be desired, the staff not giving proof of real promptness in performing the requested services.

We then analyzed the problem, and routed the causes of selected problems, problems preventing the desired state from being achieved, by using the data. Through the Brainstorming method, we identified the major causes, which we verify, by gathering data for a month.

By drawing the cause-effect diagram, we investigated, one by one, all the possible causes, being able to adopt, in this sense, measures to eliminate the problems.

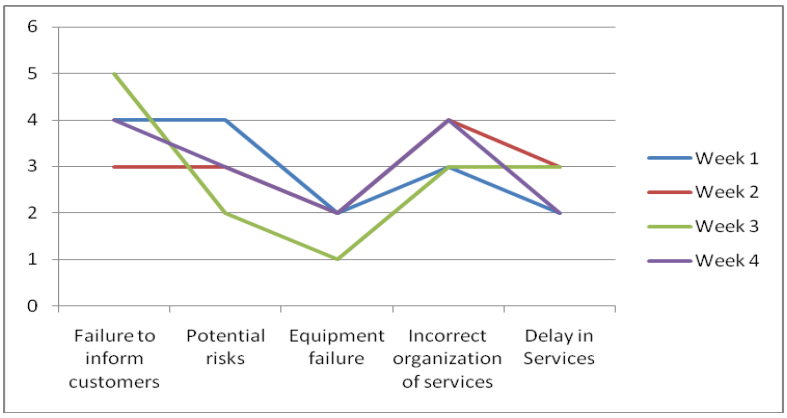

Figure 8. Cause-effect diagram

Source: Own processing after determining the cause route of the hotel's accommodation service

Later we presented new solutions, obtained by collecting the possible data of the cause of the problem, as it was identified. We have gathered ideas, combined with experience to find the optimal solution. The planning for the implementation of the identified solutions was done, in the simplest way, by drawing a GANTT Chart, extremely useful when the activities, the order of their implementation, the time required for each activity must be communicated.

We ensured the implementation of solutions to be able to see and maintain the desired gain by standardizing consumer information methods, a complete and complex service and effective communication.

In the last step, we identify if the solution we have chosen is the effective one, making sure of the documentation prepared previously. Based on the diagrams made and the elimination of the causes, the hotel enjoys a much more efficient organization of services, and the customers being more and more satisfied.

Hotel promotion has as its main objective the choice of appropriate means to orient and attract customers to the services and products offered.

CONCLUSIONS

One of the most vital components for the hotel's economic activity is customer satisfaction. They want the satisfaction of getting and using services that meet or even exceed their expectations. Customers don't just want a good price, they want added value, increased services resulting from hotel improvements, guarantees and service quality benefits, designed to satisfy each customer's needs and preferences.

An important step in the hotel customer satisfaction process is measuring the satisfaction of accommodation service consumers. Following the feedback obtained from them, the solutions identified and designed to remove the causes of the problems, the manager must highlight the difference between the quality of the services provided and the one perceived by the potential consumer.

To be able to remove the unfavorable factors of the hotel, its staff must maintain a close and attentive connection with all customers based on their rights, safety, needs, quality services and loyalty benefits.

The hotel places special emphasis on some aspects in order to follow and maintain the satisfaction of its customers and the quality of the services provided at an excellent level, aspects among which we mention:

- Careful information and complete customer education;
- The systematic approach regarding the guarantee of services, an approach which is based on identifying all the dangers that could arise and intervene within the accommodation service;
- Hygiene and sanitary control measures established with responsibility; o Ensuring an advanced accessibility of the services they provide for all customers;
- Permanent feedback between customers-employee staff-management;
- Permanent contact with customers following and monitoring their preferences;
- Permanent training of the entire staff, training through which to realize a continuous customization of the services they provide;
- An appropriate motivational system for employees in order to stimulate them and channelize the effort in expanding customer relations for:
    - exceeding tourists' expectations;
    - a promotion of the hotel based on quality services.

The promotion of the hotel unit, as its main objective, implies the choice of appropriate means in order to orient and attract tourists through the services offered.

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