



TOURIST EXPECTATIONS OF HOTEL SERVICES AND EMPLOYEES

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Abstract:

The increasing level of maturity of tourists has had the effect of multiple mutations in the structure of demand, with increasingly sophisticated tourist products being increasingly requested and tourists becoming increasingly demanding in terms of quality and authenticity of the offer. The intensification of competition between tourist service providers has made the issue of competitiveness to be put in different terms, the main influencing factors being quality, especially the quality-price ratio, renewal, diversification, innovation and customer orientation. Taking this into account, the issue of ensuring the quality of tourist services has become the primary priority, both at the microeconomic and macroeconomic levels, with more and more countries and tourist enterprises (mainly hotel chains) resorting to developing their own service and quality standards. The quality of tourist services offered by each provider is the result of the combination of two components: a quantitative one, predominantly material in nature, and a qualitative one, behavioral. The quality of hotel services is very important in choosing an accommodation space. The accommodation service varies by creating conditions and comfort for the traveler's rest. Appreciation of service quality is a delicate issue, for most services the subjective dimensions of evaluation by customers predominate.

The most important component of quality is the behavior of the staff in hotel units, most often neglected, the company's personnel problems being limited only to hiring the appropriate number of employees, with good qualifications in the field, who know and apply the standards and work procedures. The effects of professional behavior are directly reflected on the quality of services, on the perception of their quality. Compared to the components of a material nature, the effects of professional behavior are unpredictable, difficult to reverse over time. They are directly related to the number, structure, level of training and motivational level of the staff.

• Introduction

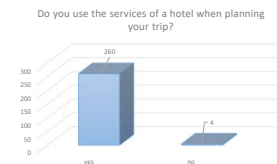
Quality has emerged as a competitive strategy, originally applied to industrial processes and, more recently, to services. Services related to the hotel network have encountered some problems in terms of implementing quality strategies, until the role of quality and, of course, management mechanisms have been reconsidered. Thus, there is an increasing attempt to adapt and introduce quality management tools and instruments in the service sector, especially in the hotel sector, by simply copying or by appropriate adjustments, based on the characteristics and particularities identified for this sector.

This new attitude implies an advance and thereby recognizes the need to communicate with the client on the one hand, and with other companies in the field on the other, in order to adapt to the ever-changing economic, social and cultural conditions.

• Material and method

The study we proposed is quite extensive, our desire was to identify tourists' expectations regarding hotel services and then to identify to what extent these expectations were met, thus analyzing the degree of tourists' satisfaction. Taking into account the very large volume of work, the extremely rich information, we decided that, in a first stage, we would only identify tourists' expectations regarding hotels and continue the part with the level of satisfaction obtained from the study in the future. To identify expectations and analyze the degree of satisfaction, we resorted to the questionnaire method, a questionnaire divided into two parts, the first part, the one that is the subject of this work, being the one that refers to tourists' expectations. 34 questions were asked to tourists, 28 of the questions were asked to answer only with yes or no, the questionnaire was applied at the reception of a hotel that wishes to remain anonymous, to a number of 264 tourists, over a period of four months, respectively February - May 2024.

• Results and discussions

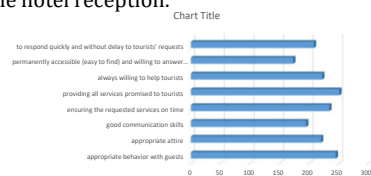


Source: own creation after interpreting the questionnaire

Do you use the services of a hotel when planning your trip?

The main aspects taken into account when choosing the hotel were: the interior of the hotel, the existence of a parking space, the exterior of the hotel and its location.

Tourists also want the hotel to organize artistic events, leisure facilities inside the hotel, the hotel to be equipped with high-performance equipment, facilities to improve mood, and great flexibility at the hotel reception.



Source: own creation after interpreting the questionnaire

Requirements for hotel employees

• Conclusions

Any accommodation unit, whether it is a hotel or a guesthouse, wants the tourists who cross its threshold to be satisfied, this satisfaction determining them to return or to recommend the respective location to relatives, friends, acquaintances. It is truly very difficult to please all customers, but this does not prevent accommodation units from establishing standards that they must achieve both in terms of the arrangement of rooms, bathrooms, restaurants or other spaces that ensure the comfort and relaxation of tourists, as well as the space outside the respective location.