

# QUALITY OF HOTEL SERVICES

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Article deals with the quality of services provided at the selected hotel facilities in Košice. Object of research has become a Boutique Hotel Bristol 4\*, located in Košice, Slovakia on the street Eagle 3. Using the questionnaire investigation found client satisfaction with the services provided by this hotel and identifying areas for improvement in the design of services.

Keywords: hotel services, satisfaction, quality, clients, hotels facilities

## 1 INTRODUCTION

The concept of quality has a large number of definitions in the world, which have their own nature and rational core. Man no longer uses this concept to assess something from ancient times, what is satisfied, or vice versa, with the satisfied is not. Over time originated changes in the views and approaches of evaluation and defining the notion of quality. Generally represents the quality level of fulfillment of the requirements, needs and expectations of customers. The extent to which a particular set of characteristics can satisfy the needs.

The quality of the service is oriented to the consumer and the service provider options to create such efforts and defines the performance that will meet the needs of the consumer, to the desired level.

An extensive range of services encompasses the concept of hotel management. Among the significant assumptions to develop tourism, we include the provision of accommodation services. Among the significant assumptions to develop tourism, we include the provision of accommodation services. The following services start at the easiest accommodation establishments and pass through to the stylish hotel that provide their clients with a wide range of services, including, in addition to a variety of ancillary services, accommodation and food. Currently these services are determined by their prestige and the quality of the hotels.

## 2 THE QUALITY OF THE SERVICES

Quality is a very broad concept, which depends mainly on the personal opinions of users. In particular, the quality shall be:

- way to the achievement of an enterprise that aims to meet the needs and wishes of the customers, for the purpose of raising the level of competitiveness,
- way that supports staff to develop business, incentive and accountability,
- the property, which is constantly evolving. It's a property that arises from the continuous increasing requirements to meet the needs of the customer, which may be an individual, group of people, or even the whole company.

Quality of service is the ability to create a service provider with the concurrence of the customer on the

basis of the required performance expectations at the level required by the customer.

The various explanations of the concept of quality of service are directed mainly at users of these services. The client is the quality of the hotel services by the assessor. If a guest needs are met according to his liking, then we can talk about the fact that the hotel's services are of high quality.

STN-ISO 8409 defines the concept of quality as a summary of the properties and characters in a product or service, which will give the ability to meet the predetermined or implied needs. The quality of the services constitutes a summary of the meeting the same useful features needed.

In the framework of the EU's perception of service quality as a factor of competitiveness and, therefore, its dedicated great attention. In the European Union's quality policy, which is based on standardisation, certification, metrology, quality management support. Its implementation is entrusted to the Directorate-General for the European Commission, Industry, which cooperates with other European and national institutions. There are possibilities of resolving the issue of quality in tourism, which can be addressed as follows:

- 1) Quality in tourism as part of a national strategy for quality sectoral (SR – the national quality programme),
- 2) Quality in tourism as part of the national strategy for the development of tourism (SR - the strategy for the development of tourism in the Slovak republic – 2013),
- 3) A special quality in the tourism strategy.

The concept of quality management includes all activities relating to the overall functions of management policy, setting out the objectives and responsibilities, which are applied in the system of quality management, quality assurance and improvement of the quality of planning, through.

Development of quality management in tourism linked to the names of the major hoteliers:

- **César Ritz** – founder of the Ritz-Carlton Hotel. The philosophy of TQM was first used on the Ritz-Carlton.
- **Ellsworth Statler** - Support the College of hotel management at Cornell Hotel School. He created the idea of "customer is always right."
- **Conrad N. Hilton** – The founder of the Hilton Hotel Corp. For his philosophy to improve the

calculation of the network, as well as the cost of price control.

- **Ralph Hitz** – hotelier. Standards for communication with guests and publicity system.
- **Ernest Henderson** – the founder of the hotel Sheraton. Emphasis on ethics.

Multinational facilities are using its own quality management system. This system is developed and documented. Its contents are inside the hotel's standards, which specify amenities and services. Standards are drawn up by the management of the hotel.

If the management wants to achieve a better and higher levels of performance, it should focus on selected 8 principles:

- a) Staff organization (mutual and coordinated cooperation, common interest),
- b) The involvement of the staff (the use of skills and experience of staff with a view to improvements of the hotel),
- c) Access in the process,
- d) Access within the system,
- e) Stable level of success (improving),
- f) The choice of the right, thanks to the information available (survey),
- g) Good cooperation with well-known suppliers.

These principles represent a manual to a thriving organization of the hotel and the hotel itself may introduce into all its areas.

The phrase "quality management systems quality management or even pose for certain managers to something new, but on the other hand, for some, is only a new name for the systems that are long established in their hotel. Quality management in the hotel or in a variety of enterprises cannot constitute a separate system. In the quality management system for the determination of rules and last but not least also to ensure satisfaction and motivation of staff successfully.

### 3 THE HOTEL'S FACILITIES ON THE TERRITORY OF THE CITY KOŠICE

The city of Košice is known as the second largest city of the Slovak Republic. The place with the largest area of the reserve and the largest are the Košice gold treasure in the territory of the Slovak Republic.

City of Kosice has high chances to become a center of congress tourism but also for city heritage travelers, therefore tourists who easily explore history and culture. Thanks to both tourists come here from all over the world as well as businesses and business partners at various conferences and congress meetings.

To Kosice can be accessed by road, rail or air transport. Staff as well as private travelers used for long and medium lines in the vast majority of air transport. Tourism are developed mainly Kosice International

Airport, which is also the second largest and most used international airport in Slovakia. The airport is built near the town in an area of 3.5 km<sup>2</sup>. Here are executed international and domestic flights, charter and regular.

Košice as European Capital of Culture of 2013, obtained high positions in tourism in Slovakia.

In the city of Kosice is offered a wide range of stays for both private and for business visitors.

Categories of accommodation facilities in Kosice:

- design and style hotels,
- the oldest hotel in Slovakia,
- boutique hotels,
- bussines hotels,
- appartment hotels,
- penzions,
- campings.

Boutique Hotel Bristol has won the 2007, 2008 and 2009 awards for the best hotel in Košice and is one of two hotels that are in partnership with Košice International Airport, on the basis that I decided to focus solely on the services of this hotel .

### 4 BOUTIQUE HOTEL BRISTOL 4\*\*\*\*

Boutique Hotel Bristol belongs to the group of Kosice most luxurious hotels.

The hotel is situated in the city center only 100 meters from the Cathedral of St. Elizabeth.

The hotel building will enchant not only by their sense of subtlety and extraordinary architecture but also the atmosphere tangential to the home city of Kosice. The hotel was built in 2005 and the last complete renovation of the building was done in 2011. It is a three-storey hotel with 32 rooms. Rooms are with air condition and divided into four types:

- 1 x bussines apartment,
- 2 x junior apartment,
- 19 x double bedroom,
- 10 x single bedroom.

#### Room equipment:

- Work desk and chair,
- storage space for luggage,
- LED TV, premium English and German programs,
- high Speed Internet,
- room minibar,
- room safe,
- bathroom with shower,
- hair dryer, cosmetics,
- daily cleaning rooms,
- iron with iron desk,
- air conditions,
- wardrobe,
- phone, alarm,

- sofa set, living room, DVD player, electric kettle.

For business travellers the hotel offers a conference room and lobby bar, which is used as well for breakfast/lunch/dinner, business meetings, conferences, seminars, reception desk or reception.

An integral and enjoyable part of the hotel are the Roman spa with a capacity of 12 people. Guests at the Roman spa can use the steam sauna, Jacuzzi, relaxing and cold plunge pool, relaxation area and Vital Bar. One-time visit includes two and a half hour stay, during which not only hotel guests but also ordinary visitors can take advantage of any of these attractions. Visitors to sail is available and a towel, water or tea, personal things, as well as services Vital bar, which is part of the Spa. During your stay you can take advantage of additional services of the spa and massage is, for which it is necessary to pay extra. For hotel guests is a single stay in Spa, counted in the price of your stay.

In the price is included a welcome drink, breakfast in form of buffet, high-speed internet access and on-site parking secure camera system. In addition to the spa guests are offered, as well as other activities such as bicycle rental, hiking, visit historic sites or library.

Services offered by the Hotel Bristol is part of the restaurant Allegro, as well as the Lobby bar.

#### **Provided hotel services :**

- transfer from the airport, the railway station
- room service
- packed lunches
- 24-hour reception,
- ticket service,
- concierge service,
- early Check-in, late Check-out
- cleaning and ironing of clothes, washing,
- storage
- currency exchange
- free use of the Wi-Fi connection in all the hotel areas,
- photocopying.

#### **General hotel services:**

- breakfast buffet
- À la carte restaurant,
- rooms and facilities for disabled guests,
- dedicated space for nonsmokers,
- safe,
- terrace,
- newspapers,
- non-smoking rooms,
- Elevator,
- Library,
- special diet meals.

The staff at Boutique Hotel Bristol is a nice, friendly and professionally trained. As the guests come

from different countries of the world, the responsibility of the staff is to speak more foreign languages such as: hungarian, french, english, german, czech.



Figure 1 Boutique Hotel Bristol 4\*

Source: Official web page Boutique Hotel Bristol 4\* [online]. Dostupné na internete: <<http://www.hotelbristol.sk/>>

### **5 QUESTIONNAIRE INVESTIGATION OF CLIENT SATISFACTION BOUTIQUE HOTEL BRISTOL 4\*\*\*\***

To get a picture of the quality of the hotel services Boutique Hotel Bristol has been used questionnaire investigation. In this investigation, was attended by 80 respondents, 55 men and 25 women, aged between 25 to 55. Hotel attending clients mostly for commercial purposes, as demonstrated by the number of clients surveyed 55. For the purpose of relaxation has been stationed 25 clients.

Based on the questionnaire investigation, discussion of client satisfaction was benefiting from the services provided in the said hotel.

The questionnaire included questions concerning the investigation of satisfaction with the environment in which the hotel is located, with cleanliness and equipment of hotel rooms, with the approach of the hotel staff, and with the timeliness of service, with the ratio of the price of the hotel – services rendered as well as the question of overall satisfaction with the services provided.

Respondents to express satisfaction or dissatisfaction was given verbal assessment scale. In the table below I have this word has been transformed into a numeric range from 1 to 5, where 1 represents the greatest satisfaction and 5 on the other hand the greatest discontent.

In the following table you can see the results of the responses to the questions.

QUESTION	EVALUATION					
	1	2	3	4	5	
With the environment of the hotel I...	67	13	0	0	0	80
With the cleanliness of the rooms I...	59	16	5	0	0	80
With the equipment of the rooms I...	44	28	7	1	0	80
With alacrity and the professional approach of the hotel staff I...	72	7	1	0	0	80
With the timeliness of hotel services I...	49	27	2	2	0	80
With a price – services rendered I...	41	28	9	2	0	80
Overall, with the quality of the hotel services I...	47	27	6	0	0	80

**Table 1: Results of the responses to the question**  
Source: Own processing

On the question concerning the satisfaction with the environment in which the hotel Bristol is located at, which is 83.75% of clients 67 responded out of a total number of respondents, they are very happy. On the lower level of satisfaction expressed by clients, thus, 16.25% from a total of 13 surveyed clients. Dissatisfaction was not recorded in any of the clients. Overall, we can say that 100% of the respondents were satisfied with the environment and clients 80, therefore, have not shown any dissatisfaction. Environment and is therefore suitable for all visitors to the site of the Hotel Bristol.

Its great satisfaction with the cleanliness of hotel rooms, has 59 clients representing 73.75% from the total number of respondents. Partially satisfied clients, which in percentage terms is 5 was 6.25%. Dissatisfaction with the cleanliness of the rooms was not among the clients has been recorded. With all of the foregoing that the cleanliness of the hotel rooms is on a very good level of satisfaction of clients thus 93.75% of the 75 confirmed, despite minor shortcomings, which were partially satisfied 5 clients 6.25%.

A great deal of satisfaction with the equipment of the rooms had resulted in 44% of the total number of 55.00 so clients. On the lower level of satisfaction expressed by clients, representing a 28% 35.00. The number of satisfied clients, identified by the survey in part 7, which represents the percentage of 8.75%.

The vast majority of clients expressed great satisfaction with the hotel staff. Overall, the staff at the Hotel Bristol is a willing and professionally trained with

the four stars hotel standard, whereas the overall level of satisfaction with them showed 79 clients.

A great deal of satisfaction with the timeliness of hotel services, has 49 clients. Satisfaction with the timeliness of service on the lower level of the hotel was odhlasovaná 27 clients. Of the total number of surveyed clients were 2 clients of the timeliness service mediocre. The hotel management must therefore deploy the necessary measures to comply with its clients in every direction and services in which they have an interest in them has been provided in the shortest possible time.

The overall client satisfaction with services rendered and was recorded at 69-price ratio of our clients. Part of the satisfaction expressed by the two clients.

A great deal of satisfaction with the quality of the services provided at the hotel has 47 clients. On the lower level of satisfaction was recorded for 27 clients. Partial satisfaction was marked 6 clients at Bristol. When any client dissatisfaction has been noted. Any shortfall should be addressed and, thus, should be achieved client satisfaction feedback.

On Figure 2 is the total satisfaction of the clients of the Hotel Bristol in the evaluation chart. The ose x is the range of client satisfaction and on the ose y shows the number of respondents answering the questions on the possibility of an essay.



**Figure 2: Summary graph of clients satisfaction**  
Source: Own processing

Individual issues are shown in different colours. On this basis, it is possible to see guest services from the perspective of respondents. Most respondents identified the question concerning the satisfaction with the professional approach and the hotel staff. This response marked up to 72 the total number of respondents from the 80 interviewees. In reply, marked with the numeral 2 was the largest number of respondents to the question concerning the satisfaction with the equipment of hotel rooms and with a ratio of price and services provided. Most of the respondents indicated the troika was in

response to the question of value for money-the service provided and the response marked the Quartet therefore dissatisfaction, was recorded only in five of the respondents.

### 5.1 Evaluation of the questionnaire investigation and suggestion on the improvement of hotel services

According to the analysis of the questionnaire investigation as well as a survey on various Internet sites, it was found that the Boutique Hotel Bristol in high level requirements of the standards associated with the category of four stars hotels.

Clients who have had the opportunity to take advantage of the services provided, were largely satisfied and highly recommend your friends to stay in this hotel. Most were satisfied with the approach and the willingness of staff as well as the hotel's location, in which the hotel is located.

Whereas the main objective of this work was to evaluate the quality of the services provided by the selected hotel in the city of Košice, on this basis, I drew up recommendations for the improvement of the quality of these services:

1. The staff of the hotel, designed for cleaning, should be made aware of the comments and views of the hotel's clients. To improve the quality of the cleanliness of the hotel rooms, therefore I suggest to create a schedule for an in-depth cleaning divided into everyday of the week. The hotel's rooms will be cleaned as usual and according to the timetable will be carried out by a certain activity, or deep and thorough cleaning. If a thorough cleaning will be distributed on the day of the week and not just on one day of the week or month, avoiding the discontent with clients prolongation of working time as well as the staff and the cleanliness of the imperfect fatigue from all-day thorough cleaning. Again, there has been a lack of purity and unnecessary would fatigue backward dissatisfaction of the clients.
2. The only way to improve client satisfaction with the equipment of the rooms is replacing the small mattresses on single beds. For the hotel's clients feel comfortable and to be surrounded by luxury essentials, this Exchange will therefore represent a good investment to improve the quality of service.
3. Though it is possible to check-in early in the morning hotels, clients did not have the chance to eat breakfast, but had to wait for the arrival until breakfast time started. The receptionist asked them was given breakfast package, but it was necessary to wait for a long time on it. This situation could be dealt with in such a way that the client when booking a hotel room had the opportunity to write your approximate arrival time at the hotel as well as

the early arrival has to be ready if he is available in the package.

4. The InfoPath design solutions for clients with a visit to the Roman spa of dissatisfaction, I would add that, in order to split the operating period of the Roman spa for clients and to the public. Our clients would be more privacy and a feeling that the hotel caters exclusively for their convenience only.
5. To improve the quality of the proposal, I would suggest an overall increase in the satisfaction of its clients. control equipment of the hotel activity Satisfaction should be regularly controlled by means of questionnaires. The questionnaire would detect any negative comments, and this would provide a remedy and upgrading.

## 6 CONCLUSION

Currently, the word quality is often mentioned in the human society. A man often use in life a number of services, which caters to their needs. To meet these needs must be used on a sufficient level of quality services. Quality of service is the service provider's ability to make every effort to meet the requirements and needs of the customer. The customer specifies his requirements on the quality of the service provider and therefore the fulfillment of these requirements, increases his satisfaction.

Using the questionnaire investigation, it was found that the selected hotel facilities 4 \* Boutique Hotel Bristol offers its clients high-quality services.

Clients who have had the opportunity to take advantage of the services provided, were largely satisfied and highly recommend their friends to stay in this hotel. Most were satisfied with the approach and the willingness of staff as well as the hotel's location, in which the hotel is located.

Of the total analysis showed that the hotel services as well as the Boutique Hotel Bristol 4 as a whole, complies with the requirements of its clients in high level and is well on the way to an even greater prosperity.

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