

A Study on Major Deficiencies of Guest Services Offered by Classified Hotels at Trichy

¹Dr. M.P.Senthilkumar,

¹Assistant Professor and Member Incharge of the Department,

¹ Dept. of Hotel Management and Catering Science, Jamal Mohamed College, Trichy.

ABSTRACT

Hospitality industry is an inseparable component of tourism. Hotels play a vital role in tourism by providing not only food and accommodation but also the facilities and amenities for recreation and entertainment. They stand as the destination for the business travelers where they can avail amenities for conducting their meetings, conventions and parties. Hospitality sector has been adjudged as an industry with an excellent growth potential at the rate of almost 15% per year. This study focuses on the major deficiencies of services offered by the classified hotels of Trichy. Customers' perception on service quality of hotels may differ between the guests according to their socio-economical status. Act of analyzing the perception and application of strategic actions to fill the service gap may lead to the further development of any industry. Hence, this paper is an attempt to explore the deficiencies on services and level of satisfaction of guests stayed in classified hotels at Trichy during the period of study.

Key Words: Hotel, facilities and amenities, deficiency, customer's satisfaction

I INTRODUCTION

Hospitality is a term refers to the transactions between a guest and host, and further it may be defined to the process of being hospitable. These activities may be related with welcoming of customers with ready smile and offering services with care as what they can enjoy at their home. Those treatments might ensure the kind and smooth relationship with the guests or customers. The hospitality industry has wide spread services which may offered in hotels, restaurants, catering organizations, resorts and clubs. A hotel is thus an organization meant for an outlet to offer accommodation and food of various cuisines. The development of this industry too is based on the positive perceptions of guests and earning goodwill. So, act of measuring the stakeholder's perception on the standards of services to promote its quality to the next stage and continue with the provision of services to withstand the competition in the market.

To become a successful in the business of hospitality, the authority has to retain the customers with effective strategies and policies for customer satisfaction. Customer satisfaction has to be main focus on customer gratification and loyalty. Hence, analyzing the significance of hotel's customers will reflect in development of service quality of hotels. An attempt of researching the level of satisfaction of guest of hotel may be transformed as deciding factor of whether to select the particular hotel for stay or not. Satisfied customers of hotels which offered quality services with care and attention may earn repeated customers while others fail to do so. These fulfilled or satisfied customers may repeat their visit further and recommend the others to avail the hospitality offered in those outlets. It is observed as the cardinal success of hospitality business. Act of avoiding attention to the above mentioned attribute may negate the positive remarks of hotel and confine chances of repeated business.

Trichy is located at the middle of TamilNadu state and has been rated as tier II city. Trichy is functioning as headquarters of Tiruchirappalli district. Not only known for industrial developments, Trichy is considered as one of the significant educational hub of TamilNadu. Trichy is home of renowned and nationally familiar educational institutions such as National Institute of Technology, Indian Institute of Management and Indian Institute of Information Technology. Trichy has been adorned with the title of "Energy Equipment and Fabrication Capital of India". Because existence of factories likes Heavy Alloy Penetrator Project (HAPP), Ordnance Factory, Heavy Bharat Heavy Electricals Limited (BHEL) and Railway workshop of Ponnmalai earned this title to the city. Not only industries, Trichy is famous for its tourism wealth. It is a treasure house of pilgrim centers, famous historical monuments and cultural resources. These are the main source of business of hotels located at Trichy.

1.0 Objectives of the Study

The prominent objectives of this study are

- To study the profile of classified hotels located at Trichy.
- To identify the perception of guests stayed at hotels of the study area.
- To examine and assess the perception and level of satisfaction on the services availed at hotels of Trichy.
- To offer some valuable suggestions and recommendations based on findings.

II RESEARCH METHODOLOGY:

This study is an explanatory research and it has been carried out by using both primary and secondary data. A well structured questionnaire has been utilized to collect the responses from 270 guests stayed at top 3 hotels of Trichy in a scheduled period. Random sampling method has used to choose the respondents. Secondary data were collected by referring books, magazines and websites. The results of the research determine the deficiency on services offered by hotels of Trichy through their four major departments called Front office, Housekeeping, Food Production and Food & Beverage service. Further, this study investigates that development of performance of above said departments can significantly improve the quality of services.

III REVIEW OF LITERATURE

According to the study undertaken (Jones et al., 2007), There is a need for hotels to promote their investment strategies to develop the service quality. It has been found a guest relationship is an asset to any organization like hotels (Gruen et al., 2000) and customer satisfaction will define business objectives. Through this statement it is obvious that positive relationships can create customer's higher commitment and increase their return rate. Kariru (2014) has made a research on the customers' perceptions and expectations of service quality in hotels in Western tourism circuit, in Kenya indicated that the customer

satisfaction can be increased by improving their expected service quality standard of hotels. Andargie (2013) conducted a study on foreign customer satisfaction in Ethiopian five-star hotels Sheraton Addis and Hilton intercontinental hotels reported that foreign customers are not satisfied by the services of the hotels, and all services quality dimension of the hotel created a gap in their customer's expectation and perception. Kinderis et al. (2011), who had assessed service quality in the hotel business, found that the service quality fails to surpass customer's expectations. Their expectations were sociability, safety, understanding, tangibility criteria, and the experienced service quality was the best evaluated under the following criteria: safety, tangibility, confidence, and sociability.

IV DATA ANALYSIS AND INTERPRETATION

The data received through questionnaires were analyzed to identify the deficiencies observed by the guests on services offered by four major departments of selected hotels of Trichy. Table .1 deals with the evaluation of deficiencies found by customers on services offered through Front office.

4.1 Major deficiencies on services offered by Front office Department

Sl. No	Deficiency on services	Mean Score	Rank
1	Reservation	62.47	I
2	Reception and welcoming	46.31	IV
3	Registration and Assigning of rooms	54.79	III
4	Providing information	58.66	II
5	Complaints handling	40.73	V

Table 4.1 Major deficiencies on services offered by Front office Department

According to the data received from guests, deficiency on reservation section of front office has been measured as first thing to be rectified. Customers have conveyed their opinion that staff members are lacking behind in providing information required by guests. Registration formalities and room assigning done by staff members of those hotels were not up to the expectations of guests. It takes the third place in ranking of deficiencies of Front office. Deficiency in welcoming and treating the guests at Front office ranked forth while complaints handling has been evaluated as a service with less deficiency.

4.2 Major deficiencies on services offered by Housekeeping Department

Sl. No	Deficiency on services	Mean Score	Rank
1	Cleaning of rooms	42.23	V
2	Laundry/ Valet services	50.48	IV
3	Standard of room amenities	55.32	III
4	Maintenance of public areas	63.19	I
5	Complaints handling	59.67	II

Table. 4.2 Major deficiencies on services offered by Housekeeping Department

The result of Table.2 shows that hotels of Trichy have to concentrate on the standard of maintaining the public areas as it has been ranked first in this study. It is followed by lack of complaints handling, poor standards of guest amenities and deficiency in valet services. Cleaning services offered by housekeeping observed with less deficiency.

4.3 Major deficiencies on services offered by Food Production Department

Customers of major hotels of Trichy conveyed that it was hard to find innovations in food items offered by the hotels of study area. This factor has been classified as top most deficient in services offered by those hotels. Further, length of menu, hygiene on foods served and preparation time of dishes were ranked as second, third and fourth respectively. Results of Table.3 shows that guests were almost satisfied about the taste of the food provided.

Sl. No	Deficiency on services	Mean Score	Rank
1	Hygiene	47.19	III
2	Taste of the food	38.87	V
3	Time taken for Preparation	41.87	IV
4	Number of dishes/ cuisine offered	59.62	II
5	Innovation in cooking	61.49	I

Table. 4.3 Major deficiencies on services offered by Food Production Department

4.4 Major deficiencies on services offered by Food & Beverage Service Department

Sl. No	Deficiency on services	Mean Score	Rank
1	Way of treating the customers	43.56	IV
2	Quality of food served	41.77	V
3	Cost of dishes	58.63	II
4	Ambience of dining area	61.19	I
5	Time taken for serving food	51.37	III

Table. 4.4 Major deficiencies on services offered by Food Production Department

Respondents of this research study have observed that lack of standard in ambience of dining areas of selected hotels as the topmost deficiency. While cost of dishes, preparation time of dishes and ill-treatment of staff rated as second, third and fourth, quality of food scored least deficiency.

V FINDINGS AND SUGGESTIONS

On the basis of the analysis undertaken, the following are the suggestions offered by the researcher to rectify the deficiency found in the services offered by the hotels of study area.

- Hotels of the study area have to modify and update the reservation systems to simplify the formalities and to offer speedy services.
- Information assistant has to be appointed at front desk of every hotel to offer information about travel services, tourism spots and local entertainment attractions.
- Individual registration cards should be provided to guests to reduce waste of time
- Staff members of hotels have to improve their attitude in welcoming the guests and handling customer's complaints.
- As public areas of hotels are crowded by people often, they should be attended and maintained properly. Because public areas highlight the image of hotel among the customers.
- Care should be taken for attending complaints related to housekeeping. Then only the customers will turn towards the hotel for repeated visits and stay.
- Rooms are the primary sources of revenue for hotel. It has to be maintained with care with the provision of international standards to attract the foreign guests.
- Innovation is the mantra for developing any industry to promote the standards up to the level of emerging trends. In hospitality industry introduction of new cuisines and innovative cooking is expected by the guests. The hoteliers must act according to the same to overcome the competitions of market.
- Ambience of restaurants have to developed to make the dining a pleasant one to the customers.
- Competitive pricing should be adopted in food costs to offer the quality foods on moderate pricing.

VI CONCLUSION

Hospitality industry has the potentials ever-growing and flourishing in all the corners of the world. As food and accommodation is considered as the primary needed of travelers and tourists, hotels are the best asylum of providing those basic needs. Not only the reasonable price the customers of hotel expects quality services for their every penny. Kind attention, services with care and good ambience may result in repeated business from the visitors of hotel. Hotels of the study area have to concentrate on improve the standard of facilities and training their staff to rectify the deficiencies and enhance their service quality.

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