



A Study On Hotel Guest Courtesy Inclination Impact On Satisfaction

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ABSTRACT

The human beings are always bow for courtesy received from other end and concern issues will have major priority on customer satisfaction in any field. The guest service provided at a limited-service hotel is typically more streamlined and efficient, with a focus on providing guests with the basic services they need for a comfortable stay.

Staff members are trained to offer fast and efficient check-in and checkout processes while being helpful and responsive. Many hotels now allow guests to check-in and out on their phones. Limited-service properties often offer basic amenities and services like a front desk, housekeeping, and complimentary breakfast. They also provide simple but functional accommodations. They may not boast the bells and whistles of a full-service property, but they will often have everything guests need for a comfortable stay. Guest service at a resort hotel is designed to provide guests with a memorable and enjoyable vacation experience. Resorts typically offer a wide range of recreational activities, such as golf, tennis, swimming, hiking, and water sports. Staff members are available to assist guests with booking activities, providing equipment, and offering instruction.

Keywords: Quality, Commitment, Responsiveness, Timely Service & work life balance

Introduction

Although most visitors are kind and courteous when bringing a hotel issue to light, some may be angry, rude, or difficult to communicate with—situations that can be difficult for employees to navigate gracefully. Provide your team with a step-by-step guide on handling common guest complaints. Create easy-to-understand policies that guide hotel staff through guest recovery procedures. Consider offering recommendations or setting limitations on financial compensation, such as reservation refunds, future free stays, and extra loyalty points. Modern tourism is the most striking phenomenon of the 21st Century and offers us an opportunity to learn, enrich humanity and to identify what may be termed as goals, for a better life and a better society. As an industry the impact of tourism is manifold. Tourism industry, nourishes a country's economy, stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding. The most significant feature of the tourism industry is the capacity to generate large scale employment opportunities. It also contributes to national integration.



Tourism consists of diverse operations, ranging from tour operators, travel agencies, hotels, destination development and promotion of airlines, road, rail and water transportation, entertainment, cuisine and so on. In order to develop and promote responsible tourism, one also has to do away with or minimize the negative impacts of tourism, particularly oncology and environment, culture, customs and traditions of the host population. People, in general, now view tourism as a way of life rather than a luxury item reserved for the affluent and the elite. The tourist has become more cautious of the value of the money he/she spends. This means for the service providers, constant improvement in the quality of the service, maintaining certain standards and greater emphasis on customer care. Hotel and its management, once regarded as a part, are at present being considered as a science and has therefore been realized that hotels provide an excellent setting for research studies. The problems found in economic and managerial fields, facilitate enormous scope for research by sociologists, economists and psychologists. For example, problems connected with marketing of accommodation, advertising, sales promotion, training, production, communication, recruitment grievances, etc., are all becoming sensitive to the growth and development of hotel industry. Hence, the hotel industry, and particularly, the accommodation sector, is increasingly conscious of the research needs in its various operations. But until recently, no other industry has ever received less attention than hotel and tourism industry in the field of research and this fact is true, particularly in the case of India.

Literature:

Gopi & Samat (2022) analysed how customer satisfaction impacts performance within the hotel industry in Oman. The investigation reported that clients were content with the standards of food offered, the reception, and the reservation factor. Moreover, customers fairly rated product prices, hotel amenities, and security features. Despite that, clients were unhappy with the personalised services provided by the hotel industry. Gopi & Samat (2020) also noted that customer satisfaction led to positive aspects like improvement in hotel image, market share, and sales.

Hapsari et al.'s study in (2020) shows that customer expectations are higher on attributes like service promptness, transaction accuracy, and service security. The authors urge hotel managers to focus more on accuracy and promptness in working on customer complaints. Moreover, the authors noted that there exists a subjective association between customer expectation and perception. This factor varies based on different economic scenarios. Lee & Madanoglu (2018) researched managerial perception about customers' expectations from various hotels in Australia. The results of this investigation indicated that the critical factors affecting service quality included tangibles, assurance, and empathy. However, this research's limiting factor is that more emphasis was placed on the managerial perception rather than customer perception. Therefore, this study does not give a clear description of customer perception with regards to service quality.

Fida et al. (2020) outlined a couple of features that influence customer contentment. These include physical facilities, service timelines, the presentation of hotel staff, available types of equipment, communication techniques, response to customer complaints, efficiency, data accuracy, service consistency, problem resolution duration, attention to detail, staff flexibility, positivity towards offering customer support, staff behaviour,

customer security, courtesy, staff competence, personalised customer attention, service availability in all durations, and understanding of guest-specific preferences.

Farooq & Salam (2018) did a customer satisfaction survey across various hotels in Cape Town, South Africa. Based on this survey, the authors identified various aspects that boost customer satisfaction, including guest entertainment, captivating staff, and well-maintained swimming pools. Areas of customer dissatisfaction included late luggage delivery, poor communication services, and inadequate attention to customer-specific requests. Lee & Madanoglu (2018) studied the impact of customer satisfaction on performance within the hotel industry in Sweden. This analysis established that customers were more satisfied with the hotel reservation service, reception, and food quality. However, areas of dissatisfaction included service prices, provision of customer-specific services, and inadequate hotel facilities. Moreover, this research noted the significance of customer satisfaction towards ensuring improved market share for the hotel.

Another important factor that influences guest loyalty and retention is the degree of guest recognition that the hotel demonstrates. Guest recognition refers to the ability of the hotel to acknowledge, appreciate, and personalize the guest's stay, based on their preferences, history, and feedback. Guest recognition can be achieved through various means, such as loyalty programs, welcome letters, complimentary upgrades, special offers, and tailored recommendations. Guest recognition can enhance the guest's emotional attachment to the hotel, as they feel valued, respected, and understood by the hotel staff.

Key Factors Influencing Guest Satisfaction

- **Cleanliness and Hygiene:** Unsurprisingly, cleanliness remains a top priority for guests, especially in the post-pandemic world. Ensuring spotless rooms and common areas can significantly boost guest satisfaction.
- **Efficient and Friendly Service:** Guests appreciate quick and friendly service. Training staff to be knowledgeable, courteous, and efficient can make all the difference. Technology also plays a vital role here. If used well it can free your team to be able to provide a true service.
- **Amenities and Comfort:** Offering modern amenities like high-speed internet, digital solutions such as compendium & ordering, and smart room features can greatly enhance guest comfort and satisfaction.
- **Seamless Check-In and Check-Out:** Streamlining the check-in and check-out processes through mobile and keyless entry systems can make a lasting positive impression. Convenience is important, particularly to Millennial guests.

Objectives:

- 1) To know the importance of courtesy factors in hotel industry
- 2) To study various courtesy influencing factors on guest satisfaction
- 3) To study courtesy factors impact on guest satisfaction

Hypothesis:

H₀₁: There is no significant association between marital status and their opinions on Competence and Courtesy Inclination

H₀₂: There is no significant association between marital status and their opinions on security inclination.

Sample:

Reputed 10 'Three Star Hotels' in Hyderabad which are in hospitality service from last 15 years are considered as sample for the proposed study, hotels like ITC Kakatiya, Western Ashoka and Katriya Hotels are name a few are considered as sample.

Sample Size:

A sample of 520 Hotel repetitive Customers opinion was considered for data collection with the help of questionnaire in various above listed Hotels in Hyderabad.

Sampling Technique: Random Sampling technique was adopted for the data collection process by visiting reputed 10 'Three Star Hotels' in Hyderabad city.

Analysis:

H₀₁: There is no significant association between marital status and their opinions on Competence and Courtesy Inclination

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.351 ^a	4	.986
Likelihood Ratio	.350	4	.986
Linear-by-Linear Association	.130	1	.719

N of Valid Cases	520		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.82.			

From the above table chi square is not significant (sig. value is $0.986 > 0.05$), no evidence to reject null hypothesis. It means that there is no significant association between marital status and their opinions on Competence and Courtesy Inclination. It means that Competence and Courtesy Inclination is independent on marital status.

H₀₂: There is no significant association between marital status and their opinions on security inclination.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.386 ^a	4	.984
Likelihood Ratio	.385	4	.984
Linear-by-Linear Association	.241	1	.623
N of Valid Cases	520		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.43.			

From the above table chi square is not significant (sig. value is $0.984 > 0.05$), no evidence to reject null hypothesis. It means that there is no significant association between occupation and their opinions on security inclination. It means that security inclination is independent on marital status.

Discussion of Results:

One of the most obvious and essential factors that influence guest loyalty and retention is the quality of service that the hotel provides. Service quality encompasses the professionalism, courtesy, responsiveness, and reliability of the hotel staff, as well as the cleanliness, comfort, and functionality of the hotel facilities and amenities. Guests expect to receive consistent and satisfactory service that meets or exceeds their expectations and needs. Service quality also affects the guest's perception of value, as they are more likely to return and recommend a hotel that offers them a high-quality experience for a reasonable price.

Guest courtesy in hotels encompasses various aspects, including guest behavior, service quality, and the management of guest interactions. Understanding these elements is crucial for enhancing the overall guest experience and ensuring a safe environment for both guests and staff. Below are key aspects of guest courtesy in hotels.

Legal Considerations

- Hotels must address sexual harassment complaints from guests, as liability can arise if they fail to take reasonable action (Eaton, 2004).
- Training staff to handle such situations and clearly communicating policies to guests can mitigate risks and enhance safety.

Technological Integration

- Modern hotels are increasingly utilizing intelligent systems to enhance guest comfort, allowing guests to control room settings before arrival (Shaoju & Shenghui, 2017).
- This technology not only improves guest satisfaction but also streamlines service delivery, contributing to a courteous experience.

Brand Equity and Guest Perception

- The concept of guest-based hotel equity (GBHE) highlights the importance of perceived value, which includes dimensions like quality, aesthetics, and self-gratification (El-Adly & ELSamen, 2018).
- Understanding these dimensions helps hotels tailor their services to meet guest expectations, fostering a courteous atmosphere.

Creating a great first experience is crucial for excellent customer service. This is the first thing you need to do to make a guest happy in a hotel or any hospitality organisation.

It's the first impression that counts. It creates a momentum that ensures the customer takes all services positively.

If the first impression in the minds of customers is positive, they often complain less.

Creating a great first expression gets the top priority in the article. And, we completely agree.

There are a few things to take care of to ensure a great impression is created at the time of the first meeting with the customer.

- Making Eye contact
- Having a positive body language
- A welcoming smile can do wonders
- The right selection of words
- Active listening
- Right decor
- A gift or a welcome drink

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