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OPPORTUNITIES TO IMPROVE SERVICE QUALITY IN THE HOTEL INDUSTRY

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Abstract: This article primarily demonstrates the methods for increasing the flow of potential customers by providing high-quality hotel services, the categories of hotel services and their development, and the goals for enhancing the quality of hotel services using innovative development. As nowadays, it is important for hotel enterprises to improve service quality in the industry.

Key words: innovation, hotel, types of services, technological innovations, efficiency, quality of services.

ВОЗМОЖНОСТИ ПОВЫШЕНИЯ КАЧЕСТВА ОБСЛУЖИВАНИЯ В ГОСТИНИЧНОМ ХОЗЯЙСТВЕ

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Аннотация: в данной статье в основном показаны приоритеты повышения качества гостиничных услуг за счет инновационного развития, виды гостиничных услуг и их развитие, пути увеличения потока потенциальных клиентов за счет качественных гостиничных услуг. Так как в настоящее время для гостиничных предприятий важно повышать качество обслуживания в отрасли.

Ключевые слова: инновации, гостиница, виды услуг, технологические инновации, эффективность, качество услуг.

The hotel business is an essential component of the hospitality sector, which is linked to the significant shifts in the global hotel market that have occurred in recent years. At the same time, it is clear that the development of technologically advanced businesses, firms, and networks that form the cornerstone of the contemporary hotel industry has resulted from the expansion of the service sector of hotel complexes. Together with organizational-management and material-material elements, the character of high-tech, sophisticated, all-encompassing, and wholly customer-focused services has also been updated in relation to this [8].

The hotel sector is expanding globally currently. Strong trans-nationalization processes, which are represented in the internationalization of private capital, the strengthening of ties between national monopolies, and the extensive growth of transnational enterprises in the tourism industry, are accompanying the expansion of the global hotel market. The majority of the hotel industry's businesses combine into big economic complexes, crossing international boundaries and dismantling national restrictions. These new economic structures, which are associated with a high level of production and capital concentration and centralization, aid in developing and disseminating global standards for hotel services.

The consumer required a minimal set of services in the early days of the hotel sector in order to meet his wants. Typically, the first lodging entails that the visitor has more or less suitable temporary housing, along with facilities to cater at least one meal. The demand for accommodation services is typically restricted to living circumstances, including places for recreation and dining, at a time when the transportation infrastructure is underdeveloped and tourism is still primarily tied to trade. The first hotels that provided lodging services first arose around or at ports that served important commerce routes.

The demand from guests for hotel services is rising. This is particularly clear as visitors travel more and

get more familiar with contemporary services. More convenience is desired as more people travel. Consumers can compare the caliber of services offered, frequently offer criticism, and submit claims.

The majority of the time, hotel staff members adopt the norms as their own and fail to deliver the high-quality services that patrons demand. The managerial approach is what has led to this problem in the first place. Much of what is considered true in the hospitality industry has been learned through experience, training programs, or studying others' mistakes.

Such a system of general knowledge and quality management practice is a collection of honed management concepts that frequently lead to failure rather than success in the hotel industry.

The market for hotel sector services is seasonal on an annual basis, with demand changing with the seasons and the climate as well as with output (season of the year, vacation period, holidays, etc.). The amount of activity at hotel complexes may vary significantly depending on the season. Because to the market's seasonality, there are socioeconomic issues with inconsistent room occupancy, sales volume, service quality, labor productivity, equipment use, and other factors.

The types of services provided to the hotel sector, the size and structure of the service demand, and the regional features influence all the operational circumstances of businesses inside the hotel complex. The market for hotel sector services takes on a particular spatial form under the impact of regional factors, where socioeconomic traits that are unique from others but comparable to one another are established.

The market for hotel sector services is distinguished by a brief production cycle and a high capital turnover rate. The complexity of hotel services necessitates the participation of numerous entities in order to satisfy the expanding demands of clients.

In order to increase customer experience, American scientists Kedott and Terjen proposed a typology of service components. In a study of the needs that influence customers' purchase decisions, these researchers discovered various service elements (figure-1):

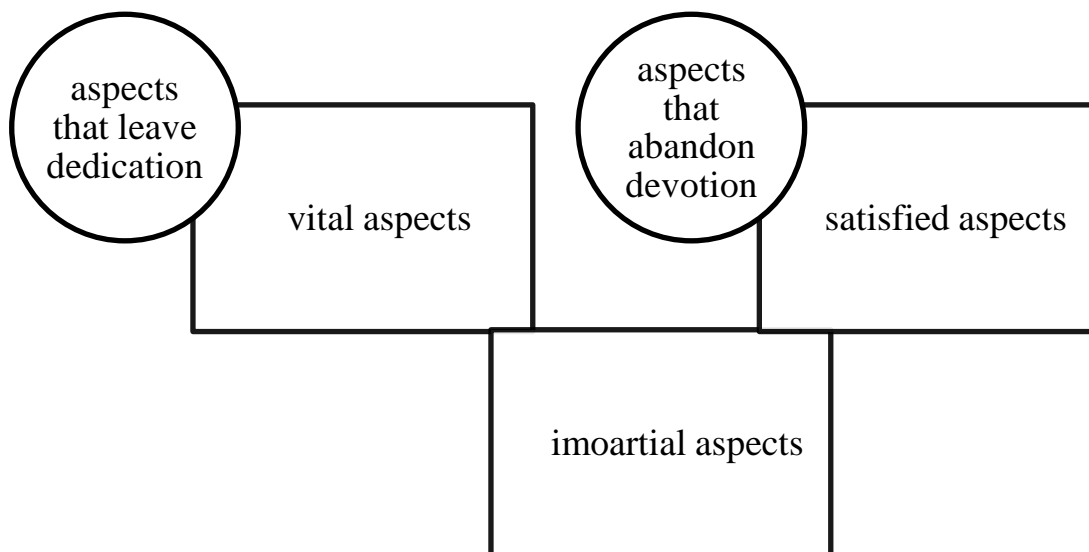
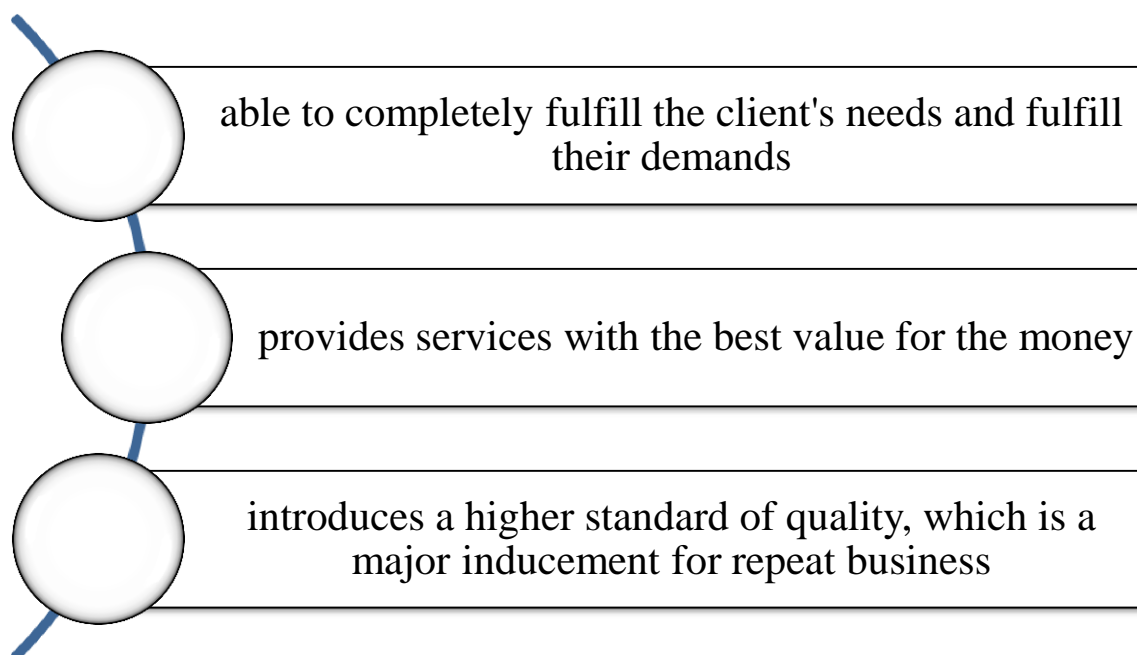


Fig. 1. Service aspects of customers

The hotel industry is constructed on fundamental components. These are the most crucial elements that directly affect consumer behavior. The fact that these items are founded on fundamental consumer requirements means that they ought to be accessible in the first place. If businesses want to thrive in a cutthroat environment, they must make every effort to offer these qualities of service. Only a few of these include secure travel, clean public spaces, comfortable hotel accommodations, and nutritious food. [1].

Even with their true cost, hotels that are only used by a small portion of society are frequently considered to be of the highest quality; they are services that the population uses frequently. In any event, the visitor chooses hotel amenities that most closely match his standards for excellence. The hotel industry has the greatest opportunity to implement services that:



However, of the efforts made by the hotel chain, the primary notion of quality management has to do with client satisfaction and customer orientation.

Planning, implementing, and executing high-quality services should be the main goals of the approach for managing hotel service quality. This involves making management decisions and carrying out a number of management actions.

The first approach states that the presence of beneficial qualities and aspects of the process of providing services that impact customer satisfaction is the criterion for a high rating of the quality of service in hotels. The second strategy's main component is tied to the lack of service flaws, which helps to attain a high level of service quality. [16].

In this context, it is important to take into account the top priorities facing the hotel sector:

- create a multi-level, seamless training program for the hospitality industry that allows for the use of the most recent advancements in science, technology, and service practices.
- create an information-analytical monitoring system for the hotel service infrastructure.
- create a quality management system for hotel service organizations. These are all aspects of the hotel service [14].

The specifics of efforts to balance supply and demand for hotel services are determined by the market features of the hotel industry services: activating services that help to improve the implementation of the primary service during the period of rising demand for additional hotel services; setting differentiated prices, discounts, and using other financial tools to redistribute demand in terms of time (from the period of peak demand to the period of decline); improve the efficiency and quality of hotel services through automation and the use of new technology; train staff to combine jobs; and hire temporary staff to handle the influx of extra guests [15].

In conclusion, the deployment of new ideas is crucial for raising service standards in the hotel industry. The level of services must be given careful consideration if hotels are to succeed in the competitive industry of today.

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