Quality and Innovations as Factor of Consumer Appeal of Regional Hotel Service

[1]Arsen A. Tatuev, [2]Ekaterina P. Savchihkina, [3]Natalia N. Kiseleva,
[1]Alim B. Nagoev and [2]Olesya A. Loginova
[1]Department of Economic Sciences, Kabardino-Balkarian State,
University Named After Kh.M. Berbekov, Chernyshevskogo St., 173,
360004 Nalchik, Kabardino-Balkarian, Republic of Russia
[2]Department of Economic Sciences, Don State Technical University,
Shevchenko St., 147, 346504 Shachty, Rostov Region, Russia
[3]Department of Economic Sciences, Russian Academy of National
Economy and Public Administrational, Vernadsky Avenue 82, 119571 Moskow, Russia

Abstract: In study factors of growth of efficiency of a complex of services of means of placement, such as the level of knowledge of hotel and services, quality of hotel services, administrative potential and others are revealed. In work modern methods of an assessment of a level of quality are considered. Reserves of improvement of quality and efficiency of hotel services on the basis of an assessment of a level of development of a control system and a complex assessment of quality of services in means of the following tools are defined: to SERVQUAL scale, method of expansion of functions of quality and ABC analysis.

Key words: Quality, efficiency, consumer, consumer appeal, services, hotel service

INTRODUCTION

In structure of the tourist industry key functions carry out means of placement, providing to consumers not only service of accommodation and food but also full range of services of transport, communication, entertainments, excursion service, medical, sports services, services of beauty shops and other, i.e., the complex of hotel services dependent on category of hotel. According to the national state standard specification 53423-2009 Russian Federation standard (Tourist services. Hotels and other means of accommodation of tourists. Terms and definitions) "placement" is the basic concept and is treated as granting the minimum set of services for a lodging for the night, including the sanitary and hygienic equipment. The range of services for means of placement is provided in "System of classification of hotels and other means of placement". As a rule, providing additional services assumes creation of independent services for each their look. In the income of hotel additional paid services average 6%. The income from leasing of premises of hotel to other organizations makes 2-4%. Additional types of service are divided into additional free services and additional paid services.

MATERIALS AND METHODS

Main part
Genesis of the concept "quality": In hotel business, as well as on any without exception the market, quality of services is an indispensable condition of the transaction between the seller (means of placement) and the buyer (the consumer of services). For the seller quality of services creates a possibility of their realization and receiving profit and for the buyer gives an opportunity to satisfy his requirements due to obtaining the acceptable functional and emotional values. An important indicator of activity of hotels and other means of placement is quality of services. More quality rendering of services, than at competitors a decisive factor of competitive advantage. In this context rendering such services which would satisfy is key and surpassed expectation of potential consumers.

Quality very difficult contradictory and unevident category. It penetrates all aspects of life of people, is incentive of activity of each person and society in general. Studying of the scientific works devoted to quality management allows to note various interpretation of the concept "quality of services" but in each of them obligatory orientation to the consumer of services is key. Efficiency of functioning of any hotel is closely

Corresponding Author: Arsen A. Tatuev, Department of Economic Sciences, Kabardino-balkarian State University Named after
Kh.M. Berbekov, Chernyshevskogo St., 173, 360004 Nalchik, Kabardino-Balkarian, Republic of Russia

Table 1: Definitions of the concept "quality" by certain authors (Ismayev, 2000; Novels, 2005)

Definition	Authors	Sourse
Quality of goods et of the properties causing its suitability to satisfy certain requirements according to appointment	G.L. Bagiev, V.M. Tarasevich, H. Ann,	Marketing, M: "Economics" (2001)
Quality of goods a technological level(compliance to standards and norms) andconsumer usefulness(consumer properties of goods)	B.A. Soloviev	Marketing, M: "Infra-M" (2007)
Quality set of properties andthe characteristics of goods or service connected with their ability to satisfy the declared or implied requirements	American Society for Quality Control	Philip Kotler. Marketing Management, 12th edition, Prentice HallInc. (2006)
Quality degree of compliance of inherent characteristics to requirements	GOST P ISO 9000-2001 Systems management qualities, the main provisions and dictionary	http://iso9000-2000.narod.ru/
Quality is no other than set of propertiesand characteristics of production and services which give them ability to satisfy the caused or estimated requirements	International standardization organization	

connected with quality of services of means of placement. Formation of the mechanism of increase. Efficiency and quality of a complex of services in hotel business assumes an assessment of quality of services by consumers (Table 1).

The analysis of the hotel services quality complex: On the basis of the analysis of reviews of guests of activity of hotels, the different relation of respondents concerning quality of the material, functional, social and information making qualities of a complex hotel services was revealed.

Material quality: Convenient planning and high-quality finishing of premises of hotel, equipment of its public places and inhabited numbers comfortable furniture and equipment, complete sets of high-quality linen, modern high-performance cooking apparatus, etc. For different categories of hotels and segments of consumers this component of quality of hotel services will have different degree of the importance. Material the base of hotels of the Russian Federation does not conform to requirements of demand (high moral and physical wear). The material component of hotel services Nalchik, on the one hand, is considerably obsolete now, on the other hand, means of placement are reconstructed. Functional quality means an order and ways of cleaning public places and inhabited numbers, registration and calculations with guests, compoundings of preparation of dishes and drinks in cafe, bars, restaurants, etc. It should be noted the low level of application of the progressive technologies of service having advantages before usual and creating for guests and personnel the most comfortable conditions in the course of production of services.

Social quality: Social quality is of great importance for all categories of means of placement and segments of consumers. The sincere desire and possibilities of personnel to render high-quality service to the consumer become, decisive factors in competitive fight in the market of hotel services. The special attention is deserved by corporate culture and leadership, conditions for training

and professional development of personnel, process of creation of new values for guests taking into account their national and ethnic peculiarities and preferences, distribution of powers and establishment of zones of responsibility. A big problem is the shortcoming (especially acute shortage of linear personnel) and low qualification, the overestimated requirements of graduates and high fluidity of service personnel of hotels (in the Russian Federation, unlike the USA and other foreign countries there are no reserves of the prepared workers and also training hotels in which short-term training of personnel is carried out).

Losses from use of unprepared workers are obvious. So, the qualified maid can clean 60% more rooms in day, than the inexperienced trainee.

Information component of quality: U. Martin notes, quality of life of society as well as prospects of the social and economic changes predetermining development and increase of efficiency, including and a complex of services in hotel business depends on information and its operation. Information quality in the context of hotel services discloses the level of knowledge of the technical, functional, social capacity of the enterprise, about guests, personnel, cultural and historical heritage among participants of the hotel market, exerting positive impact on dynamics of loading of hotel and loyalty of consumers. Now in the organizations of the sphere of hospitality it is a little given attention to creation of system of information comfort and absence of information base has an adverse effect on perception of quality of service and leads to decrease in an indicator of profitability. It is known that the process of modeling of behavior of the consumer developed Kotler *et al.* (2007) includes four stages, the second of which is "searches and an assessment of information". It in turn staticizes need of formation of information base of the industry of tourism and hospitality. In work its formation and elements at the exogenous and endogenous levels are considered.

Modern methods of an assessment of a quality level: To quality of services in hotel business is necessary to use

the integrated approach; above mentioned components matter irrespective of category of means of placement and needs of guests. In hotel business, high quality of services is an indispensable condition of the transaction between means of placement and the guest, creating for the seller the possibility of realization of services and receiving arrived and for the buyer to satisfy his requirements due to obtaining the acceptable functional and emotional values. Quality serves as a major factor of preservation and development of loyal client base, especially against an aggravation of competitive fight.

The Russian approach to the quality system decides, on the one hand, by constantly growing requirements of guests to quality of services of means of placement, on another extremely slow adaptation of the organizations of the sphere of hospitality to wishes of consumers of services. Owing to the above, the problem of providing an optimum level of quality, the provided hotel services has to be solved on the basis of scientifically based approach to an assessment of this quality.

The assessment of a level of quality of service is understood as result of estimation, i.e., comparison of indicators of quality of the estimated service to basic values. This assessment can be presented in a quantitative and qualitative form. Estimated indicators of quality of services can be defined on the basis of the existing normative documents. For example, ISO 90004-2-94 international standard "General management of quality and elements of the quality system. Part 2. Guidelines on services" are given by 2 groups of characteristics of quality of services:

Quantitative characteristics: Service waiting time, characteristic of the equipment, tool and materials, reliability, execution accuracy, completeness of service, safety, level of automation and mechanization; qualitative characteristics: politeness, availability of personnel, trust to personnel, the skill level, comfort and an esthetics, efficiency of contacts of the performer and clients. High-quality service in the hotel organization is influenced by the following factors: condition of material and technical resources (technical potential or technical quality), namely convenient planning and high-quality finishing of premises of hotel, equipment of its public places and inhabited numbers comfortable furniture and equipment, complete sets of high-quality linen, modern high-performance cooking apparatus, etc., progressive technology of service (functional quality): an order and ways of cleaning of public places and inhabited numbers, registration of calculations with clients, compoundings of preparation of dishes and drinks in cafe,

bars, restaurants, etc., quality of culture (social quality which is formed by behavior of staff of hotel in relation to guests high. professionalism and competence of service personnel, his ability and readiness accurately, quickly and culturally to serve.

It should be noted that in conditions informatization of society the role and value for the consumer of a complex of hotel services, information, completeness, objectivity, timeliness, reliability which influence the number of their visits, demand for services, loading of hotel and the formation of loyalty influencing efficiency amplifies. For an assessment of quality of hotel services the following is used.

Differential method: The values of indicators of the estimated service are compared to indicators of a basic sample.

Complex method: The use of the main indicator of an indicator which can characterize quality of service according to experts and a method of the average indicator (is under construction as dependence arguments are indicators of quality and parameters of their ponderability) the method based on an integrated indicator (the technical and economic indicator of quality of service based on comparison of total useful effect of providing service and total costs of design and providing service). These methods have the advantages and shortcomings. For example, shortcomings of an integrated indicator are: difficulty of application to service trade, including to the sphere of hospitality, impossibility of the accounting of ergonomic, esthetic and some other properties of service.

From the economist's position about quality of hotel services it is possible to judge by dynamics of indicators of service: indicator of quality of loading of a number of rooms, quantity of turns of the hotel place, coefficient of rendering additional paid services, coefficient of security with additional paid services, coefficient of repeated loading, indicator of level of loading of catering services, etc. (Zamuruyeva, 2008; Nagay, 2009; Rossinskaya *et al.*, 2014; Rokotyanskaya, 2015; Tatuev, 2015; Sarkisyants, 2013).

Widespread method of an assessment of activity of the enterprise in many countries of the world are models of awards in the field of quality: national award of quality of Malkolm Boldridzha, award of Deminga, EFQM Model (European award of quality); the companies apply techniques of a self-assessment of Tito Conti, Dzhens Dalgaard, Jim Klemmer; the ISO standards of a series 9000 also offer a self-assessment technique in

"Recommendations about activity improvement" ISO 9004:2000. Owing to specifics of hotel services and relevance of personification of service are expedient at an assessment of quality of hotel services the following methods: research SERVQUAL tool, method of expansion of functions of quality (MRF), ABC analysis.

Taking into account different aspects of quality of service for measurement of degree of satisfaction of the consumer of services it is expedient to use the research SERVQUAL tool (from English service quality "quality of service") which can be applied to work in the most different service branches including and in the sphere of hospitality. Researchers of this method V. Tsaytaml, L. Berri, A. Parasuraman were based on the assumption that the consumer estimates quality of services, comparing the expectations to the actual perception. The basic option of a scale includes 21 factors of perception and a number of the factors of expectation displaying 5 indicators of quality: tangible characteristics; reliability; reaction speed; confidence; empathy. In each of the listed indicators it is selected on several making factors (in total 21 points) which are estimated on a 7-mark scale, since an assessment "absolutely agree" and finishing "does not agree at all".

The above described methods of an assessment of quality of hotel services allow to compare expectations of guests to their actual perception, to establish and estimate quantitatively communication force between requirements of guests to quality and characteristics of quality, to reveal group of the factors exerting the greatest impact on quality of services.

RESULTS

In modern conditions when most of producers of hotel services is focused only on receiving profit and consumers on receiving services, there is an objective need of search of a sufficient level of quality of hotel services. It demands an assessment of quality of services of means of placement. Within our research the assessment of quality of services in SERVQUAL scale, a method of expansion of the functions of quality and to ABC analysis described earlier is carried out.

Results of an assessment of hotel services in SERVQUAL scale are presented in Table 2. Table 2 show that, according to consumers, the highest characteristics are observed on the indicators connected with tangible characteristics, reliability, confidence. The lowest mark on an indicator "the reaction speed". The assessment of quality of services of consumers in the given factors is measured ranging from 4-6 points, i.e., has essential dispersion that speaks about potential opportunities of the organization to improve service (quality) and to try to obtain improvement of a total assessment on all indicators at the same time.

According to Table 3 it is possible to note that for guests from the point of view of carrying out changes such characteristics of quality as "completely completed number to arrival of the guest", "high-quality cleaning of the room", "timely and correct drawing of the account" are priority. Consideration of data of Table 4 shows that the general importance of the group of A-factors uniting factors with the greatest importance makes 50 (50%) though this group includes 3 factors, i.e., 33.3% from total number of factors which only 9. The general importance of group of V-factors 33 (33%), the general importance of group of S-factors 17 (17%).

First of all, it is necessary to pay attention to group of A-factors (impression about accommodation, image of the hotel organization, behavior of personnel in relation to guests/culture of service) as it exerts the greatest impact on quality of hotel services. Analyzing quality of hotel services, it is expedient to count in dynamics service indicators (an indicator of quality of loading of a number of rooms, quantity of turns of the hotel place, coefficient of rendering additional paid services, coefficient of security with additional paid services, coefficient of repeated loading, an indicator of level of loading of catering services, etc.).

Table 2: Assessment of services of hotels by consumers in SERVQUAL scale

Services quality indicator	Assessment of consumers factors (an average assessment on one factor) points				
	"Jamil"	"Track"	"Russia"	"Nart"	"Crown"
Tangible characteristics					
The excellent organization. is equipped with the modern equipment	5	5	4.5	6	5
Rooms in the excellent organization always look attractively	4	5	4.5	7	5.5
Employees of the excellent organization always differ in faultless appearance	5	5	5	5	5.5
The information materials used in	4	4	4	6	5.5
Total assessment on an indicator "Tangible characteristics"	18(4.5)	19(4.75)	18(4.5)	24 (6)	21.5 (5.375)
Reliability					
If the excellent organization promises to execute something to a certain term it by all means	4	4	4	4	5
will keep the promise	4	4	4	4	5
If clients have any problems. employees of the excellent organization show	4	4	4	4	4.5

Table 2: Continue

Services quality indicator	Assessment of consumers factors (an average assessment on one factor) points				
	"Jamil"	"Track"	"Russia"	"Nart"	"Crown"
sincere interest in their decision					
The excellent organization provides faultless services from the first	5	5	5	5	5.75
The excellent organization will solve any problem connected with granting any of the services in the promised time	5	5	5	5	5.75
The excellent organization guarantees a faultlessness of all the documentation	22 (4.4)	22 (4.4)	21.75 (4.35)	23 (4.6)	26(5.2)
Total assessment on an indicator "Reliability"					
Reaction speed	5	5	5	6	6
Employees of the excellent organization always precisely inform clients on exact time of providing service	5	5	5	5	5.75
Employees of the excellent organization provide immediate and accurate customer service	5	5	4	4	5.75
Employees are always ready to give help to the clients	5	5	5	5	5.75
Employees never are too	20(5)	20(5)	19(4.75)	20(5)	23.25 (5.8)
Confidence					
Carrying out employees inspires in guests feeling of confidence	5	5	5	5	6
Clients of the excellent organization are sure in	5	5	5	6	6
safety of all operations of the organization	5	5	5	5	6
The serving organizations are permanently polite in relation to clients	5	5	4.75	6	6
The serving organizations are absolutely competent and can answer any question of the client	20(5)	20(5)	19.75 (4.9)	22 (5.5)	24(6)
Total assessment on an indicator "Confidence"					
Empathy	6	5	5	5	6
In the excellent organization the attention is individually paid to each visitor	6	6	6	6	6
Business hours of the excellent organization are convenient for clients	5	5	5	5	5
The excellent organization has a staff of employees who are always ready to pay personal attention to visitors	5	5	5	5	6
Employees of the excellent organization with understanding treat individual needs of the clients	22(5.5)	21 (5.25)	21(5.25)	21 (5.25)	23 (5.75)
Total assessment on an indicator	102 (24.4)	102(24.4)	99.5 (23.75)	110(26.35)	17.75(28.125)

Table 3: Assessment of quality of services of hotels in MRF

Requirements of guests	No.	Characteristic of quality of work of hotel				
		Completely completed number to arrival of the guest	High-quality cleaning of the room	High-quality work of services of food	Timely and correct drawing of the account	Safety of property of clients
	5	C (45)	C (45)	O (25)	O (25)	O (25)
Reduction of defects in	5	C(45)	C (45)			
to work	3	C (27)	C (15)			
Full complete set	5					C (45)
accessories for	4			C (36)		
bathroom	4			K (4)		
Full	5				C (45)	
complete set		117	105	65	70	50
bed linen		29 (117/407)	26	16	17	12
Safety of personal belongings		1	2	4	3	5

With strong communication (it is estimated by 9 points); About average communication (it is estimated by 5 points); To weak communication (it is estimated by 1 point), people

Table 4: Dependence and cumulative, the importance of the factors influencing quality of hotel services (on ABC analysis)

Name of a factor	Factor importance persons	Factor cumulative importance (%)	Factor cumulative importance people (%)	3 Factors importance people (%)
Cumulative importance, people (%)				
Impression about accommodation	95	19	19 (19)	50 (50)
Image of the hotel organization	80	16	35 (35)	
Behavior to personnel in relation to guests/culture service (competence, goodwill, etc.)	75	15	50 (50)	
Satisfaction desires of the guest/speed reactions of personnel	70	14	64 (64)	33 (33)
Additional services range	50	10	74 (74)	
Price policy	45	9	83 (83)	
Progressive technology service	40	8	91 (91)	17 (17)
Material technical base of hotels	35	7	98 (98)	
Truthfulness of advertising	10	2	100 (100)	
Total	500	100	500	

DISCUSSION

Let's consider the necessary complex of actions directed to elimination of weak points in work on the considered direction can be the following:

- Development of the adequate financial policy based on rational use of own and borrowed funds
- Revision of the organization of a personnel management system in the direction of formation of corporate culture, from the building of the corresponding social and psychological climate, implementation of rational personnel policy, introduction of progressive system of motivation
- Development of the permanent program of training of personnel
- Introduction of the new equipment due to use of borrowed funds
- Development and deployment of new production technologies and progressive methods of conducting works
- Retraining of administrative personnel
- Development of an initiative and increase of a level of quality of works as each worker by discussion of results of work in quality circles
- Increase of level of professional literacy of serving personnel

CONCLUSION

The assessment of a level of development of a control system allowed to reveal the directions demanding improvement such as motivation of service personnel which are the main resource defining quality and efficiency of services, coordination. The assessment of quality of hotel services showed discrepancy of quality to expectations of guests. The lowest mark is observed by consumers of services in an indicator "the reaction speed". The assessment of quality of services of consumers in the given factors has essential dispersion. By data, in particular ABC analysis for the purpose of increase of complex quality of services the special attention has to be paid to formation of positive impression about accommodation, to image of hotel and increase of social quality by means of improvement of behavior of personnel in relation to guests, increase of his attentiveness and hospitality.

The research of a problem of management of hotel and quality of hotel services which is carried out by the author allows to draw a conclusion on the actual inefficiency of the actions which are carried out within the existing model of management of hotel economy as owing to restriction of number of levels of influence of the subject of management for personnel of means of placement, lack of an individual approach when developing programs of the stimulating (motivating) nature and narrowing of object of management, lack of an integrated approach to improvement of the hotel services making qualities, restriction of their characteristics demanding management and improvement.

REFERENCES

Ismayev, D.K., 2000. Marketing and Quality Management of Hotel Services: Studies. Matgr, Moscow, Pages: 96.

Kotler, T., F. Kotler, D. Bowen and D. Meykenz, 2007. Marketing: Hospitality and Tourism. Unity Dana, Moscow, Russia, Pages: 1071.

Nagay, N.G., 2009. Motivation of the consumer of services: Educational and methodical grant originator of Mines. Public Educational Institution of Higher Professional Training YURGUES, pp: 113.

Novels, V.A., 2005. Organizational and economic aspects of functioning of hotel complexes education guidance. Mines: Yurgues Publishing House, pp: 109.

Rokotyanskaya, V.V., 2015. The development of assessment of the integral coefficient of the region's competitiveness. Int. Bus. Manage., 9: 1679-1685.

Rossinskaya, M.V., E.A. Losevskaya and A.S. Sidorenko, 2014. The main scientific directions in the study of the problems of ensuring the competitiveness of tourism and recreation industry and spa services. Eng. Vest. Don., 29: 75-75.

Sarkisyants, G.V., 2013. Factors of regional competitiveness. Modern Sci. Res., 17: 13-18.

Tatuev, A.A., 2015. Building of the models of sustainable competitive advantages of the region. Int. Bus. Manage., 9: 1656-1663.

Zamuruyeva, E.A., 2008. Human resource management in small hotel. Hotel Business, January, 2008, pp: 55-60.