

# Quality Services Management in Hospitality and Tourism Industry

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***Abstract** - The issue of quality in hospitality and tourism is very important in the management theory nowadays. Quality is the ability to meet the needs of consumers on the right time. The aimed to assess the quality services of luxury hotels and resorts on the grounds whether hotel managers and customers have the same understanding of service quality and satisfaction and whether there is a disparity between services offered by luxury hotels and resorts and the way customers experience. Result revealed that there is a similarity in the concept of quality service management among managers and customers.*

***Keyword:** Quality Service, Hospitality, Tourism Industry, Operational Manual*

## INTRODUCTION

There is little doubt that the travel and tourism business has a worldwide impact on the economy. (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016. That year, the sector had a direct economic effect of nearly 2.3 trillion U.S. dollars, including lodging, transportation, entertainment and attractions.[1].

In the Philippines, the hospitality and tourism industry is one of the leading revenue-generating industries that contribute largely to economic sustainability of our country. As of the first quarter of 2017, 120 hotels with a total of 27,600 rooms are operating in Metro Manila. It is foreseen that from 2017 to 2021, 27 more hotels are expected to rise in the NCR, adding more than 8,100 rooms. With the rise in demand for hotel rooms, the gaming industry has also come prepared to meet the needs of tourists.

The Ilocos Area hopes to become a tourist hotspot for the Philippines, shifting from its traditional role as the country's leading migrant-sending region. Region 1 welcomed a total of 995,710 visitors in 2017.

More than half (53.15 percent) went to Pangasinan, followed by La Union (37.61 percent) and Ilocos Sur and Ilocos Norte (5.25% and 3.99%, respectively).[2].

The influx of tourist coming to Region I requires improvement in quality service management. Quality services management in the hospitality and tourism

include delivery of products and services to meet customers' expectations according to standards. Delivering quality products and services is one of the greatest challenges of the hospitality managers in the near future as it created job opportunities and with the increasing number of tourism sectors brought by the increase of international arrival and global hospitality markets [3].

Likewise, in developing quality service management, excellence in service delivery plays a major role. Quality defined the goodness of a product. However, the entirety of a product or service's features and attributes has an impact on its capacity to meet certain demands. Doing things a little bit differently won't get you anywhere with quality. To do this, one must take a different approach.[4].

In achieving excellence in service delivery, there is a need to focus on quality service by exceeding customer expectations; continuing quality innovation and improvement. This means that every business should make it mandatory to keep customers well pleased in order for the business to progress and succeed [5]. The study addresses the development of Quality Services Management in Hospitality Tourism in Region 1 because it offers great job and career opportunities for everyone who wants to get involved in the world of hospitality and tourism. To succeed in the rapidly developing, fiercely

competitive, global hospitality industry, hospitality managers will have to focus on delivering high-quality service.[6].

### Statement of the Problem

This study aimed to evaluate the Quality Services Management in Hospitality and Tourism Industry in Region 1 based on standard. It sought to answers to the following questions:

1. What is the demographic profile of the employees in terms of:
  - 1.1.1 Age;
  - 1.1.2 Gender;
  - 1.1.3 Educational Qualification;
  - 1.1.4 Marital Status;
  - 1.1.5 Number of children, if any;
  - 1.1.6 Monthly Income
  - 1.1.7 Number of Years of Service in the Company?
2. What is the extent of compliance of the resorts and hotels as perceived by customers in terms of the following:
  - 2.1 Front Office Services;
  - 2.2 Food and Beverage Services;
  - 2.3. Housekeeping Services;
  - 2.4 Kitchen Services;
  - 2.5 Tourism Promotion Services?
3. What are the problems encountered by the hotels/resorts in complying with the standards in terms of:
  - 3.1 Front Office Services;
  - 3.2 Food and Beverage Services;
  - 3.3. Housekeeping Services;
  - 3.4 Kitchen Services
  - 3.5 Tourism Promotion Services?
4. What operational manual can be proposed to address the identified problems relative to the quality services provided by the employees of resorts and hotels to customers?

### Scope and Limitation

The study was limited to three to five star resorts and hotels in Region 1. The study focused on quality service provided by the resorts and hotels particularly in front office, food and beverage, housekeeping, kitchen and tour promotion services. It was also limited to the assessment of quality service management in front office, food and beverage, housekeeping, kitchen and tourism promotion services.

The study was also limited to factors that present challenges during the conduct of the study. The first factor in consideration is the geographical area, since some areas may no longer be accessible due to limited public utility vehicles, hence the result may be taken as a general. And secondly, not all resorts and hotels may not be aware of business diversity since it is a new concept and the level of ignorance may be high.

### RELATED LITERATURE

The purpose of this literature review is to go through theoretical work from a series of authors in order to reach an understanding on the key concepts of managing service quality.

According to Brymer 2017, Quality thinking began with the rise of inspection in the 1920s . The next phase was statistical process control in the US industry; Shehart's methods date back to 1930s. During World War II, the military added standards to quality thinking. Studies on quality-related subjects stretch back to the late 1950s, when development techniques were first used to ensure that production met certain standards. This set of tools was created with the end-user in mind, with the goal of doing away with statistical inspections of industrial items and distributing quality responsibility to all workers.[7].

Hewlett-Packard started to criticize US chip manufacturers for poor product quality in the early 1980s and shortly after TQM was introduced by W. Edward Deming. However, the Japanese that were known for their good quality adopted the philosophy while the USA rejected its principles. During the following years, the Japanese improved and successfully made progress with quality and production by adopting the TQM principles of Deming along with Josep M. Juran, Genichi Taguchi, and others. Yet even ten years after Hewlett-Packard introduced TQM in 1985, domestic companies in the US were still struggling with the theory and practical use of TQM. However, many companies did succeed with implementing TQM. A survey made by the magazine Electronic Business in 1992 showed that no companies using TQM had indicated that their quality had improved when compared with their competitors [8].

According to Department of Tourism Guide Manuals, the department of tourism (DOT) was created by virtue of Presidential Decree No. 189 dated May 11, 1973, primarily planning, programming, coordinating, and administrative entity of the Executive Branch of the

government in the development of the tourism industry, both domestic and international.

With the approval of Republic Act No. 9593, otherwise known as the "Tourism Act of 2009", DOT shall be the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international, in coordination with its attached agencies and other government instrumentalities. It shall instill in the Filipino the industry's fundamental importance in the generation of employment, investment and foreign exchange

By 2028, Travel & Tourism is expected to support more than 400 million jobs globally, which equates to 1 in 9 of all jobs in the world; and the sector is expected to contribute around 25% of global net job creation over the next decade (March 28, 2018).

In the study entitled "*Quality in Tourism Research : Quality Assurance in Hospitality & Tourism*" (2015) conducted by Eric Laws, Quality and client happiness are essential in the service business. Knutson and Naumann, among others, were able to demonstrate that customer happiness is the most cost-effective means of advertising. Billions of dollars are spent each year to raise the standard of customer service. According to some estimates, service businesses incur 30-40% of their expenditures as a result of "doing things badly." "New customers cost six to seven times as much to acquire as customers who have been with the company for some time. Profits may rise by 25-90% if client retention increases by 5%." [9].

In the study entitled "*Research and Concepts Analysing Service Quality in the Hospitality Industry*" conducted by Amy Wong Ooi Mei, Alison M. Dean and Christopher J. White (2015). Measuring service quality is a marketing tool for hotels with three or more stars who want to demonstrate their excellence. Managers at several of these hotels pay attention to the hotel review system. For many hotels, the top 10 spots on hotel review websites are seen as a badge of honor that demonstrates their exceptional service. The hotels' websites are also visited by tourists as they look for lodgings. It's common for travelers who prioritize quality to merely glance at the first few pages of a search engine's results. As a result, having the name here gives hotels an edge in securing new customers. Clearly, hotel rating systems push hotel owners to enhance their service quality, which may lead to improvements in the performance of the hotels [10].

Another study entitled "*Customers' Perceptions of Service Quality, Using an Online Reservation System, and Online Reviews Affecting Intention to Use the System to Book a Hotel Room*" conducted by Wu, Mai, (2018). Information technology transforms the way hospitality organizations do business. There are many areas during the hotel booking process that create moments of satisfaction or dissatisfaction for customers. One of these areas is the ease of utilization of a hotel's online reservation system. It is important for hotel companies to ensure appropriate service is provided to customers and creates a positive customer experience; therefore, accurate and timely reservations are essential. The internet enables hotel customers to take full advantage of the immense amount of information available while they are booking a hotel online [11].

## METHODOLOGY

This gives an outline of research methods that were followed in the study. It provides information on the participants, that is, the criteria for inclusion in the study, who the participants were and how they were sampled. The researcher explains why he or she picked the specific research strategy used in this particular study.. The instrument that was used for data collection is also described and the procedures that were followed to carry out this study are included. The researcher also discusses the methods used to analyse the data.

### Research Design

The research is descriptive in nature. It describes data collected, the instruments employed, how instruments were used and the means by which the data collected were analysed.

Since the study assessed the quality management service in hotels and resorts, it used a quantitative descriptive survey research design. In this type of method, respondents answered questions administered through questionnaires. The questionnaire survey type is proper in this study because it enabled the researcher to gather data regarding the quality management service in hotels and resorts. The respondents were given ample time to assess the respondent's viewpoint.

### Respondents of the Study

The respondents of the study included three-star to five-star resorts and hotels in Region 1. These hotels and resorts were located in Ilocos Norte, Ilocos Sur, La

Union and Pangasinan.

## RESULTS AND DISCUSSION

This represents the presentation, analysis and interpretation of the study data. For the demographic profile, in terms of age, more than half of the respondents are aged 31-40 years old (60, 60%) whereas there are only 5 (55) of them aged 20 years old and below. For gender, majority of the respondents are female, (60, 60%) and 40 out of 100 respondents or 40% are male. For educational qualification, most of the respondents are finished college (80, 80%) while only 5 of them (5%) have post-graduate courses. In terms of marital status, most of the respondents are married (75, 75%) and 1% for the widow/widower and separated status. The number of children, more than half of the respondents (60, 60%) have 1-3 children, and 2% of them have 7 and more children. For the monthly income, majority of the respondents earn Php10,000 - 15,000 (72, 72%) and only 2 of them (2%) receive more than Php. 20,000. In terms of number of years of service in the company, most of them have been working in the hotel/restaurant for 4-6 years while 10% of the total respondents have been employees of the hotel/restaurant for less than a year and 10 years and above. In terms of number of trainings in management, most of them (58, 58%) do not have trainings while 35 of them (35%) have trainings in management.

Overall, hotel/restaurant employees are compliant (AWM= 4.00) in the front office services. In general, hotel/restaurant employees are compliant (AWM= 3.69) in the food and beverage services. Generally, hotel/restaurant employees are compliant (AWM= 3.85) in the housekeeping services.

In general, hotel/restaurant employees are compliant in the kitchen services (AWM= 3.76).

In the promotion of tourism products and services, they are complaint in selling tourism related products and services (WM= 3.84). Overall, they find the problems encountered slightly serious (AWM= 2.31).

Based on the thorough review and analysis, as recommended, the Hotels and Resorts must provide sufficient quality facilities, highly qualified and competent employees and standard operational manual as standard operating procedures. Managers should use the feedback from customers to assess the competency of the employees. Moreover, such information could be used to define the elements of an ideal employee. Managers

should also monitor the responsiveness of an employee. It is a good way to monitor the effectiveness of employees in terms of the service delivery. Hotels and Resorts can create strategies to improve the quality of their services and products by measuring the level of their customer's loyalty. It gives the hotel and resort management a reason to understand the needs of their customers and keep on offering quality services. Some customers may not appreciate some services as much as others would, subsequently, cultural difference may prompt the hotel and resort to customize their services to fit the cultural practices of a specific customer.

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