

CUSTOMER NEEDS AS THE FACTOR OF INCREASING SERVICE QUALITY IN HOTEL BUSINESS

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Abstract: The relationship between the concept of the quality of the hotel service and the needs of the client is examined, as well as the possibility of obtaining competitive advantages due to the correctly estimated expectations.

Key words: The scope of hospitality, level of service, types of quality, monitoring, performance standards.

ПОТРЕБНОСТИ КЛИЕНТА КАК ФАКТОР ПОВЫШЕНИЯ К АЧЕСТВА ОБСЛУЖИВАНИЯ В ГОСТИНИЧНОМ БИЗНЕСЕ

Аннотация. Рассматривается взаимосвязь понятия качества гостиничной услуги с потребностями клиента, а также возможность получения конкурентных преимуществ за счет правильно оцененных им ожиданий.

Ключевые слова: Сфера гостеприимства, уровень обслуживания, типы качества, мониторинг, стандарты деятельности

A modern hotel enterprise is an integrated range of services, including no longer only accommodation and food services, but also communication services, entertainment, fitness and SPA-services, beauty salon services, etc., what is in demand by the consumer today. In modern conditions, the development of marketing has led to the creation of a new market philosophy of service, the center of which is not profit, as before, but the desire of the consumer. Only this allows a hotel company to be competitive in the market. Every hospitality enterprise, if it seeks to attract and retain its clients must guarantee the client certain standards and levels of service that are understandable and attractive to the client. The quality of services falls specifically into the category such concepts that everyone has already heard about many times and has their own ideas, i.e. everyone interaction strategies puts something of his own into the concept of quality, gained from personal experience. Thus, the concept The quality of services has a very subjective interpretation. Therefore, quality is primarily the customer's feeling of satisfaction from the service, and quality service is a service that meets the needs of the guest. The level of quality, in its own turn, depends on the degree of coincidence of the client's ideas about the actual and desired service in the hotel. The criterion for the degree of customer satisfaction is his desire to return to the hotel again and recommend this to your friends and acquaintances. Naturally, a lot in the

perception of service quality is determined by who the client is. hotel enterprise. If we consider the market of hotel services in Uzbekistan, then we can.

It should be noted that the clients of hotel services are mostly business travelers. As a rule, these are both men and women of active working age from 25 to 55 years. Thus, the main consumers of the services of city accommodation facilities are city guests who arrived for business purposes, for a short visit (2-3 nights), and are sensitive to the price of accommodation. The main trends in the hotel services market in 2016–2018 were:

— According to the Federal State Statistics Service (FSGS) for the Bukhara region, the volume of paid services of hotels and similar accommodation facilities in 2018 amounted to 1.7 billion sum, which is 40% higher than the same figure in 2016. The development of the hotel market is facilitated by the influx of business tourists, as well as the growing demand for business events.

— The share of hotel revenues from the sale of rooms is declining. According to the FSGS, in 2018, Uzbekistan hotels earned 1.4 billion rubles from the sale of hotel rooms, which is 81.6% of the total volume of paid services. In 2018, the share of room sales was 91.4%. Hotels began to earn money by providing additional services for holding business events (conferences, seminars, trainings, etc.).

— According to the raddisan blue Uzbekistan, the number of rooms in Tashkent hotels as of June 1, 2018 has 2905 rooms, which is 318 rooms more than a year ago. The main increase in the number of rooms was ensured by the opening of the Marriot (270 rooms) Room rates have increased. Basically, the increase in cost in 2018 by an average of 10–20% were for standard single and double rooms. Prices for luxury rooms and apartments remained at the 2016 level.

— The number of hotel clients has increased slightly. The number of people accommodated in hotels in the Bukhara region in 2018, according to the FSGS, amounted to 145.3 thousand people, which is 6% higher than in 2016 (For comparison, the dynamics of the number of hotel clients in 2018 was 22% compared to 2016)

At the same time, competition is constantly becoming tougher. The Bukhara hotel market is characterized by the presence of several large players, as well as a small number of small competitors. In general, the development of the hotel services market in Bukhara is now moving towards the construction of small private “mini-hotels” with a room capacity of up to 30 rooms.

Since in 2018 there was no significant change in the demand for hotel services, therefore, special attention began to be paid to hospitality, quality of services and the maximum expansion of free services in the hotel: food services, taxis, Internet, Wi-Fi and the like.

According to experts, both in the near future and in the long term, there will be a further improvement in the quality of hotel services in Russia in general and in Bukhara, in particular, hotel service will be brought closer to the world level.

At the same time, experts distinguish three types of quality. The first type, quality as a property and characteristic features of a product, which cause consumer satisfaction, on the one hand, and on the other hand, is the absence of shortcomings, which enhances the customer's sense of satisfaction. However, consumers must be willing to pay increased costs for additional features.

and the properties of the product, or these features should make consumers more loyal and inclined to purchase it.

Secondly, quality can be considered as technical and functional quality. Technical quality is what the customer is left with after interacting with the employee. For example, a hotel room or a dish in a restaurant. Functional quality is the process of delivering goods or services, for example, caring and attentive attitude of the staff. At the same time, the functional quality can improve the impression of a room that did not quite live up to expectations client. However, if the functional quality is poor, then nothing else will correct the resulting feeling of dissatisfaction in the client.

The third type of quality is social quality. This is a quality that cannot be assessed by the consumer before purchasing, and often cannot be assessed after purchasing the product or service. For example, ignorance of fire safety rules by hotel employees in the nearest will not have any impact on customer satisfaction in the long run. At the same time, in the long term, this may affect the safety of guests in the event of a fire.

The company's image also influences customers' perception of quality. Thus, a client of a hotel with a good image may not pay attention to minor flaws,

considering them a typical, since the service provided in this case perceives higher. At the same time, hotels with a bad image have lower perceived service.

Thus, "quality" in the hotel industry is the correctly defined needs of customers and if competitors do not satisfy any needs, then the hotel has the opportunity to achieve a competitive advantage.

Therefore, to ensure quality, a clear identification of customer needs is necessary. This approach will ensure that guests' expected needs are met. Although modern concepts used by leading hotel chains are aimed at more -satisfying even unspoken needs. At the same time, the concept of quality assurance should include meeting the needs not only guests, but also staff - internal customers. That is, the entire service system must be focused on perfect interpersonal relationships among personnel within the organization.

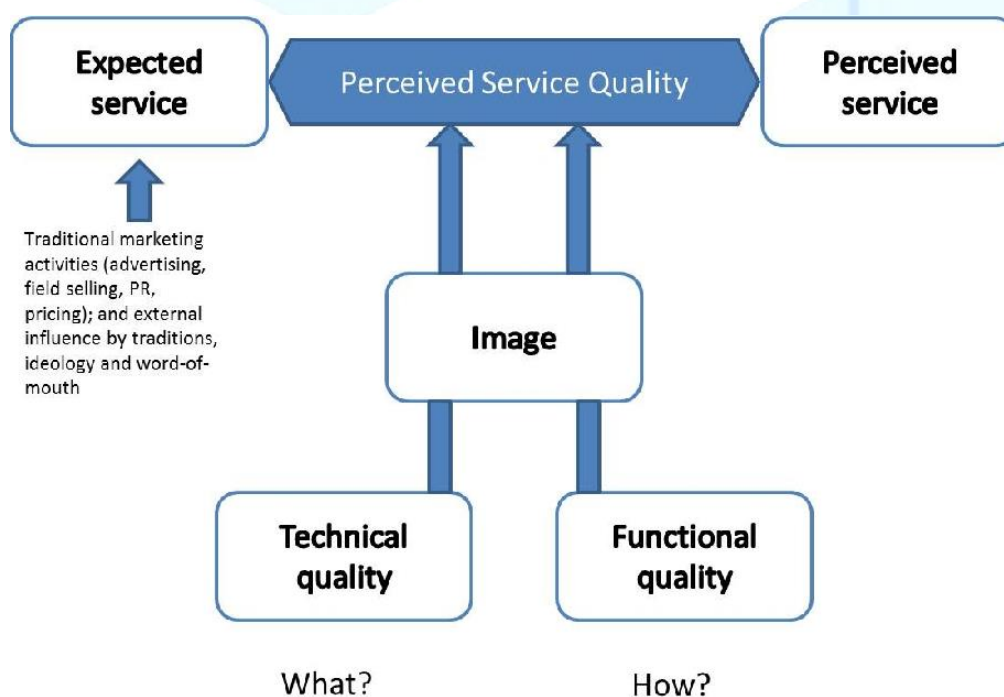
A mandatory requirement is that the quality of the service must be constant. Impossible to allow reduction in the quality of service at least once. The best option is

to choose a strategy of continuous improvement, which allows not only not to reduce the quality of the service, but also to increase it, “surprising” customers.

It is necessary to understand that continuous improvement of quality is not a cost, but a long-term contribution, as it allows you to ensure the loyalty of the clientele, and as you know, for the purchase of new It costs five times more to retain a client than it would to retain an old one. This statement is based on the following factors:

— the ability to retain customers allows you to reduce marketing costs and, accordingly, increases profitability;

— a satisfied client carries out free advertising by spreading word of mouth favorable to the hotel Unfortunately, it often happens that staff do not comply with the work requirements set by managers, just as the established requirements do not fully reflect the requirements of guests for the quality of service. The diagram of the influence of expectations on service quality is shown in Figure 1



Therefore, when assessing the quality of the services provided, it is necessary to take into account that when perceiving and assessing the quality of the service received, the guest proceeds from his expectations. The service personnel, when providing service, proceed from the requirements of management and their own expectations that they (staff) consider to be the most likely version of expectations guest. The owners and management of the hotel have their own version of the guest’s expectations and, guided by external regulatory documents that set mandatory and established requirements, regulate the requirements for the work of staff in instructions, standards, and technical documentation.

The highest ratings for service quality are obtained if:

- the expectations of all parties involved in the service process - the client, staff, managers and owners of the enterprise - coincide;
- the staff provides service in full accordance with the same expectations.

In most cases, clients subjectively evaluate the quality of a service by comparing it with similar ones received in the past. Accordingly, different levels of quality can be distinguished as a result of such an assessment:

ideal service: from the client's point of view, the quality of the service offered exceeds what was expected;

— good service: the service provider's promises meet the client's expectations
ideal service: from the client's point of view, the quality of the service offered exceeds what was expected;

and/or assessing the quality of the service he/she used in a similar situation in the past;

- satisfactory service: in certain stressful situations (for example, in conditions of urgency), the client considers it more important to have one or more opportunities provided by a given service; at the same time, he will consider a service of mediocre quality satisfactory if it corresponds to the level of tolerance he has established and is offered for the money he is willing to pay;

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Inadequate service: based on past experience, the customer perceives the level of service offered as not meeting the level of his expectations for the price being asked.

In view of the development of the hotel services market and the opening of new competitors with potentially similar characteristics in terms of service level and room quality, it is necessary:

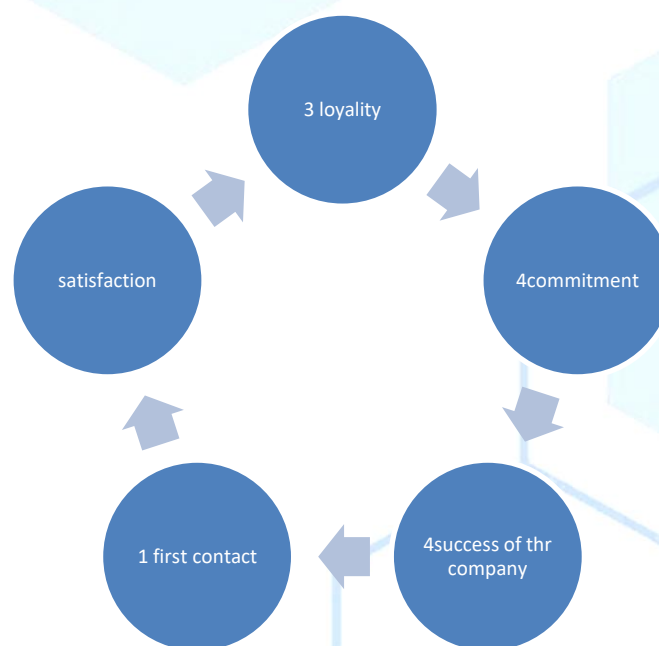
- strengthen and improve current service standards, thereby increasing loyalty living, taking advantage of the weaknesses of competitors;
- against the background of the same characteristics in terms of the level of service and comfort of the rooms, offer residents more additional services - opportunities for hobbies, hobbies, compliments from the hotel, the opportunity to combine leisure with work - this will be appreciated by the majority residents;
- do not reduce advertising activity, increase brand awareness;
- provide services for guests with physical disabilities.

Thus, knowledge of the needs and expectations of clients, their attitude towards the service offered helps to set the tasks of managing its quality, i.e., to determine the conditions for its provision to consumers. Therefore, a specific way of identifying customer expectations (in order to establish determining factors) should form the basis of regularly conducted marketing research.

As a result, the company will consistently receive the information it needs to select optimal strategies so that service levels meet and exceed expectations.

Effective communication with clients involves them in the process of providing the service, Systematic and effective provision and control of customer satisfaction of a hotel enterprise requires the presented in Figure 2.

Cause of chain of custody



After the first contact of the client in the hotel company, an assessment takes place consumer of the quality of the service and forms an opinion about his own satisfaction. If the experience was positive or the client's expectations were exceeded, his loyalty increases, manifesting itself in purchasing behavior that is beneficial to it. A loyal consumer has an intention in a similar situation to again turn to the same service and the same hotel.

If his confidence in the hotel's ability to provide high-quality service leads to repeat purchases, he becomes a committed customer to the hotel. Interaction with such a client represents a constant source of income on a long-term basis, especially since he recommends this hotel to other people. Of course, devotion

client - a variable value, it remains only as long as he is convinced that he is receiving great advantages (taking into account the price-quality ratio) when staying at this hotel compared to contacting others offering similar services.

The process of developing customer commitment is extremely complex and requires management to hotels of the following actions:

- developing a strategy to ensure consumer commitment, i.e. forming a path converting customer loyalty into commitment (offering additional services, expansion of services, accepting orders via the Internet, etc.);
- analyzing customer satisfaction through research (in particular, studying satisfaction / dissatisfaction, intentions to make a repeat purchase, desire to recommend the hotel to other potential consumers);
- establishing performance standards, quality assessment levels for the purpose of regular monitoring.

To summarize what has been said, it can be noted that quality is, first of all, the client's feeling of satisfaction from the service, and a quality service is a service that meets the needs of the guest. The level of quality, in turn, depends on the degree of coincidence of the client's ideas about the actual and desired service in a hotel or restaurant.

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