

عنوان مقاله:

Evaluating the Service Quality in the hotel industry: A Case study of a Five-star hotel

محل انتشار:

اولین همایش بین المللی پژوهش های نوین در مطالعات مدیریت (سال: 1395)

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خلاصه مقاله:

The present age is viewed as the age of quality and organizations are seeking to find modern methods to increasingly improve service quality so that they can boost profitability, reasonably reduce costs, maintain and enhance market share, and increase customer satisfaction. Service quality and tourists' satisfaction are among the important issues of tourism. Taking them into consideration can develop tourism and the hotel industry. Therefore, this study is aimed at evaluating the quality of hotel services in a Five-star private hotel in Iran. The present study is a descriptive – survey type in terms of objective, application, nature, and methodology. In this regard, after providing the standard questionnaire using SERVQUAL model, it was distributed among a sample of 65 guests of this hotel. The results show that the biggest gap between the service quality perceived by the guests and their expectations from the offered .service quality belongs to the dimensions of responding, validity, reliability, empathy, and physical evidence

کلمات کلیدی:

Service Quality, Expectations, Perceptions, Satisfaction, Hospitality

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