Scientific and practical bases of concepts of service quality and efficiency in hotel business

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Abstract: The article discusses quality as a fundamental factor in survival in the face of growing consumer demands and competition. According to the author, the features of quality management play a crucial role in the hotel industry, as well as in the work of the hotel service.

Keywords: quality, management, competitiveness, hotel industry, accommodation.

Introduction. The sphere of tourism and hotels is a developing direction in the Russian economic system. Nowadays more and more often we use such notions as quality, reliability, competitive capacity and safety of hotel services. We speak about the necessity of voluntary hotel certification, we demand to respect the Law of Consumer Protection. It proves that there have been important changes in an attitude to the quality from both customers and manufactures as well. The quality is a political, economic and moral category. That's exactly the quality that is considered to be a significant requirement for a stable national economic development, for improvement of the hospitality and tourism industry in the Russian Federation. The high level of quality has become one of the most important competitive advantages. But being capable to compete doesn't mean to provide items or services of the most expensive brands. The quality level has to be affordable for wide population sections. All accommodation categories have to be safe, comfortable and hospitable. Along with that a stable and continuous improvement of quality started being treated as a long-term development strategy of enterprises for further stable success. In order to provide a quality there have to be not only appropriate material resources and motivated, experienced staff, but an efficient quality management as well. It's impossible to expect that the quality would be provided in a stable way without introduction of a quality control system responding to a nowadays development level of enterprise. Preparation of qualified managers is supposed to be based on studying and obtaining of modern methods ameliorating quality control of products and services, studying of current experience, processes and management systems.

Economic reforms have caused not only positive results, but also there appeared some negative points. The reformed mentioned above included the reconstruction of management system. As a result, commercial associations and trades were abolished, in addition, there was a liquidation of departments that had been dealing with quality control of goods and services in our country. Unfairly, a great experience in a sphere of quality control gathered by retail enterprises, was not taken into a consideration. After an overgrowth of goods and services on the market, a development of market society, its well-being and purchasing capacity of the nation, there have been noticed an urgent necessity to attract customers not only by proposing them goods in demand, but also providing them with basic services that would contribute to an increase of the competitive capacity of enterprises. Brand loyalty is cultivated when management and staff share a commitment to exceptional customer service. Achieving guest satisfaction in the hospitality industry requires a willingness to go the extra mile. New managers should have a realistic understanding of the demands of the job, which can include long hours, on-call duties, personnel issues and competing priorities.

Effective quality management starts with the hiring and training process, which should include strict policies that require hiring managers to closely check references and place new hires on probation

for a period of time. Quality suffers when new employees can't fulfill the expectations of the hotel manager and continue to under-perform despite repeated disciplinary actions. Quality suffers when ineffective managers are given roles beyond the scope of their abilities.

Employees in the hotel industry are all expected to provide exceptional customer service. From the maid who tidies up the room to the front desk, maintenance staff and general manager, employees working in hotels must undergo continuing training and mentoring to remember their mantras.

Effective quality managers include customer-service appraisals in their regular reviews. Individual staff members are rated and promoted based on their performance. Effective quality management results in a team that works together to retain and improve the quality of service they provide.

When you run a business 24 hours a day, seven days a week, through holidays and weather events, things are bound to go wrong. Employees call in sick during busy times, computer systems go down and sometimes you might even overbook, stranding important returning guests. Effective quality management is solution-oriented and uses the problem-solving skills of its best managers. A manager who can jump in and clean a room or take reservations is just as important as a manager who builds effective teams. Managers should be practical and creative in solving customer and staff problems as they arise in order to maintain a quality hotel.

When you provide good service to your guests, they'll be more likely to remember their stay fondly and come back for another visit. This will not only help increase revenue for your hotel, but it also helps build customer loyalty. Moreover, improved service quality can also lead to an increase in positive reviews for your hotel. As you should already know, word of mouth is one of the best ways to generate more business and customers. So is receiving positive reviews online. For this reason, it's important to ensure that your service quality is at its best in order to build your hotel's reputation.

Enhancing guest communication is a great way to make sure that your hotel customers are happy and well-prepared for their stay. When you provide guests with clear, concise, and timely information before they arrive, they can feel more at ease and confident when they do get there. This will not only keep them from having any unpleasant surprises during their stay, but it will also help them gain a better understanding of the services and amenities that your hotel offers.

Furthermore, by keeping lines of communication open with guests, you can quickly address any issues that may arise during their stay. This way, any problems that may come up can be addressed as soon as possible instead of letting them worsen over time. Additionally, it gives you a chance to gather feedback from your guests so that you can make any changes they suggest in order to better your service quality. Moreover, communicating with your guests before their stay allows them to get to know you and your staff, which makes them feel more welcome and comfortable when they arrive.

Personalizing the guest experience is a great way to make sure that your guests feel welcome and appreciated. This can be done through simple things such as remembering their names, offering small gifts or special amenities, or providing personal attention to their needs. Doing this shows your customers that you are interested in creating an unforgettable experience for them, which can increase customer loyalty and satisfaction. Personalizing the guest experience also helps you gather feedback from your guests, which can help you identify any areas where your service quality could be improved. However, it's important to remember that personalization doesn't have to include anything extravagant or expensive in order to be effective. Even small gestures like sending a thank you note after their stay or leaving a special treat in the room can make a big difference. Creating an atmosphere where customers feel understood and appreciated is something that every hotel should strive for, as it will go a long way in creating positive experiences for all of your guests.

Literature review: Using technology is a great way to make the guest experience more efficient and enjoyable. This can include things such as online check-in, automated room cleaning, or even

interactive room controls. Or, more simply, this can be ensuring all your guest preferences are stored in their profile so that the next time they visit, everything is ready for them.

One way to utilize technology is by implementing a Property Management System (PMS) that allows you to manage reservations, check-in and check-out guests, and control room availability. By using this to track your guest arrivals and departures, you're able to prepare rooms in advance and ensure that everything is ready for the guests when they arrive. You can also use this technology to see their guest preferences so that you can tailor their stay to their individual needs, without them having to ask.

Conclusion. Good service quality is essential for a successful hotel business. To ensure that guests enjoy their stay and leave satisfied with the experience, it's important to employ effective strategies to improve the service quality in your hotel. Here are five ways to do this:

1) Know your customer – It's important to know who your customer is and understand their needs. By gathering information about your customers through surveys, feedback forms, or even just conversations with them during check-in, you can get a better understanding of what they're looking for in their stay.

2) Focus on the details – Little things like cleanliness, quick response times, attention to detail, and providing guests with quality amenities can make a big difference. Doing the extra mile to make sure everything is in order will leave guests with an unforgettable experience.

3) Embrace feedback – Incorporating guest feedback into your operations is a surefire way to improve service quality in your hotel. Make it easy for guests to provide feedback, whether through surveys or online ratings, so you can make changes and adjustments as needed. Understanding what your customers are looking for and adapting accordingly is the key to success.

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