



# A STUDY OF GUEST SATISFACTION PERSPECTIVES IN HOTELS AT SRINAGAR GARHWAL, UTTARAKHAND

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**Abstract-** Hotel is defined as a home away from home in hospitality terminology and guest is person who is next to god. The star hotels came into existence in 19<sup>th</sup> century with more of modern facilities modern hotels came into existence on account of the advent of big businessmen and new entrepreneurs, Negi, j (2008). The success of a hotel as a successful business enterprise depends the quality of service delivered to the guests or customers in it. India is emerging as one of the favorite tourist destination from the year, 2009 as per study by world travel and tourism council (WTTC). The burgeoning Hotel industry in India has given rise to the competition among various national and international hotel chains in India. The quality of the services offered to the guest has also been a matter of great concern as, it is the deciding factor for the survival in the market and the guest satisfaction is the prime concern for any accommodation and catering entity. Customer requirements for quality products and service in the tourism industry has become increasingly evident to professionals, Lam & Zhang (1999), Yen & Su, (2004). This research paper is focused to study various perspectives involved in services offered to guest which decides the guest satisfaction in hotels at Srinagar Garhwal, the study can be useful for the hotels for further improving the quality services and sustainability.

**Keywords-** Guest satisfaction, Hospitality, Guest expectations

## 1. INTRODUCTION

In the hotel a guest is considered next to god, as the existence of the hotel it revolves around the guest. Each department in the hotel prepare to its best to serve their guests and the staff hired in these hotel has good experience in handling the guest timely basic training is given to them to prevent any complaints. The guest expectation increases with the price paid by the guest for the services, every experience makes basis for the overall stay in the particular hotel and the guest makes a particular image so that hotel in their mind which effects their future stay in that particular property. The hotel prefer to hire hotel management graduates at those dispositions where there is maximum guest interactions, more over a hotel management graduate is already well versed in handling a guest and knowing importance of the guests in a hotel. The level of hospitality offered to the guest and the interaction by the hotel staff makes overall experience of the guest excellent or worst.

The prime aim of the paper is to study guest satisfaction perspectives in hotels at Srinagar Garhwal in Uttarakhand and the guests arrives for purpose of pilgrimage as it is located at NH -58 which enroutes to Hindu holy place of Shri Badrinath and Shri Kedarnath temples and also visited by the local guest for family dinner or social gathering.

## 2. REVIEW OF LITERATURE

The guest satisfaction is the imperatively needed for the sustaining of a hospitality enterprise which further helps in building a brand image of the enterprise and retaining the guest for the future. Companies delivering services must broaden their examination of productivity to help settle conflicts the leverage synergies between improving service quality and boosting service productivity, Parasuraman A (2002). It will help understanding the exact needs of customers regarding a particular type of services or products, if at the time of manufacturing the product or delivery of service the need of the guest is taken care then guest will feel satisfied and will also boost the morale of the staff. The study can be further explored if different needs of the guest can be studied mean what are the guest satisfaction perspectives which helps in overall guest satisfaction. American society for quality control defines quality as the totality of features and characteristics of the service or product that bears on its stability to satisfy customer needs, Kotler, P. (2006). The quality control and its parameter are based on the guest expectations for a particular product or services and should be updated as per need of the guests, as the guest can't be predicted or taken guaranteed, so there is need for periodic updating of the quality control parameters. Which are effective in achieving higher levels of guest satisfaction? In a competitive



hospitality industry which offers homogeneous services, individual hoteliers must be able to satisfy customers better than their counter parts, Choi & Chou, (2001). Guest satisfaction is the final response given by the guest after utilization of the services and products offered by the hospitality firm and the experience guest has earned in spending their quality time. The research has highlighted that guest satisfaction depends upon the guest experiences with the service delivered or product offered to them, further if the guest expectations for the services or products are taken into account before offering then final outcome related to guest experience with products or services can be improved.

Hoteliers need to fully acknowledge which service attributes are most likely to influence customers choice intentions, Richard & Sundaram, (1993). The guest interaction helps in retaining the guest for the future and the experience that guests encounters in a particular hospitality unit helps in repeat arrivals, the staff in the hotel should come a step head in providing excellent hospitality and make feel the guest important at every stage of interaction while delivering excellent services. The guest narrates his or her experiences with their friends and family about their experience and act like the brand ambassadors for the hotel. In a study by Kotler, P. (2006), unlike physical products, services pretested before purchase.

It means that guest satisfaction depends more upon the tangibility of the products and the services, which can be felt by the guest before the consumption, it develops confidence in guest that the hotel he or she has opted to stay will match his or her expectations and their needs. Some of the above various problems in hotel industry makes it imperative for the central head to think strategically in order to attain the overall goals of the organization and generate a brand name in present competitive market scenario ,Negi, J. (2004). Guest having the look of the guest room or the restaurant and interaction with hotel staff, cleanliness at the entrance and guest corridors and many other various perspectives can lead to overall guest satisfaction excellent or not satisfying.

### 3. OBJECTIVES OF THE STUDY

1. To study and explore various perspectives which leads to guest satisfactions in hotel.
2. To assist hotel management to understand importance of guest satisfaction and its relation to sustainability of the enterprise.

### 4. RESEARCH METHODOLOGY

The primary data was collected through unstructured questionnaire asked to the regular guests visiting the hotel and discussions with the service providers at

various dispositions. The visit to hotel provided the information related to infrastructure and facilities offered and the observation on standard operating procedure followed by the hotel staff at every visits of the guest. Telephonic discussions with peers and professionals in hotel industry helped researcher in the study. Secondary data for the research was collected from books on guest satisfaction, hospitality journals, publications related to hospitality industry. The descriptive study is done to explore the various perspectives involved in guest satisfaction related to services and products offered to the guest in a hotel and assist the hotel to understand the importance of guest satisfaction in sustainability of the hospitality enterprise.

### 5. DISCUSSIONS

The study area in the study has hotels up to two to three star category and the major inflow of guest is in the month of May to June, as these guests come for purpose of pilgrimage but the local guest prefer to come for social functions to be enjoyed in hotel in outskirts of the Srinagar Garhwal. The guest feel confident only when he enjoys the products or service offered by the hotel and guest satisfaction is propositional to the experience guest collects in experiencing services and products offered and the person offering these services and products in the hotel.

The guest when visits the hotel has expectations and hope for the pleasant experience related to accommodation or Food and Beverage served to him or her. In context of the accommodation and food and beverage served, the guest perspectives are explained and these involves products and service offered by hotel to guests.

1. Interaction with some transit Guests who revealed some extent of satisfaction regarding the room allocated to them by the hotel but shared their past experience regarding the allocation of damp room at the time of arrival in other hotel, which they did not preferred this time they came to sringar Garhwal. Hotels should take care that, as soon as guest arrives wants to have look towards his or her room, where he or she can relax and make himself or herself comfortable. If the guest room allocated to the guest is not upto the expectation of the guest then definitely the guest will complaint, although the hotel staff responsible in allocation of room will allocate the guest in another guest room of his or her choice, but it will create a negative first impression about the hotel no matter how good is the hotel. So, the guest will only feel satisfied or unsatisfied only after experiencing and hotel should always fulfill



- the promise given at the time of booking or reservation and offer excellent hospitality to the guest thereafter.
2. In food and beverage service to the guest in a restaurant or other food and beverage outlet, like Room service, bar, coffee shop, pool café, lounges the guest expects exact food items which is described in the menu of that catering outlet, if any variance is seen in presentation or taste of the food or beverage then it gives chance to guest to complaint. The guest complaint will not only spoil his or her mood but also will burden the cost for hotel, sometime guest does not bother to look into the menu before ordering any food or beverage and then can land into chaos, in this situation guest should be immediately helped by the serving staff to decide for order of food and beverages, even if guest does not want to see menu then modification in food and beverage order should be allowed for the guest after taking approval from the chef.
  3. The interview with some regular guest revealed dissatisfaction among them related to delay in service of F&B items and the server forgot the exact guest F&B order, So for Food and Beverage service staff in the hotel should follow five 'R' approach while serving food and beverage to the guest (a) Right Food and Beverage (b) Right equipment, in which food and beverage is to be served to the guest. The server should have right knowledge of all equipment's used for F&B services in a hotel.(c) Right temperature, the server should also ensure that the F&B items should be picked up from the kitchen at right temperature and are served to the guest.(d) Right customer or guest, the server should ensure before service that the food and beverage that is served to the right guest, this can be understood by the example, of a restaurant where in a common table is occupied by four guest and have ordered different food items, in this case the server should take care to serve to exactly that particular guest who has ordered that F&B item.
  4. Discussions and interaction with manager of hotel revealed that lack of training of entry level staff and other hotel operational staff was the reason behind many guest complaints, the hotel management can update their staff by providing regular and basic training from any professional agencies or can tie up with some well-known star hotels to send their employee for timely training. It will definitely help the untrained staff hotel to understand the importance of guest and guest satisfaction.
  5. After discussions with the peers and professional of the hotel industry revealed that guest satisfaction is directly proportional to the standards, quality of products and services offered to the guest in a hotel if a guest is ignored by hotel from his or her expectations regarding the hotel products or services they will get from the hotel, then it can be a big drawback for hotel in terms of survival in the market as the competition is growing for every hospitality entity dealing with accommodation and catering business. The hospitality business requires long wait to get return from the investments as it take time by guest to feel the products and services and generate experience as the final outcome as the result. It is the guest satisfaction which approves or disapproves the survival of the entity.

## 6. CONCLUSIONS AND SUGGESTIONS

The hotel is open 24x7 for the guest and the employee works day and night to provide services to the guest in hotel and employees are not spare time that can be utilized to provide necessary training classes. The hotel in the study receives seasonal and domestic guest and hire less staff as per the requirement. It is suggested to hotel management that they should hire employees throughout the year and provide training in off seasons, when there is less business it will earn loyalty and goodwill of employee for the hotel that will enhance the sense of ownership and productivity among the employees of the hotel and guest satisfaction will be the outcome from this initiative. The senior employee should be encouraged and allowed to participate in policy and matters related to hotel operations and their suggestions should be incorporated as per the need. Guest comments and feedback can be good source for improving the guest satisfaction and avoiding the complaints. It should be recorded positively on daily basis and should be discussed and ensuring timely implementation. Communication at all levels is imperative within organization and among employees to have clarity about what is going in hotel.

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