

## Service quality management in Hotel Industry

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### ABSTRACT

It is an attempt to understand the role of quality improvement process in hospitality industry and effectiveness in making it sustainable business enterprise. It is a survey of the presently adopted quality management tools which are making the hotels operations better focused and reliable and meet the customer expectations. Descriptive research design was used to know the parameters of service quality management in hospitality industry. Exploratory research design was undertaken to dig out the service quality management practices and its effectiveness. Data analysis was done and the hypothesis was tested against the collected data. It can be inferred from the study that the hotel implements continuous improvement process and quality management tools to remain competitive in the market. The study involved hotels of highly competitive market with limited number of respondents. This limited the study to hotel industry and has scope of including other hospitality service providers as well.

**KEY WORDS :** Customer satisfaction, Perception, Performance measurement, Continuous improvement process

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Hospitality industry has gone through many changes since its inception. There are tremendous changes occurred over a period of time due to various reasons. The reasons may include changing patterns in customer preferences, industrialization, revolution in transport and aviation, changing laws and regulations and so on. During the last few decades, there is phenomenal change experienced in the hospitality industry and the reason being is service quality.

It has brought paradigm shifts in the operations of hospitality industry. The overall perspective of the industry is changed due to introduction of new techniques and methods of handling various processes. Awareness among the hoteliers and the guests has fuelled the inventions focused on hospitality operations. The demanding customers and

increased sense of customer satisfaction led to the use of high standards of service in industry. The new service parameters made the hoteliers to implement quality management as an effective aid.

It has significantly affected hotels' ability to control and adapt to changing environments. The use of new techniques began with the simple motive of sophistication and precise activities in the given field of operation which may result in high standards of service in global economy and has allowed the rise of a leisure class. This study of Service quality management in hospitality industry is an attempt to understand the presence of quality improvement process in hospitality industry and effectiveness in making it sustainable business enterprise. It is a survey of the presently adopted quality management tools which are making the hotels operations safer, focused and reliable and meet the customer expectations.

As the hospitality industry becomes more competitive, economic pressures increases and the industry continues to expand, there is an obvious need to retain clientele as well as increasing profitability. It is therefore unsurprising that hospitality management professionals strive to improve guest

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