

TOURISTS' SATISFACTION DEGREE FOR SERVICE QUALITY IN HOTEL INDUSTRY. A CASE STUDY IN ROMANIA

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Abstract

The paper aimed to estimate customer's satisfaction degree determined by the quality of the hotel services. In this purpose, a face to face survey based on questionnaires was run in September 2019 using a sample of 34 Romanian and foreign tourists who had one night accommodation, dinner and breakfast in Krystal Hotel, a three stars unit in Hunedoara County. The results of their answers were processed using a 5-level Likert Scale which was helpful to calculate the scores for every item taken into consideration for characterizing the service quality in this hotel. The partial scores for various quality aspects were very high and as a result the global score accounted for 4.98, that is almost 5, which is the maximum figure a hotel could get. This study showed that the hotel managers who pay attention to service quality could be successful in their business for a long run. Customer's satisfaction degree must be carefully studied and be consider a fundamental item in setting up the future development strategy. A high service quality well correlated with price will be a guarantee for a high degree of satisfaction among customers, and in its turn, a high degree of satisfaction of the customers will assure a high tourist inflow, a higher occupancy rate, income flow and profit in hotel industry.

Key words: tourists' satisfaction, service quality, hotel industry, Romania

INTRODUCTION

The high growth rate of global tourism has stimulated the competition and, in this context, the quality of tourism services becomes a more and more important factor in getting the competitive advantage and better satisfying customers' needs and expectations (Țîțu *et al*, 2016) [19].

A high quality service in travel and tourism industry strengthens and helps other branches of the economy to develop and increase GDP (Al-Abahneh, M., 2013, Toader and Mocuta, 2018) [1, 18].

There is no doubt that the offer of tourist services and tourist demand has to be well correlated. Accommodation is considered a fundamental of offer in tourism, as tourists need a place where to rest. Hotel industry is on the highest position regarding high quality services which could satisfy the most exigent customers (Popescu Agatha, 2019a) [15].

In Travel & Tourism Competitiveness Index, there are included, among other criteria, Human

resources, Health and Hygiene, Safety and Security, Price competitiveness, which are components reflecting service quality in tourism industry (Popescu Agatha, 2019b) [16].

The key indicator with a deep impact on the development of business in hotel industry is customer satisfaction. This term is usually used in marketing where it is symbolized as "CSat" and is utilized as a fundamental in setting up the future strategy. Also, customer satisfaction is a leading indicator of consumer purchase intentions and loyalty" as affirmed Farris *et al* (2010) and Gutierrez and Uribe (2011) [7, 8].

For this reason, hotel managers are interested to know the opinion of their clients about the quality of the delivered services. Only in this way, they could succeed to provide high quality services which have to meet tourists' expectations, determined by their education, income, needs and desires (Hokanson, 1995, Curaković *et al*, 2013, Tileaga and Oprisan, 2018) [4, 9, 17].

High quality service in a hotel is the guarantee that tourists will return and recommend it to their friends and relatives (Bowen and Chen, 2001, Keshavarz and Ali, 2015, Dominici and Rosa, 2010) [2, 6, 10].

The most used method to collect information about customers' satisfaction determined by the quality of services in a hotel is the face to face survey based on questionnaires (Pazir, 2019) [14]. Among the most used methods for processing data there are SERVQUAL, GAP, and also Likert scale.

Since 1985, when Parasuramam, Zeithaml and Berry started to measure quality service sector using SERVQUAL, this multi-dimensional research instrument has been improved in various alternatives depending on the context of its usage (Oliver, 1991, Daneshvar and Ramesh, 2010) [5, 12, 13].

In Oliver's opinion, the satisfaction degree reflects the difference between the expectations and realities, meaning perceived value regarding service quality in a hotel (Oliver, 1991) [12].

Consumers' satisfaction depends on a large range of factors whose importance has differed from an author to another. The most important ones are three factors: staff quality, room quality and price level as mentioned Choi and Chu, 2001 [3]. Also, Curakovic *et al.* (2013) synthesized the main determinants of consumer satisfaction as follows: staff quality (helpfulness, kindness, education, professionalism, friendly attitude), service speed (clear calculus of payment, precise billing and timeliness) and price (competitiveness and correlated with the perceived good value) [4].

In this context, the objective of this study was to present a case study on service quality in Romania's tourism, based on the evaluation of the satisfaction degree of the tourists who were accommodated in a three stars hotel in Hunedoara Municipality in September 2019.

MATERIALS AND METHODS

Brief description of the hotel.

The hotel is located in one of the most beautiful region of Romania named

Transilvania, well known for its medieval castles and fortresses. The hotel is situated at the margin of the City of Hunedoara, in a quiet area, at 4/8 km from the city center and at a short distance from the main tourist attractions: 6.1 km from Corvinus Castle (meaning 10 minutes distance by care or coach) and 10.2 km distance from Deva fortress. From its location, tourists are not so far away from the ruins of the Old Ulpia Traian Sarmisegetusa fortress, the cradle of the Dacian civilization, from Prislop Monastery in Silvasu de Sus Village, where it is the tomb of the Father Arsenie Boca, a renowned theologian and monk, and from the National Natural Reservation in The Retezat Mountains. The hotel facilities are of a high diversity including: 17 spacious and elegant rooms of the following types: standard double room, twin room, superior twin room with balcony and superior double room with balcony.



Photo 1. Krystal Hotel. External view.

Source:

<https://www.booking.com/hotel/ro/krystal.ro.html>,
Accessed on April 30, 2019 [11].



Photo 2. Hotel room.

Source:

<https://www.booking.com/hotel/ro/krystal.ro.html>,
Accessed on April 30, 2019 [11].

The rooms are well equipped with air conditioned, heating, TV with many channels, minibar, relaxing area, furniture, balcony, bathroom (bath, sink, toilet, mirror, small towels, hair dryer etc). The hotel has also a free parking and free wifi, a terrace and garden, a restaurant and bar, a swimming pool in plain air endowed with umbrellas and long chairs, bath towels. Among other amenities there are: a nonstop reception service, a daily room service, laundry service, a luggage room, shoes cleaning, a vault, newspapers, fax and printing services, electronic payment system (bank transfer, Visa and Master card), but also payment in cash. The staff speaks English and Romanian.



Photo 3. Hotel restaurant, terrace and swimming pool.
Source:
<https://www.booking.com/hotel/ro/krystal.ro.html>,
Accessed on April 30, 2019 [11].

Data collection

Study sample. The study used a sample of 34 tourists who were in a two day excursion aiming to visit The Corvinus Castle, Prislop Monastery and then to have accommodation at Krystal Hotel during the night September 14/15, 2019, and in the next morning to travel to Alba Iulia to visit the Alba Carolina Medieval Fortress.

The 34 tourists were mainly from Romania, but also from Australia, Ireland and USA, but their common feature is that all of them are of Romanian origin.

These tourists were especially chosen because they experienced many travels through Romania and also through many other countries on various continents and were considered to be able to assess in the most

critical manner the criteria used to characterize service quality in a hotel.



Photo 4. The interviewed tourists.
Source: Original. Sept.14th, 2019.

Questionnaire. The tourists had to answer a list of 12 questions carefully selected based on a "face to face survey". The questions approached the following aspects:

- (i) Hotel location, view, road accessibility and distance from tourist attractions.
- (ii) The reason why these tourists applied for accommodation and dinner in this hotel.
- (iii) Quality of check-in and reservation service.
- (iv) Quality of room service and comfort
- (v) Bathroom service and comfort
- (vi) Quality of restaurant and bar services
- (vii) Safety and security
- (viii) Breakfast room and food diversity and quality
- (ix) Staff professionalism and quality
- (x) Price per room and night in relationship with the service quality
- (xi) Tourists' willingness to return to this hotel
- (xii) Tourists' willingness to recommend this hotel to their friends and other potential customers.

Data processing methods

The paper is structured into two parts. In the 1st part, there were presented the socio-demographic features of the interviewees. The main demographic features of the respondents taken into consideration in this research have been: gender, age, marital status, country of origin, education level, profession, occupational status and monthly income.

The frequencies and also the percentages for all these demographic characteristics have

been calculated.

The statistical average and Standard deviation were determined for age and monthly income, using the well known formulas:

$$\bar{X} = \frac{\sum_{i=1}^n x_i}{n} \quad \text{and} \quad \delta^2 = \frac{\sum_{i=1}^n (x_i - \bar{X})^2}{n-1}$$

where:

x_i = the quantitative characteristic (age or income);

n = the number of respondents.

The 2nd part refers to the results obtained after processing the data and reflecting tourists' satisfaction for accommodation, and serving dinner and breakfast.

The answers of the interviewees have been processed, using a 5-levels Likert Scale, in order to estimate the scores for each criterion of service quality as well as the overall score. The meaning of the scale has been the following one: 5-Highly satisfied, 4-Satisfied, 3-Neither satisfied or dissatisfied, 2-Disatisfied and 1- Highly dissatisfied. The results were presented in tables and finally correspondingly interpreted.

RESULTS AND DISCUSSIONS

The socio-demographic characteristics profile of the interviewed tourists

Table 1. The socio-demographic characteristics of the interviewed tourists

	Frequency	Percentage	Mean	St. Dev.
<i>Gender</i>				
Female	18	52.95		
Male	16	47.05		
<i>Age</i>				
Less than 65	3	8.82	68.44	8.58
66 – 70	19	55.96		
71 – 75	9	26.40		
76 and over	3	8.82		
<i>Marital status</i>				
Married	27	79.41		
Unmarried	3	8.82		
Widowed	4	11.77		
<i>Country of origin</i>				
Australia	2	5.88		
Ireland	2	5.88		
Romania	29	85.30		
USA	1	2.94		
<i>Education level</i>				
Higher Education, of which: Ph.D.	34 4	100 11.77		
<i>Profession</i>				
Engineer	25	73.53		
Doctor	2	5.88		
Professor	4	11.77		
Economist	2	5.88		
Veterinarian Doctor	1	2.94		
<i>Occupational status</i>				
Employed	8	23.52		
Pensioner	22	64.72		
Business man	4	11.76		
<i>Monthly income level (Euro/month)</i>				
Less than 1,000	19	55.90	1,563.14	1,141.33
1,001-2,000	5	14.70		
2001-3,000	5	14.70		
3,001-4,000	2	5.88		
Over 4,001	3	8.82		

Source: Own processed results based on the interviewees' answers, Survey, 2019.

Gender. The group of respondents was relatively balanced from gender point of view: 52.95 % being women and 47.05 % men (Table 1).

Age. The tourist group was relatively homogenous from age point of view because most of the respondents, more exactly 91.12 % were over 65 years and only 8.82 % younger. The average age in the group is a guarantee that the answers have a high credibility rate, taking into account that these tourists traveled not only in Romania, but also in many other countries from Europe and other continents (Table 1).

Marital status. Most of the interviewed tourists, more exactly 79.41 %, were married,

11.77 % widow and only 8.82 % unmarried (Table 1).

Country of origin. About 85 % of the interviewees were from Romania and 15 % from Australia, USA and Ireland (Table 1).

Taking into account that all these tourists were born in Romania, their structure by county of origin was the following one; 29.44 % from Bucharest, the capital of Romania, and all the others live in 12 counties from the South Eastern Romania (Arges, Calarasi, Constanta, Damabovita, Dolj, Gorj, Prahova, Teleorman, Vrancea) and just a few in counties from Moldova (Bacau and Suceava) and a couple was from Brasov county situated in the South of Transilvania (Table 2).

Table 2. Distribution of the respondents by county of origin

Total	AG	BC	Bucha.	BV	CL	CT	DB	DJ	GJ	PH	SV	TR	VN
34	2	2	10	2	1	3	5	2	3	1	1	1	1
100%	5.88	5.88	29.44	5.88	2.94	8.82	14.70	5.88	8.82	2.94	2.94	2.94	2.94

Source: Own calculations.

Education level. All the interviewed persons graduated a faculty, therefore they have a high education level and even 4 of them (11.76 %) are Doctors in Science (Table 1).

Professional structure includes mainly: engineers who account for 73.53 %, university professors 11.77 %, doctors 5.88 %, economists 5.88 % and a veterinarian doctor 2.94 % (Table 1).

Occupational status. Despite that 85 % of the tourist group are over 65 years, therefore, they are pensioners, 23.52 % are still active being employed either in public institutions and private companies, 11.76 % are business men and only 64.72 % are really retired, but still working in agriculture or in the garden or taking care of their grandchildren, being involved in various actions like volunteers (Table 1).

Monthly income varies from a person to another. About 55.90 % of the questioned persons earn less than Euro 1,000 per month, 14.70 % between Euro 1,001-2,000, 14.70 % between Euro 2,001-3,000, 5.88% between Euro 3,001-4,000 and 8.82 % earn over Euro 4,000 a month. The average monthly income accounts for Euro 1,563.14. (Table 1).

The main reasons why these tourists chose this hotel for one night accommodation were:

- The hotel is on the top three stars hotels in Hunedoara City (100% respondents).
- The proximity with the tourist attractions (84.11 %)
- The fact that these tourists were a group of colleagues who participated in this excursion and they needed accommodation, dinner and breakfast and a parking place for their coach at the same hotel;
- The good appreciations and comments found on internet on Booking.com and Trivago.com (52.94).
- For the good facilities offered by hotel on its site (100 %).
- For having a good rest and leisure (100%).

Evaluation of tourist satisfaction degree for hotel service quality

Respondents' satisfaction regarding hotel location, view, road accessibility and distance from tourist attractions

For each item of this criterion, a high percentage of the respondents appreciated as "Very good" and just a lower percentage as "Good". The only item where the opinions differed was "the distance from the main

tourist attractions", which was appreciated as "Very good" by 52.94 % respondents, as "Good" by 29.41 % and as "Satisfactory" by 17.65 %.

The score calculated for Location, View, and

Road accessibility was equal to 4.94, a very good one, and the score for Distance from the tourist attractions was 4.35, also a good one.

The overall score accounted for 4.82 (Table 3).

Table 3. Customers' satisfaction for hotel location, view, road accessibility and distance from tourist attractions

	Very good	Good	Satisfactory	Unsatisfactory	Very unsatisfactory	Total	Score
	5	4	3	3	1		
<i>Location</i>							
Frequency	32	2	0	0	0	34	4.94
Percentage	94.12	5.88	0	0	0	100	
<i>View</i>							
Frequency	32	2	0	0	0	34	4.94
Percentage	94.12	5.88	0	0	0	100	
<i>Road accessibility</i>							
Frequency	32	2	0	0	0	34	4.94
Percentage	94.12	5.88	0	0	0	100	
<i>Distance from the main tourist attractions</i>							
Frequency	18	10	6	0	0	34	4.35
Percentage	52.94	29.41	17.65	0	0	100	
Total score							4.82

Source: Own calculations.

Respondents' satisfaction regarding the quality of check-in and reservation service is presented in Table 4. The following scores were recorded: 5 for Reservation service, 4.94

for check-in service timeliness and efficiency, and 5 for Reception service. The overall score was 4.98, a very good one.

Table 4. Customers' satisfaction for of check-in and reservation service quality

	Highly satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Highly dissatisfied	Total	Score
	5	4	3	3	1		
<i>Reservation</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Check-in service timeliness and efficiency</i>							
Frequency	32	2	0	0	0	34	4.94
Percentage	94.11	5.89	0	0	0	100	
<i>Reception service</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
Total score							4.98

Source: Own calculations.

Respondents' satisfaction regarding the quality of room service and comfort. The main aspects taken into consideration this criterion have been: room size, furniture and other endowment, bed size and comfort, cleanliness and hygiene, bed sheets quality, room decorations and design, air conditioned,

TV channels, balcony, quietness for which the respondents answered " Highly satisfied", and the score was 5.

The only exception was Lightening, for which 88.23 % interviewees were highly satisfied and 11.77 % Satisfied, and as a result, the score in this case was 4.88 (Table 5).

Table 5. Customers' satisfaction for the quality of room service and comfort

	Highly satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Highly dissatisfied	Total	Score
	5	4	3	3	1		
<i>Room size</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Furniture and other endowment quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Bed size and comfort</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Cleanliness and hygiene</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Bed sheets quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Room decorations and design</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Air conditioned</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>TV and channels</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Lightening</i>							
Frequency	30	4	0	0	0	34	4.88
Percentage	88.23	11.77	0	0	0	100	
<i>Balcony</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Quietness</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
Total score							4.99

Source: Own calculations.

Respondents' satisfaction regarding the quality of bathroom service and comfort. In this case, the aspects regarding: bathroom space, bath space, endowment (bath, lavoir, toilet, furniture, mirror, shower installations etc), towels, toilet paper, cleanliness were taken into consideration. The scores received for these aspects were maximum 5 for almost all of them, except Endowment quality, referring only a few repairs needed between the bath and the faience, for which one respondent was only Satisfied, but 97.05% were Highly satisfied, probably in their rooms it was not noticed this problem. As a result of

this last criterion, the score was 4.97, resulting the total score of 4.99 (Table 6).

Respondents' satisfaction regarding the quality of restaurant and bar services. In this case, there were appreciated the following aspects: restaurant space, menu diversity, food quality, beverages diversity, beverage quality, service speed, endowment and comfort, panorama view to the swimming pool, atmosphere (lightening and musical background), staff kindness and promptitude. All the respondents (100%) declared that they are highly satisfied, and as a result the score for each aspect was 5 as well as the total score (Table 7).

Table 6. Customers' satisfaction for the quality of bathroom service and comfort

	Highly satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Highly dissatisfied	Total	Score
	5	4	3	3	1		
<i>Bathroom space</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Endowment quality</i>							
Frequency	33	1	0	0	0	34	4.97
Percentage	97.05	2.95	0	0	0	100	
<i>Towels quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Toilet paper quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Cleanliness and hygiene</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
Total score							4.99

Source: Own calculations.

Table 7. Customers' satisfaction for the quality of restaurant and bar services

	Highly satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Highly dissatisfied	Total	Score
	5	4	3	3	1		
<i>Restaurant size</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Menu diversity</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Food quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Beverage diversity</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Beverage quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Servicing speed</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Comfort and endowment</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Panorama view</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Atmosphere</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Staff kindness and promptitude</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
Total score							5

Source: Own calculations.



Photo 5. The group of tourists in the restaurant of the hotel.
 Source: Original, Sept.14th, 2019.

Respondents' satisfaction regarding the quality of breakfast room and food diversity and quality.

For this criterion, the following aspects were evaluated by the interviewed tourists: breakfast room space, food diversity, food quality, personnel solicitude and kindness. For the last three aspects all the 34 tourist agreed that they were Highly satisfied and in consequence, the score was maximum, that is 5.

The only exception was the breakfast room space which looked to be too small at the same hour, more exactly 7.15 when almost everybody wanted to have breakfast and there were not enough places in the room. They had to wait a little, however not too much. For this reason, 88.23 % respondents affirmed that they were only satisfied regarding this aspect and in consequence, the score was 4.88 (Table 8).

Table 8. Customers' satisfaction for the quality of breakfast room and food diversity and quality

	Highly satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Highly dissatisfied	Total	Score
	5	4	3	3	1		
<i>Breakfast room space</i>							
Frequency	30	4	0	0	0	34	4.88
Percentage	88.23	11.77	0	0	0	100	
<i>Food diversity</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Food quality</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Personnel solicitude and promptitude</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Cleanliness and hygiene</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
Total score							4.98

Source: Own calculations.

Respondents' satisfaction regarding safety and security. All the respondents (100%) were highly satisfied from this point of view. Therefore, for this criterion, the score was also 5.

Respondents' satisfaction regarding staff professionalism and quality. This criterion included many aspects which have been appreciated by the respondents as follows: professionalism, kindness, helpfulness, thoughtfulness, availability, friendly, problem

solving speed, communication efficiency in English, politeness and civilized behaviour. For all these aspects the respondents were highly satisfied, therefore, the partial scores are 5 and the total score is also 5 (Table 9).

Respondents' satisfaction regarding the correlation between the service quality and price was maximum as everyone affirmed that it was highly satisfied, therefore the score is 5.
Respondents' satisfaction regarding hotel service quality and its impact concerning

their wish to return. All the interviewed tourists said that they "Strongly agree" because it is really a wonderful hotel, and they had a marvelous stay here, much over their expectations (Table 10).

Table 9. Customers' satisfaction for staff professionalism and quality

	Highly satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Highly dissatisfied	Total	Score
	5	4	3	3	1		
<i>Professionalism</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Kindness</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Helpfulness</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Thoughtfulness</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Availability</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Friendly attitude</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Problem solving</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Communication efficiency in English</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Politeness</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
<i>Civilized behaviour</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	
Total score							5

Source: Own calculations.

Table 10. Customers' satisfaction on hotel service quality and its impact on their wish to return

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Score
	5	4	3	3	1		
<i>Do you want to return to this hotel?</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	

Source: Own calculation.

Respondents' satisfaction regarding hotel service quality and its impact concerning their wish to recommend this hotel to their friends, relatives and colleagues.

In this case, also the respondents affirmed that they would be delighted to inform their

friends and relatives about their high quality accommodation and food service in relationship with the price they paid, so that they will recommend this hotel for sure (Table 11).

Table 11. Customers' satisfaction on hotel service quality and its impact on their wish to recommend this hotel to their friends, relatives and colleagues

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Score
	5	4	3	3	1		
<i>Do you want to recommend this hotel to your friends, relatives and colleagues?</i>							
Frequency	34	0	0	0	0	34	5
Percentage	100	0	0	0	0	100	

Source: Own calculations.

The global score for service quality in this hotel is centralized in Table 12.

Table 12. The global score for the quality of the hotel services

Analyzed quality criteria	Score
Hotel location, view, road accessibility and distance from tourist attractions	4.82
Quality of check-in and reservation service	4.99
Quality of room service and comfort	4.99
Quality of restaurant and bar services	5
Safety and security	5
Quality of breakfast room, food diversity and quality	4.98
Staff professionalism and quality	5
Correlation between service quality and price	5
The wish to return to this hotel for its high quality services	5
The wish to recommend this hotel to friends, relatives and colleagues for its high quality services	5
The global score for hotel service quality	4.98

Source: Own calculations.



Photo 6. Satisfied at the end of the stay in the hotel.

Source: Original.

Taking into account the partial score regarding service quality, the global score was 4.98, meaning that all the tourists appreciated the best quality of the hotel services.

CONCLUSIONS

The paper approached a large range of aspects which characterize service quality in a hotel

proving the importance of quality in determining customer's satisfaction.

This hotel proved to be a model of how quality should be treated and deserved to receive a global score of 4.98, very close to the maximum, i.e.5.

Therefore, hotel managers must be aware of the importance of service quality in determining tourists to come back and suggest other people where to accommodate in the best conditions and have the satisfaction that the money they pay could be returned in the value of the offer that they receive.

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