Tourists' Perception about Service Quality in Hospitality Industry: An Empirical Study

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Introduction:

The quality of service in hotel industry is an important factor of successful business. The existing trend of complete quality management in hotel industry ensures the achievement of competitive advantage of hotel companies and is therefore the subject of contemporary research into service quality in hotel industry (Jasmina Gržinić). One strategy that has been related to success is the delivery of high service quality, especially during times of intensive competition both domestically and internationally (Rao and Kelkar, 1997). Quality concept has been the subject of many conceptual and empirical studies, and it is generally accepted that quality has positive implications for an organisation's performance and competitive position (Amy and White 1999). Despite the vast amount of research done in the area of service quality, quality related issues have received little research attention within the hospitality context (Harrington and Akehurst, 1996). Along with understanding the service quality components this paper tries to explore the tourist perception about quality of service delivered by the hospitality industry. Unimaginable growth in the information and communication technology through internet enabled World Wide Web and embracing this in the day today life; its use in the tourism and travel industry has increased tremendously in last two decades. In this internet age everyday lot of online content is created by the tourists. By analysing this content one can understand the tourists' perception. This online Word of Mouth (WOM) or UGC plays very important role in creating brand image and consumer decision making. Tourists are sharing their experience online in several Social Medias, Weblogs and other online sources about their visit to several hotels (Sinnoor and Agadi 2014). This Consumer-Generated Media (CGM) describes a variety of new sources of online information that are created, circulated and used by consumers' intent on educating each other about products, brands, services, personalities and issues (Blackshaw and Nazzaro 2004). Earlier print clippings have been providing competitive intelligence for some time. Hence Magazines and News Paper articles were playing very crucial role in providing relevant information to the prospective tourists and also creating an image about the destinations. The ease of publishing on the web led to an explosion in content to be surveyed, but the same technology makes the study of such content much more feasible (Kushal Dave et al 2003). Each time technology advances, the world's behaviour changes accordingly. Just as the printing press and copy machine revolutionized the publishing world, the World Wide Web in a very short time has dramatically altered how people communicate, shop, work, learn and stay connected (Blackshaw and Nazzaro 2004). These weblogs are post visit and written by the tourists personally, hence the information is intervention and influence free (Sinnoor and Agadi 2014). It is created by, shared by and absorbed by other consumers, for other consumers. What separates it from traditional marketing intelligence is that most of it is unsolicited, unfiltered and outside the traditional marketers' ability to contain or control it. Most importantly, it plays a growing role in shaping consumer purchase behaviour, especially as consumers increasingly place their buying power and trust in other consumers rather than other forms of media and marketing (Blackshaw and Nazzaro 2004). But importantly for marketers, consumers turn to the Internet for influence—good and bad. They view it as a trusted, third-party, independent source of information that's populated by other consumers— consumers who can share their "been there, done that" experiences. According to Intelliseek research, over 60% of consumers trust other consumers' online postings (Blackshaw and Nazzaro 2004). The use of online sources of information to assist in the travel planning process is now well entrenched with prospective travellers. Over 200 million searches are now carried out each month via the Internet related to travel (Bray, 2007). Approximately 95% of Internet users rely on information from the web as part of their travel information search process (Plog Research cited in Pan & Fesenmaier, 2006, p. 810)*. This online community opinion plays very important role in creating destination image and positioning. Carmen Cox ... (et al. 2008) believes many travellers consider that it would be useful for existing travel sites, including state tourism websites, to incorporate UGC features into their own sites. Again, UGC is seen as an 'add-on' that could supplement –

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existing types of travel information provided on these sites, rather than as a substitute for other forms of content. All travel operators and DMOs need to be aware of what is being said about their respective destinations on the prominent UGC sites. Because rising popularity of websites containing UGC and the role that they are playing in the travel planning behaviour of consumers. Moreover, information on UGC sites can cause travellers to alter their existing travel plans Carmen Cox ... (et al. 2008). The table 1 shows the impact of UGC on different stages of tour planning. It shows the intensity of the influence of online WOM created through the independent Weblogs and Social Medias.

*as coated in the Carmen Cox ... (et al. 2008) Consumer-Generated Web-based Tourism Marketing, Sustainable Tourism Cooperative Research Centre's, ISBNs: 9781921521591(pbk) 9781921521607 (web)

Table 1. Stages of Trip Planning Process When UGC Sites were used

Stage of Travel Decision	Respondents who had consulted UGC (%)
When I had already chosen the destination, but was seeking information on accommodation options	28
When trying to narrow down my choice of destinations	22
When beginning to search for ideas on where to go	21
When I was looking to confirm I had made a good destination choice	15
During my actual trip when I was trying to find out about specific attractions	6
After my trip to allow me to share my experiences with other traveller	5
After my trip to compare my experiences with those of other travellers	4

Source: Adopted from Carmen Cox... (et al.2008). Note: This is a multiple response question–totals do not add to 100%.

Although influenced by traditional marketers and marketing activities, online word of mouth is nonetheless owned and controlled by consumers, and it often carries far higher credibility and trust than traditional media, especially as media channels become more fragmented and less trusted. The growth of its (UGC) influence on tourists' travel and stay decision making poses challenges as well as opportunities for the hospitality marketers. But the Internet changed and turbocharged word-of-mouth behaviour in ways that marketers have not been able to capture, understand or learn from—until recently (Blackshaw and Nazzaro 2004). In their limited access to the literature, the authors do not come across any empirical studies on the Tourists' Perception about Service Quality of hotels of Kalaburagi city. Hence this paper tries to explore the tourists' perception about quality of service. Apart from this, the study also tries analyses the tourists' perception about key elements of service quality.

Service Quality

Quality in the tourism and hospitality industry involves consistent delivery of products and guest services according to expected standards (Soultana (Tania) Kapiki (2012). The quality in service industry is very much subject in nature and it means different things to different people. A simple, customer-driven definition of quality that is popular today is: Quality is meeting or exceeding customer expectations. To meet or exceed customer expectations, organizations must fully understand all service attributes that contribute to customer value and lead to satisfaction and loyalty (Evans & Lindsay, 2010). The general attributes are only an abstract overview and does not cover all industries completely. (Parasuraman 1985) in the hospitality industry, there are other attributes that are of importance such as imprecise standard and fluctuating demands have been identified and further complicate the task of defining, delivering and measuring service quality. Many factors of service quality are not standardized where quality aspects such as 'helpfulness', 'friendliness' and 'politeness' are likely to be interpreted differently depending on each guest and therefore assessed subjectively (Huseyin Bozdaglar & Rukiye Kilili 2015). Service quality is represented by three dimensions in the hospitality industry, relating to employees (behaviour and appearance), tangibles and reliability, and the best predictor of overall service quality is the dimensions referred to as "employees" (Amy & White, 1999). Another aspect to consider is the seasonal factor of the hospitality industry where it is commonly clustered around peak periods of the day or year, such as checkout time or holiday season. These peaks make it more difficult to measure for a consistent service quality. (Sasser, Olsen and Wyckoff, 1978). The tourism accommodations are called to adjust to many changes in order to produce and offer products and services suitable to satisfy their guests. It is expected the TQM implementation in the tourism sector to inspire and motivate its human resources, as well as to

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create a competitive advantage that will enhance the property itself and the total tourism industry (Laloumis & Katsoni, 2010).

Brief Profile of Hotels

Assessment of service quality any hotel should be based on the category which belongs. Star hotel should be assessed on star rating and normal hotel should be based on normal standards. To asses them objectively the analysis of its profile is very important. The following table and the description given below give the brief profile of all the sample hotels.

Table 2: Profile of Hotels

	Lumbini's Grand		Aditya Hotel		Hotel Pariwar		Hotel Heritage Inn		Hotel Mathura		City Park		Central Park	
Room Type	Tariff (Rs)	No. Rooms	Tariff (Rs)	No. Rooms	Tariff (Rs)	No. Rooms	Tariff (Rs)	No. Rooms	Tariff (Rs)	No. Rooms	Tariff (Rs)	No. Rooms	Tariff (Rs)	No. Rooms
Single				1025	745	6	1250	9			990	14	700	6
Executive	2050	17		1225	995	6	1450	10	1400	13	1400	14	900	
Standard	2300	12		1375	1295	5	1650	11	1800	9			990	10
Club Class	2750	3		1675	1800	10	1850	11					1100	3
Club Class Premium	3250	3		2175							2500	1	1500	3
Orchid Club Class Suite	5000	1		2775	3925	4	3500	2			3500	2	2500	2
Tulip Premium Class Suite	7000	1		3875 4575										
Total Rooms		**37**	62			31		43		21		31		24
Veg Restaurant	Yes		No		Yes		Yes		Yes		No		No	
Non-Veg Restaurant	Yes		No		No		Yes +bar		No		No		No	
Parking	Not Adequate & Not Safe		Adequate & Safe		Adequate & Safe		Not Adequate & Not Safe		Adequate & Safe		Not Adequate & Not Safe		Not Adequate & Not Safe	

Source: Compiled by the Authors from Tripadvisor.com

Looking at the table 2 it looks different hotels are serving to different segment of tourists/guests. Looking at the pricing it seems Hotel Aditya and Grand are competing. But Hotel Aditya don't have the restaurant and comparatively Grand is premium than Aditya. It is also visible from the review value front Hotel Grand scored less. Tourists feel it is bit costlier. All the hotels either in terms of number of rooms or price or category of rooms they are bit different. But some of the hotels don't have the safe and adequate parking facilities.

Literature Review

As this research aims to understand tourists' perception through UGC authors have reviewed few research works related to UGC/UGM. This Consumer-Generated Media (CGM) describes a variety of new sources of online information that are created, initiated, circulated and used by consumers' intent on educating each other about products, brands, services, personalities and issues (Blackshaw and Nazzaro 2004). The ease of publishing on the web led to an explosion in content to be surveyed, but the same technology makes automation much more feasible (Kushal et al 2003). According to Intelliseek research, over 60% of consumers trust other consumers' online postings (Blackshaw and Nazzaro 2004). The use of online sources of information to assist in the travel planning process is now well entrenched with prospective travellers. Over 200 million searches are now carried out each month via the internet related to travel

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(Bray, 2007)*. Approximately 95% of Internet users rely on information from the web as part of their travel information search process (Plog Research cited in Pan & Fesenmaier, 2006, p. 810)*. Because of rising popularity of sites which are containing UGC content or the role that they may play in the travel planning behaviour of consumers. These sites can provide information that influences the final booking plans associated with travel. Moreover, information on UGC sites can cause travellers to alter their existing travel plans (Carmen Cox ... et al. 2008). The growth of UGC webs influence on tourists' travel decision making poses challenges and opportunities for marketers. But the Internet changed and turbocharged word-of-mouth behaviour in ways that marketers have not been able to capture, understand or learn from—until recently (Blackshaw and Nazzaro 2004). Carmen Cox (et al. 2008) used two phase research process for analysing UGC. Phase one involved the analysis of several tourism and related websites, some incorporating features associated with 'Web 2.0'. A list of 33 websites was included in the analysis based on a search of key travel sites containing Web 2.0 features and those put forward by Tourism NSW. Phase two consisted of a survey conducted online in December 2007. A web-link to the survey was included in an invitation, sent via email, to participate in the research promoted through Tourism NSW's existing database of email subscribers known as E-Scapes. The web contains a wealth of product reviews, but sifting through them is a daunting task. Ideally, an opinion mining tool would process a set of search results for a given item, generating a list of product attributes (quality, features, etc.) and aggregating opinions about each of them (poor, mixed, good). They begin by identifying the unique properties of this problem and develop a method for automatically distinguishing between positive and negative reviews (Kushal et al 2003). Aggarwal (et al. 2009) propose a simple, nonintrusive way of discovering brand–descriptor associations by exploiting the vast and continuously expanding information databases of online search engines such as Google. Using such associations, Aggarwal (et al. 2009) propose a method based on lexical semantic analysis for comparing a brand's positioning against its competitors, assessing differences in how the brand is perceived, and drawing inferences about a brand's personality. This method

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permitted them to obtain a summary assessment of the online representation of a brand, based on a set of managerially relevant descriptors. The basic premise of their paper is that there is valuable information contained in these brand–descriptor associations that can be efficiently mined using simple, semantic search-algorithms.

Research Methodology

This is an exploratory study, as through this the researchers want to get deeper insight to the issues related to quality of service in Hospitality industry with reference to Kalaburagi city. Through this exploratory study attempt is made to understand and compare the quality of service provided by the different hotels of Kalaburagi city, so that further conclusive research can be undertaken. Though there could be several methods to collect primary data eg: interview, focus group, review of visitors' opinion available on different reliable websites and weblogs, etc,. Information from weblog postings related to hotels of Kalaburagi city is taken from the www.tripadvisor.com. The tripadvisor.com weblog was taken because it is one of the well-known weblogs many tourists prefer to visit for reviews before choosing their future destination to be visited (Sinnoor and Agadi). Consumers are increasingly turning to online reviews when booking holidays according to the research by Nielsen//NetRatings. Research by Adviva and online marketing agency Harvest Digital shows that 62% of Britons online use search engines when booking holidays and 36% use travel agents' own websites, however, sites posting user reviews are considered the most trustworthy (Burton & Teasdale, 2007). Along with reviews tripadvisor website also provides ratings by the reviewers about the quality of service provided by the hotels and rating on five point scales from Excellent (5) to Terrible (1). The credibility of the review is very important for the users to believe whatever written is fact. Preventing commercial travel companies from manipulating the content provided on these sites has been a great concern, but it has been addressed by TripAdvisor (Gretzel, 2007). TripAdvisor employees a team of content reviewers who screen each individual posting against a number of criteria to assess the authenticity of the posting and reduce the opportunity for travel businesses to skew the content submitted. Reviews which are considered to be 'fake' or 'planted' by travel providers are removed from the TripAdvisor site (Gretzel, 2007). There were 136 reviews in tripadvisor.com about

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seven hotels taken for analysis (see table 13). There were some more hotels they have not considered for the study because their reviews were less than five. There are six criteria at least one review per criteria must be there. These reviewers are tourists who visited Kalaburagi city and stayed in the hotels about which they have written reviews. To make it more believable they have given their date of stay, room number stayed and employees with whom they interacted. These reviews were written in between 2009 to 2016. The data was browsed during 11th to 25th September 2016 from www.tripadvisor.com. Along with analysis of data from the ratings reviews were analysed qualitatively. And select reviews which authors felt represent the pulse of the all the reviewers were quoted.

Analysis and Findings

The reviews and ratings by the tourists/reviewers are analysed and findings noted in the following section.

Table.3: Demographics of Reviewers/Contributors

Gender	Frequency	Percentage
Male	106	92.17
Female	9	07.83
Total	**115**	**100**
Age Group	**Frequency**	**Percentage**
18-24	3	04.22
25-34	23	32.39
35-49	31	43.66
50-64	12	16.90
65+	2	02.81
Total	71	100

Source: Compiled by the Authors from Tripadvisor.com

The above table (table 3) shows the demographics of reviewers/contributors. Out of 135 reviewers 115 have mentioned their gender. In which 92.17 are men and 7.83% are women. It shows men reviewers are more than women and men travel more than women. Large number of visitors fall in the age group 25-34 (32.39%) and 35-49 (43.66%). This is the age group who travel more compared to other age groups. This is group people are financially independent and physically fit to travel.

Table 4: Nativity of the Travellers/Reviewers

Nativity	Frequency	Percentage
Bengaluru	34	31.78
Hubballi	4	03.74
TN	5	04.67
Maharashtra	20	18.69
Telengana	13	12.15
Odisha	3	02.80
Mangalore	2	01.87
Delhi	5	04.67
West Bengal	2	01.87
AP	2	01.87
Hariyana	2	01.87
Gujarat	2	01.87
Foreigners	13	12.15
Total	**107**	**100.00**

Source: Compiled by the Authors from Tripadvisor.com

Table 4 shows the origin of the tourists who visited Kalaburagi for different purpose. Around 35 percent of the tourist who visited Kalaburagi are from within the state that to Bengaluru and Hubballi. From the other states Maharashtra and Telengana constitutes major chunk of the tourists it's around 30 percent of the total visitors. Especially those tourists are predominantly from Mumbai, Pune and Hyderabad. Kalaburagi has received foreign tourists also around 12 percent of the tourists are from other countries, especially from European countries.

Table 5: Traveller Type

Traveller Type	Name of the Hotel							Grand Total	Percentage
	Hotel Aditya	Hotel Pariwar	Hotel Mathura	Hotel City Park	Lumbini's Grand Hotel	Hotel Heritage Inn	Hotel Central Park		
Families	7	5	3	2	1	6	8	**32**	**23.70**
Couples	3	0	0	0	2	6	3	**14**	**10.37**
Solo	2	0	1	0	3	5	2	**13**	**9.62**
Business	19	3	1	3	14	17	6	**63**	**46.66**
Friends	2	3	1	0	3	1	1	**11**	**8.14**
Total	**36**	**11**	**06**	**05**	**23**	**35**	**19**	**135**	**100**

Source: Compiled by the Authors from Tripadvisor.com

Table 5 explain the traveller type who visited to Kalaburagi and stayed in the hotels mentioned in the above table. Large numbers (46.66%) of visitors are business travellers, followed by families and couples. It shows Kalaburagi is a business destination than a leisure destination. Hence hotel service strategy should be more in line with business travellers needs than other categories. But they should also keep in mind the requirements of family and couple travellers, because their share is also significant (25%).

Table 6: Time of Visit

Time of Visit	Name of the Hotel							Grand Total	Percentage
	Hotel Aditya	Hotel Pariwar	Hotel Mathura	Hotel City Park	Lumbini's Grand Hotel	Heritage Inn	Hotel Central Park		
Mar-May	6	2	2	1	9	11	7	38	**28.14**
Jun-Aug	7	3	2	2	0	8	2	24	**17.77**
Sep-Nov	8	2	0	2	7	11	5	35	**25.92**
Dec-Feb	15	4	2	0	7	5	5	38	**28.14**
Total	**36**	**11**	**06**	**05**	**23**	**35**	**19**	**135**	**100**

Source: Compiled by the Authors from Tripadvisor.com

Table 6 show the timing of the visit of the tourists. It is very clear from the table that distribution of visits in the different quarters more or less consistent. During Jun-Aug room occupancy is little less because of the rainy season. This is very good indication that there is a consistency in the visit of the travellers, hence it won't create demand management pressure on the management.

Table 7: Traveller Ratings

Ratings	No. of Reviews							**Grand Total**	**Percentage**
	Hotel Aditya	Hotel Pariwar	Hotel Mathura	Hotel City Park	Lumbini's Grand Hotel	Heritage Inn	Hotel Central Park		
Excellent	4	2	1	0	2	4	1	**14**	**10.37**
Very Good	23	5	4	5	12	9	5	**63**	**46.66**
Average	8	4	1	0	6	17	8	**44**	**32.59**
Poor	1	0	0	0	3	3	3	**10**	**7.40**
Terrible	0	0	0	0	0	2	2	**4**	**2.96**
Total Reviews	**36**	**11**	**06**	**05**	**23**	**35**	**19**	**135**	**100**

Source: Compiled by the Authors from Tripadvisor.com

Table 7 shows the rating of quality of service provided by the different hotels of Kalaburagi city. It is good that 57 percent of the reviewers say that quality of service provided by the above hotels is excellent and very good. There is also a concern that around 32 percent says average and 10 percent says poor and

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terrible hence the reasons for the poor and terrible service need to be addressed. The tables from 6-13 explain in detail the quality of service provided by the select hotels of Kalaburagi city and tourist perception of service quality.

The quality of service rendered by the hotels is measured by list of components as we have seen in the literature review section. Whereas tripadvisor.com measures the quality of service provided by the hotels which are listed in its website based on six major service quality components of hotel industry. They are Sleep Quality, Cleanliness, Service, Location, Rooms and Value. The levels of service quality provided by these hotels are rated by the reviewers based on these six components. Table 8 to 15 explains the level of service quality rendered by the sample hotels.

Aditya Hotel

Table 8: Traveller Ratings Based on Different Components of Service Quality

Sl. No.	Quality Components	1	2	3	4	5	Total	Mean
1	Sleep Quality			4	13	3	79	3.95
2	Cleanliness		1	7	10	6	93	3.87
3	Service	1	1	4	15	6	105	3.88
4	Location			3	10	9	94	4.27
5	Rooms		1	4	8	5	71	3.94
6	Value	1	1	2	13	3	76	3.80
Overall Mean								3.95

Source: Compiled by the Authors from Tripadvisor.com

Aditya Hotel is one of the well known hotels of Kalaburagi city. It has very good image as best hotel in the city. Table 8 shows that the average mean value is 3.95 and mean of all the quality components are close to the average mean; whereas mean of location is 4.27. It means location of the hotel is very good and it is very convenient for the tourists to reach the hotel. As author has been to the hotel it is very close to the railway station and Bus stand. The very important aspect is average mean is almost four and consistency in the mean value of all the components. It means quality of service is very good. There are 36 reviews in tripadvisor.com, one of the reviewers says "**they do not have restaurant in the hotel, but they provide breakfast, lunch and dinner through room service**. Food quality is good and service is very quick. I have special mention about staff, they may not be hi fi, but their service, care makes you feel home away from home. Strongly recommend to stay in this hotel, though some new options have come up, off late. They don't have wi fi facility." When we have gone through the writings of the reviewers most of them are happy and they said it is one of the best hotel to stay in Kalaburagi (Gulbarga) and there were three four reviews they have express their unhappiness and concern. Another reviewer says "Not so good as expected." The service here is good. The rooms are large but there were many flies in my room. And the beds are not so comfortable. They provide only Veg-food. There is not much variety in the menu and the food lacks taste. One more reviewer says "Terrible hotel" "hotel is good, proper cleanliness is maintained but they have no value for their customers, terrible room service. Even if you order for a bottle of water it takes them half an hour. I would really request u to maintain your standards. And please improve your restaurant menu". As the overall mean value is 3.95 and there is a lot of scope to improve and achieve excellence.

Hotel Pariwar

Table 9: Traveller Ratings Based on Different Components of Service Quality

Sl. No.	Quality Criteria	1	2	3	4	5	Total	Individual Mean
1	Sleep Quality			1	2	1	16	4.00
2	Cleanliness			2	1	1	15	3.75
3	Service		1	3	1	2	22	3.14
4	Location				3	5	37	4.62
5	Rooms			2	3	1	23	3.83
6	Value		1	4		1	19	3.16
Average Mean								3.75

Source: Compiled by the Authors from Tripadvisor.com

Hotel Pariwar is also one of the good hotels in the Kalaburagi city. Hotel has just 11 reviews in tripadvisor.com. Table 9 shows the traveller rating based on different components of Service Quality. Compared to Hotel Adity its average mean is less and less consistent. Sleep Quality and Location are

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good, but Service and Value are close to average (3.14 and 3.16). Rooms and Cleanliness are near to very good. However one of the reviewer of Hotel Aditya says "I had little bit expectation when I booked .As soon as I entered receptionist gave me a word oly certain rooms are available .Then checked in to the room and found it to much surprise that rooms were very very normal. I had earlier stayed in Pariwar hotel and think that rooms in Pariwar are far better, clean and of business class. Towels, toilets everything was dirty. Finally for the penny spent, it is not worth .Would recommend Pariwar." But there are some concerns need to looked in to. One of the reviewers says "Just ok" "Booked a room here after getting some local inputs on it. It's one of the oldest hotels in Gulbarga with a descent good name. Located on the main city trunk road with most of the places in vicinity. The rooms are compact and definitely my room was quite dusty ppt allergic rhinitis to me. (Albeit it was told as one of the cleanest hotels in Gulbarga). No bathroom toiletries provided." Another reviewer says "the quality of food and the room service needs improvement. Very worry some review was this "Poor value for money" the reviewer says "we stayed for a day on 13 April 2012 because couldn't find a room at Hotel Aditya. Receptionist was taciturn, unsmiling as if doing a favour. Disinclined to discuss available options. Room was ok but smallish. Power back-up was quite delayed (~10 min). Room service below average. Did the mistake of ordering tea - was Rs 14/- a cup, whereas it cost Rs 8 in the restaurant downstairs. Being peak summer, drinking water requirement was constant. There was only a small flask in the room for the 3 persons of our family. Asking for replenishment was a task and a tip was expected every time. While checking out we needed extra water for our road journey but cool water was not given in spite of a request. Overall, avoid." This review correlates with the mean value of Service (3.14). However authors feel that this reviewer may be too much demanding and authors feel that he is making unreasonable comparison between roadside hotel tea and tea served in the hotel. However management should give attentions to the opinion of critical reviewers because dissatisfied customer is best source of information for improvement. As overall mean value is average hotel needs improvement with respect to Service, Cleanliness, Rooms and Value front.

Hotel Mathura

Table 10: Traveller Ratings Based on Different Quality Criteria

Sl. No.	Ratings/ Quality Criteria	1	2	3	4	5	Total	Individual Mean
1	Sleep Quality			1			3	3
2	Cleanliness				1	1	9	4.5
3	Service			1	2	1	16	4
4	Location				1		4	4
5	Rooms				1		4	4
6	Value			1	2		11	3.66
Average Mean								3.86

Source: Compiled by the Authors from Tripadvisor.com

This hotel is newly established and don't have much publicity. As this hotel doesn't have separate building it is very difficult notice. One of the reviewers puts it "The hotel is on top of a shopping center and you will have to enter the shopping centre for entry into the lift. If you are arriving in the middle of night or early morning, you will have to explore a bit to locate the entrance." Though its location is very convenient and in the heart of the city it is very difficult to find. Management should put proper sign boards to guide the guests. Table 10 shows this hotel has only six reviews and quality of service is above average. It has to concentrate on to improve the quality of Sleep and Value front. As one of the reviewers says "Mathura Inn- A decent hotel to Stay in Gulbarga." Further he quote "found this hotel on Trip advisor website. We were group of 6 people who had been on a family trip to Gulbarga on 9/4/16 to visit a temple in Ganagapur situated 40 kms away from Gulbarga. Since it was summer time and we had 5 yr old kid we decided to try this hotel with A/C and it is very close to railway station. Bathroom and Rooms were kept clean. But, the old window type A/C did not work properly and we had to change 3 rooms because of A/C issue. The room boy said it would take 30 mins for the A/C to cool and even after 30 mins we did not have the A/C cooling effect. Had to turn on the fan and sleep in hot summer afternoon. We somehow managed because our train back to Bangalore was booked for 9/4/16 night time. Breakfast menu was average- puffed rice (taste was good), idly sambar chutney (average taste), bread butter jam and coffee. It looked like the waiter was not too happy to serve (based on his facial expression) when I went for second round of puffed rice. Executive Room is nice (but bit expensive)."

Hotel City Park

Table 11: Traveller Ratings Based on Different Quality Criteria

Sl. No.	Quality Criteria	1	2	3	4	5	Total	Individual Mean
1	Sleep Quality				1		4	4
2	Cleanliness			1			3	3
3	Service			1			3	3
4	Location				1		4	4
5	Rooms				1		4	4
6	Value				1		4	4
Overall Mean								3.66

Source: Compiled by the Authors from Tripadvisor.com

Hotel City Park has only five reviews, Table 11 show cleanliness and services are average and all other components hotel is very good good. As numbers of reviews are less we can gain more insight from the reviews written by the visitors. One of the reviewer says "Business stay an average hotel" "The location is good, just near to Gulbarga Railway Station, good rooms, but no kitchen, the tea or other eatables if ordered in the hotel come from outside with price of hotel added in it. Better to go for food outside. There are many options available nearby. Rooms are clean. It is ok for short stay. Prices are also reasonable."
Another reviewer says
"Budget Hotel near to Railway Station" "Complimentary Breakfast is provided (idli/Wada/Kesri Bath/Bread Jam/Banana/Tea). Restaurant is not there, they get it from outside. Complimentary Water Bottle is not provided. Blankets are with dust, need to take care. Basement Car parking is available. Rooms Can be maintained much cleaner." Another reviewer says "I am really enjoy my trip but when I enter in room lot of dust is available on mirror and at the same time TV remote also not working properly then I call reception then 1 stupid person is come he solve my remote issue problem but his behaviour is too rude so if hotel city park solve those issues then I am sure this hotel is best hotel in Gulbarga." These reviews show that

Lumbini's Grand Hotel

Table 12: Traveller Ratings Based on Different Quality Criteria

Sl. No.	Quality Criteria	1	2	3	4	5	Total	Individual Mean
1	Sleep Quality		1	1	1	1	14	3.5
2	Cleanliness				5	1	25	4.16
3	Service	1		2	5		27	3.37
4	Location				5		20	4
5	Rooms			2			6	3
6	Value		1				2	2
Overall Mean								3.33

Source: Compiled by the Authors from Tripadvisor.com

Hotel Lumbini's Grand is one of the very famous and most sought after hotel in the city. But the table 12 shows different picture because overall mean is near to average. In terms of cleanliness and location wise it is very good. It seems it is very costly so its score is poor with reference to value. Reviews are very much confusing and divided by their opinion. Some are extremely positive, some extremely negative and some are neutral. One reviewer says "Average to good" "Located in the city centre and on the edge of the central park. It has easy access to all the places. Hotel is overall good, appears as recently constructed. Rooms are comfortable and clean. But not allergens free. Bathrooms are average with very minimal toiletries provided. Tea and food availability is time based and at odd times it may be difficult to get. Overall a descent hotel to stay in Gulbarga." One positive review author want mention here is "The best in Gulbarga" "I don't know how tripadvisor classifies hotels and Bed and Breakfast inns. Because this is a proper hotel and probably the best in Gulbarga too.The exterior is interesting looking, and as you enter the lobby, there is a restaurant to your right. This is also where the breakfast is served.Rooms are good, new construction and very well maintained thus far. The bathrooms are also very clean though not too big.Room does not have a mini bar, but has AC and a flat screen TV.Room service is good, and general service is also at an acceptable level.They have 3 restaurants and I had dinner twice there. What I can sayis the food was good, I didn't expect much but it was fairly good. Even the breakfast is a decent spreadof south Indian dishes. They had Idli, Vada, Upma, Kesari bhath and Dosa apart from Bread

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ButterJam, Tea and Coffee. Good taste and quality. There is free Wi-Fi too, although I didn't use it. Location is pretty central. Less than 10 minutes from the station and bus stand. Tariff is around 2000 and totally worth it." One negative review "It is the worst Hotel in Gulbarga..." It is a sad place indeed. They have no idea about the basics of Hotel admin. The worst restaurant I have ever been in - they cannot even provide you with black tea in the morning or cold milk for the Cereals or indeed in fact Toasted bread or a knife with which to butter your toast. Above all it is dirty everywhere you look. The staff are totally untrained and no idea what to do. The shower ran from boiling hot to cold without any warning. No place to put your soap or shampoo escept the floor! I spent three nights here - I was not allowed to go into my room until after 2100! Avoid this place like the plague would my advice to would-be guests. Choose a room in another Hotel." Overall rating of hotel on five point scale from terrible (1) to excellent (5) is 3.5.

Table 13: Traveller Ratings Based on Different Quality Criteria

Sl. No.	Quality Criteria	1	2	3	4	5	Total	Individual Mean
1	Sleep Quality	1	1	11	3	1	53	3.11
2	Cleanliness	3	5	3	6	3	60	3.00
3	Service	1	1	8	7	6	85	3.69
4	Location	1	2	4	8	1	54	3.37
5	Rooms	3		11	6	1	65	3.09
6	Value	1	4	6	4	3	58	3.22
Average Mean								3.24

Source: Compiled by the Authors from Tripadvisor.com

Name of the hotel indicates it may be housed in heritage building. It is not heritage building but adjacent to the Kalaburagi fort. When it started few years has very good image and lot of expectations. Table 13 shows that expectations were not met completely. Except service in all quality components rating is just average. There are 35 reviews about the hotel more are less these reviews speak same language. One of the reviewers says "*Had no option but to stay here, just had to bear for a night.*" "In Gulbarga, you won't get options. Safety wise it is an ok hotel. As a lone female traveller I stayed here for a night on a business tour. Though staff was well mannered, service was prompt but quality was poor. Room was dingy and ill maintained. Dark corridors, door won't lock easily. 20th century television and had to check window every now and then. Window AC (which hotel has WINDOW AC now-a-days!) But once I got comfortable I was fine. Already tired of a hectic journey I passed into a deep sleep. Again it is fine given the limited options in Gulbarga. Just tell your friends and family where you are, give them your room number and hotel details, I mean...really. If had there been a better options in Gulbarga I would have rated it poor. Just to help fellow travellers make decision I am rating it average." Overall rating of hotel on five point scale from terrible (1) to excellent (5) is 3. It shows hotel has to improve lot on their standards in all the aspect to delight the visitors.

The Central Park Hotel

Table 14: Traveller Ratings Based on Different Quality Criteria

Sl. No.	Ratings/ Quality Criteria	1	2	3	4	5	Total	Individual Mean
1	Sleep Quality	1	2	6	1	3	42	3.23
2	Cleanliness	1	2	7	1	2	40	3.07
3	Service	2	2	5	4	2	47	3.13
4	Location		1	4	6	1	43	3.58
5	Rooms	1	2	4	1	2	31	3.10
6	Value	2	2	2	4	1	33	3.00
Overall Mean								3.18

Source: Compiled by the Authors from Tripadvisor.com

Table 14 shows that except location on all other quality components The Central Park Hotel is an average hotel. Reviews are also mixed in nature and more are leaned towards average and below average. Some of the reviews headlines are *"Y", "Decent accommodation for a business trip @Gulbarga", "Not worth for comfort", "Decent hotel", "Bad experience", "Worst behaveness of receptionist and their service", "Average Overnight Stay"* and *"No frills budget hotel"*. From these reviews we can make out of the level

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of quality service the hotel is providing to its guests. The one of the rewire writes *"Average Overnight Stay"*, *"stayed overnight during a road trip, in Sep'14. Average rooms, with a small functional bathroom. Had to ask for fresh linen, which was provided. No outside noise helped in sleeping well. You have to book over the phone. There was a small issue of rates which were quoted over the phone, and when the bill was presented, it was different. The management my need to look into this."* It is very clear from the above table and reviews The Central Park Hotel has to improve its service quality in all the fronts and issues related to pricing.

Table 15: Traveller Ratings

Quality Criteria	Name of the Hotel							Mean of All the Hotels
	Hotel Aditya	Hotel Pariwar	Hotel Mathura	Hotel City Park	Lumbini's Grand Hotel	Heritage Inn	Hotel Central Park	
Sleep Quality	3.95	4.00	3	4	3.5	3.11	3.23	3.54
Cleanliness	3.87	3.75	4.5	3	4.16	3.00	3.07	3.62
Service	3.88	3.14	4	3	3.37	3.69	3.13	3.45
Location	4.27	4.62	4	4	4	3.37	3.58	3.97
Rooms	3.94	3.83	4	4	3	3.09	3.10	3.56
Value	3.80	3.16	3.66	4	2	3.22	3.00	3.26
Overall Mean	3.95	3.75	3.86	3.66	3.33	3.24	3.18	3.56
Total Reviews by Parameters	**131**	**35**	**12**	**6**	**26**	**115**	**74**	**399**
Total Number of Reviewers	**36**	**11**	**06**	**05**	**23**	**35**	**19**	**135**
Percentage	**26.66**	**8.14**	**4.44**	**3.70**	**17.03**	**25.92**	**14.07**	**100**

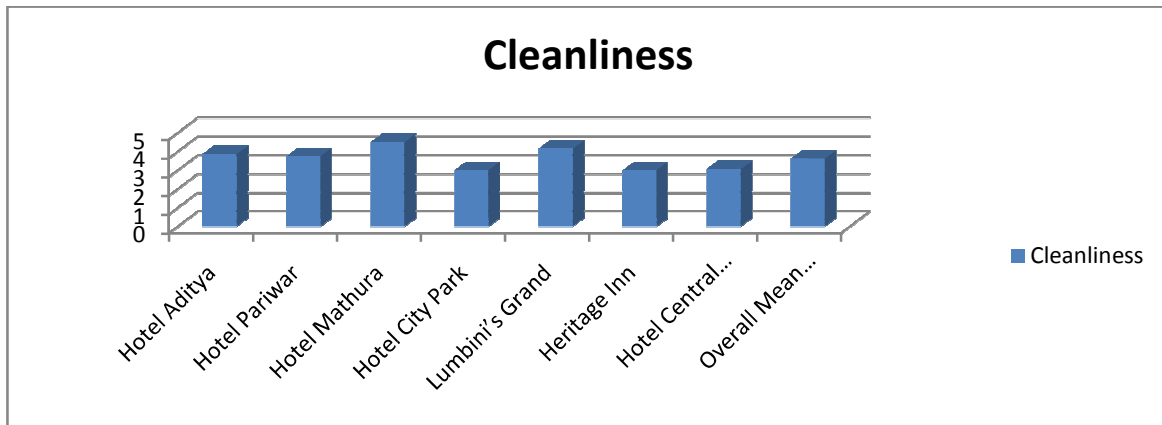*Source: Compiled by the Authors from Tripadvisor.com*

Figure 1
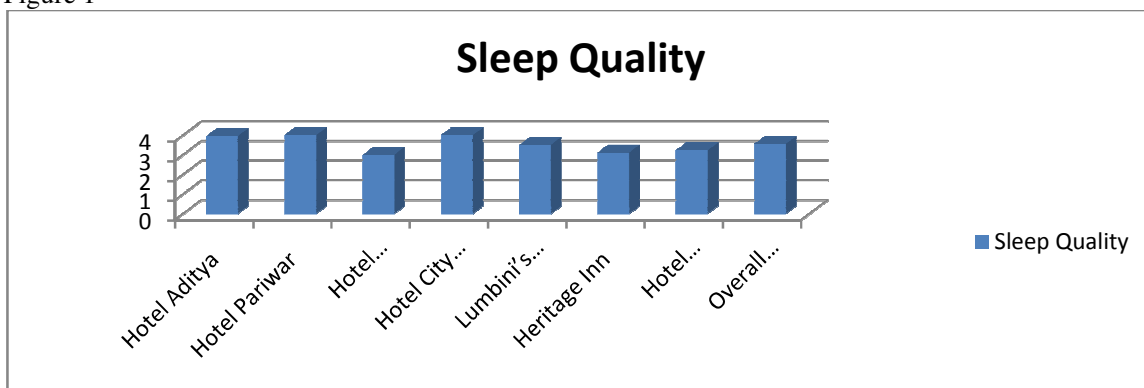
Source: Prepared by the Authors from Tripadvisor.com data

Table 13 shows the comparison between all the hotels on all the six quality components. Let's analyse the all the service components and how each hotels is doing. Figure 1 show on Sleep Quality Hotel Aditya, Hotel Pariwar and Hotel City Park are doing well and they are above overall average (3.54). Other hotels need to improve lot, because sleep is the basic thing visitor looks from the hotel.
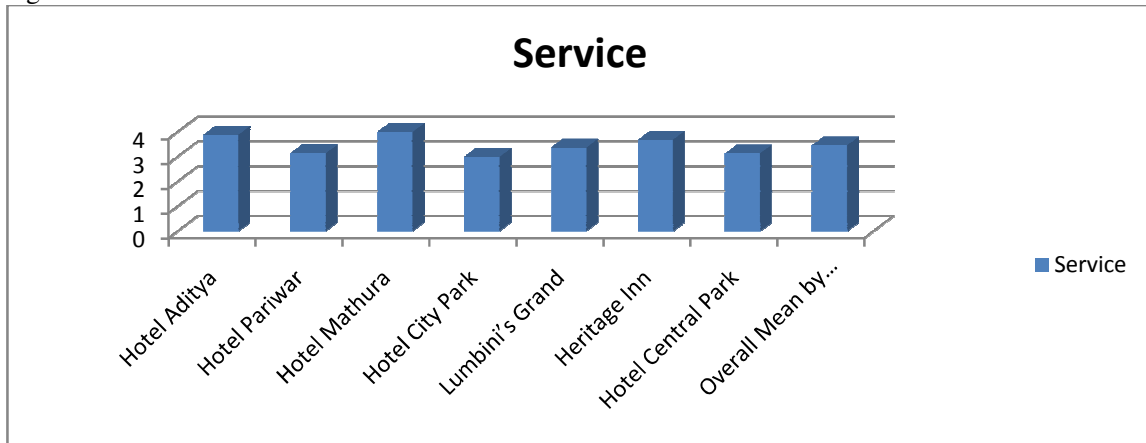
Figure 2

Source: Prepared by the Authors from Tripadvisor.com data

Figure 2 shows in terms of cleanliness Hotel Mathura and Lumbini's Grand are above the overall mean and they are doing very good. Hotel Adity and Hotel Pariwar are equal to overall mean and just above the average and all other hotels are just average. Except Hotel Mathura all others had to improve lot on cleanliness.
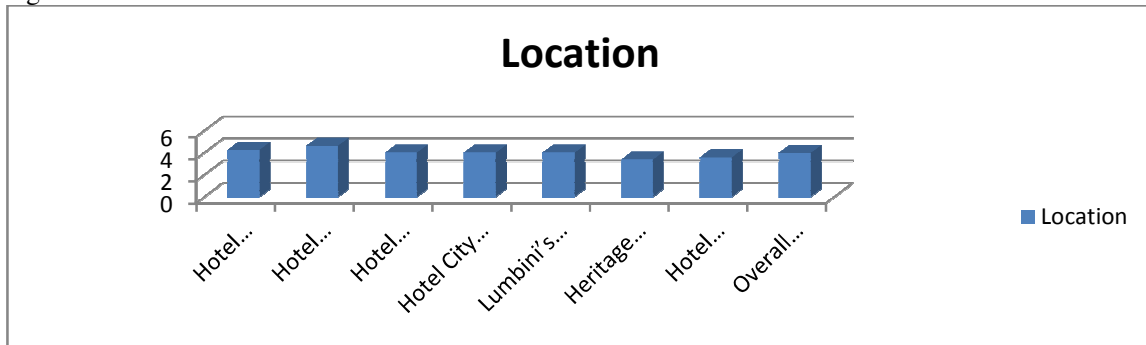
Figure 3

Source: Prepared by the Authors from Tripadvisor.com data

Figure 3 shows Hotel Aditya and Hotel Mathura are providing very good service, Hotel Heritage Inn is slightly better than overall mean. All other hotels service is average and bellow overall mean. They have to work hard to compete with other hotels.

Figure 4

Source: Prepared by the Authors from Tripadvisor.com data

Figure 4 explains that location wise all hotels are good, whereas Hotel Pariwar is better located than other hotels. Comparatively location wise all hotels are better rated than other components. Location is such a thing once hotel is constructed you can't do anything to improve location. Comparatively Hotel Heritage

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Inn and Hotel Central Park location is less convenient than other hotels. Hence authors suggest that they should provide some other incentives to overcome from the location disadvantage.
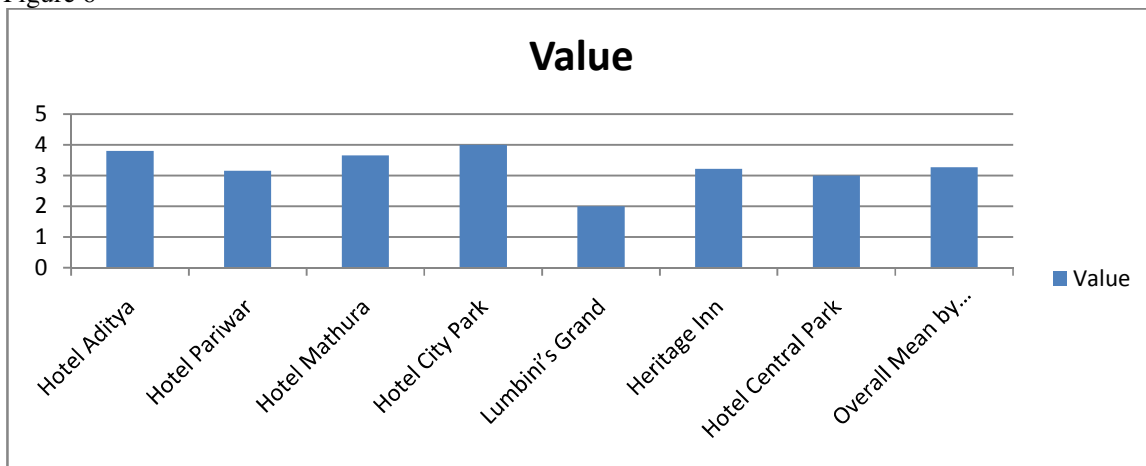
Figure 5
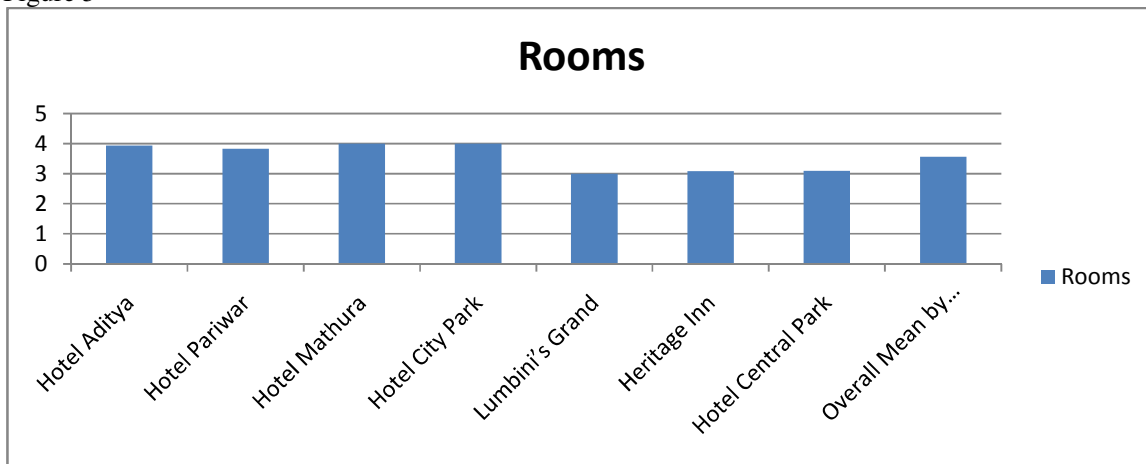
Source: Prepared by the Authors from Tripadvisor.com data

Hotel Aditya, Hotel Pariwar, Hotel Mathura and Hotel City parks's Quality of Rooms is very good comparing to Lumbini's Grand, Heritage Inn and Hotel Central Park. It is very clear from the figure 5 last three hotels Rooms quality is below the overall mean. Room quality depends on the size of the room, fixtures, fittings and availability of aesthetics. Some of these things are to be included in building plan stage itself. Whatever possible can be done to improve the quality of rooms.
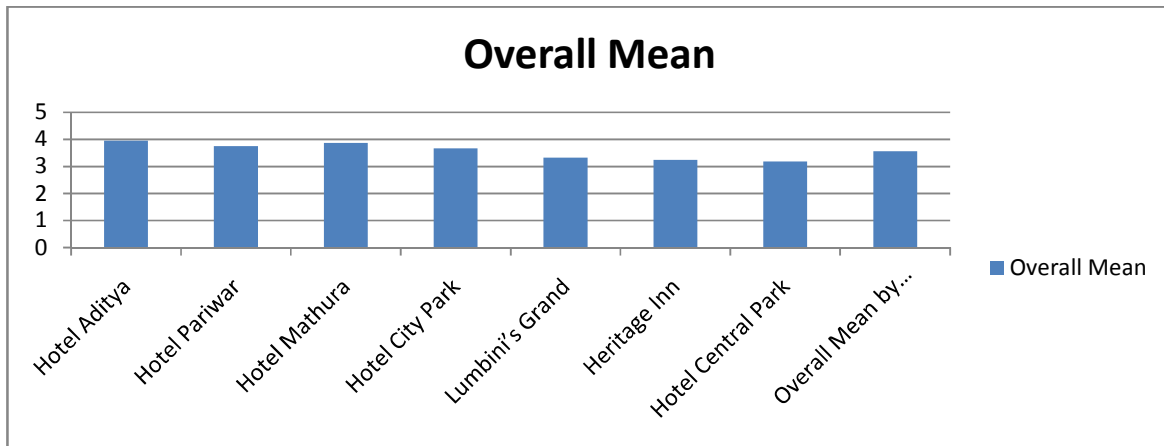
Figure 6

Source: Prepared by the Authors from Tripadvisor.com data

Figure 6 shows Value front hotel City Park and Hotel Aditya are better than other hotels. It shows Lumbini's Grand is bit pricy than other hotels. It seems visitors are feeling hotel is charging more than what they are providing. One of the authors feels that despite higher price their occupancy level is very good, he knows because, he regularly handles business with this hotel. As Lumbini's Grand's rating is bellow overall mean and average they have to be very careful about their pricing strategy. Hotel Pariwar, Hotel Heritage Inn and Hotel Central Park must also provide better service than what they are doing now to score better in terms of value. Sometimes hotels use higher price to position themselves as premium. But if actual quality of experience you deliver doesn't match it will leads to dissatisfaction and may backfire.

Figure 7

Source: Prepared by the Authors from Tripadvisor.com data

Table 13 and Figure 7 show the comparative position of the hotels on all the six quality criterias. It is very clear that the position of the Hotel Aditya is number one, Hotel Mathura is number two, Hotel Pariwar is in third place, Hotel City Park is in fourth position and other three are below the overall mean. Lumbini's Grand, Hotel Heritage Inn and Hotel Central Park are in fifth, sixth and seventh position respectively. It was clear from the reviews also Hotel Aditya is the most prepared Hotel in the city. But only weakness is it don't have the restaurant attached to it.

Suggestions and Conclusion

From the above analysis and findings it is very clear that there is a variation in the service delivery and reviewer perception. It is noted that for same hotel different reviewers have different experiences and so the perception. Lack of standardization is the unique feature of services. Having said that it is possible to professionalize the services and deliver the consistently superior service. Because some hotels have done better than other hotels, it means others also can deliver better service. There are two major aspects which are tacked about tourists/reviewers, one is about the behaviour of the staff and management and another is infrastructure or facilities. Some hotels have done better in both the front and some are done average on both. These all shows that lack of professionalism in the hospitality industry and understanding of the customers/tourists. Hence it is in general suggested that all hotels should have train their employees to make them more professional. Regarding infrastructure it is not just sufficient to build and procure thing maintenance is very important. The authorities of the hotel should give due importance to the maintenance of all the equipment, fixtures and furniture. Those hotels having the restaurant, they have to give attention to introduce variety in the menu and should improve the quality of food. Those hotels don't have the restaurant better to have tie ups with the nearby good restaurants and try to give quicker service. And it is better to clearly communicate the guests what are the services they offer and they can't. Because guests/tourists should not be in wrong impression and that will lead to service failure and dissatisfaction. Those hotels don't have the safe and adequate parking facilities should think of having it. Because not only safety of the guests their vehicle is also very important. These hotels don't have the visitor feedback system. They should introduce the feedback system and feedback form and box should be kept in every room and restaurant. Honest and sincere efforts should be made to implement the constructive feedbacks.

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