



SERVICE QUALITY IN THE HOTEL INDUSTRY

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Book Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | ISSUES AND CHALLENGES | Quality issues & challenges in hotels. The literature review indicates that the quality of service is a major issue for hotel businesses and has strategic and managerial implications. Quality has become a key-integrating concept, linking corporate strategy, marketing and operations management to customer needs and satisfaction. Providing quality service for any hotel operation is a complex task but one that can bring great advantages in the fields of profitability and competitiveness. Developing quality strategy in a hotel operation means a fundamental change in the way the firm operates. The main aim of the present study is to address and discuss the various issues and challenges of service quality in the hotel industry. The study highlights the quality service issues and challenges, and provides explanations of theoretical concepts and their practical applications. It is a study which offers a useful summary of the literature on service quality in the hotel context and some insights into business practices. | Format: Paperback | Language/Sprache: english | 41 gr | 84 pp.



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