

N. Musayeva,
Associate Professor,
e-mail: naile_musayeva@mail.ru,

B. Guliyeva,
master,
e-mail: guliyevab39@gmail.com,
Azerbaijan Tourism and Management University,
Baku, Azerbaijan

ANALYSIS OF CURRENT STATUS IN SERVICE LEVEL IN HOTEL BUSINESS IN AZERBAIJAN

Lets consider what is standard before speaking about hotel service quality standard. Understanding of standard in international and local practice, is a legal document approved for standardization by the state authority and which's use is mandatory. For clarifying hotel standards case, we should know the role of standards in hotel business. Application and mandatory use of standard methods in the hotel is considered as a key goal. Standard (in English, norm, means sample) is an example, benchmark, model, and is considered basic, exemplary compared to other similar (same) enterprises. At the same time, it is a standard-technical document reflecting the principles, requirements and rules of standard hotels. This document reflects the general requirements for product quality and safety [4, p. 16].

Quality in tourism is one of the most topical problems of development of this sphere. Service quality is a powerful weapon for competition in international tourism market. Tourists who are satisfied with the service in hotels, restaurants, service bureaus and tourist facilities of certain countries become their active promoters. Their return to these places will increase the flow of tourists and at the same time increase the reputation of the tourism region. As a result, the quality of service increases the economic efficiency of tourism. Since tourism activity is an object, it is difficult to determine a single indicator for evaluating service quality. Due to the influence of a number of economic, corporate, technical and other quality factors, it does not allow to evaluate the same data of service quality in different types of tourism activity [3, p. 5].

Complex and complicated character of tourist service is pre-determined due to following reasons [2, p. 31]:

- Most of service production is directly related to consumption. Therefore, it is usually material in nature and services are provided directly to tourists;

- Tourists are offered a wide range of services and goods with different production and service technologies. The diversity of services and products reflects the complex nature of tourist demand (travel, food, accommodation, treatment, business relations, entertainment, etc.);

- Service to tourists is carried out during the operation of various elements of logistics infrastructure (hotels, restaurants, vehicles, sports facilities, healthcare facilities, etc.);

- Services and goods offered to tourists are formed as a result of various types of activities. Some of them are carried out by specialized tourism organizations and enterprises, while others are carried out by independent departments of agricultural sectors (transport, agriculture, industry, communication, healthcare, etc.);

- Service – provided by personnel with different professional training and education levels.

The reputation of the hotel mainly depends on the human factor. No matter how glamorous and perfect the interior of a hotel is, it is a useless facility without the staff to serve the guests.

Separate service standards should be prepared for each hotel, taking into account national and international requirements. The standard includes not only the correct service technology for guests, but also the attitude of staff to guests [1, p. 112].

Written quality standards fully instruct, guide, and define where and how staff will perform work with quality. The service concept in the hotel includes a number of standards. Working according to standards means following established service technologies. Standards for reception, accommodation and services, restaurant, bar and other departments of the hotel should be developed. Appearance of hotel staff: Service staff should pay attention to their appearance. The appearance of the employee attracts the guest. Staff must have clean uniforms and neat hairdos. This is a sign of hospitality. Behavior of the staff serving the guests: The staff should be professional and experienced enough to provide quick, accurate and neat service to the guest. One of the main standards regulating the activities of personnel is telephone etiquette. Welcoming a guest, resolving conflict situations and finding a way out of an impasse are essential standards of hospitality.

International service standards are as follows [1, p. 112].

1. Provide quick and flexible service to guests: hotel staff should always be ready to help guests and

fulfill their requests immediately instead of sending guests to other departments or persons. All wishes, desires and requirements must be fulfilled before the guests leave the hotel.

2. Accurate execution of the order: guests must be fully and accurately informed, and their wishes must be fulfilled to the end.

3. Kindness and politeness: First of all, you need to establish a relationship with the customer who is 2 meters away from you. Always say the guest's title (Mr., Mr., Doctor, etc.) before the guest's last name. It is necessary to look at each customer and if the guest is 8-10 meters away from you, show a smile and apologize for the mistake.

4. Be attentive to guests: Even if you are busy, you should make the guest feel that you are not indifferent to them. You need to be extremely careful.

5. External appearance standards include clothing, hairstyle and employee hygiene.

6. Confidentiality of information: All information about the visitor must be kept confidential. This includes room number, length of stay and personal information.

7. Having information about the work: every staff should know the hotel, know the working hours and general information accurately.

8. Be patient and considerate: Every complaint and comment should be listened to politely and reported to the management. You can never argue with a guest.

9. Responsibility: should be responsible for keeping the hotel tidy and clean. Based on the Guest Complaint, other departments and staff cannot be blamed and the staff must take full responsibility and accountability for resolving the issue.

10. Number of staff: the hotel should have enough staff (personnel) to provide efficient and consistent service to guests.

In a situation where the opportunities for rapid quantitative growth in the hotel business are limited, it is necessary to search for new ways of increasing the efficiency aimed at improving the quality of management in all business processes. Thus, business management as a set of effective methods, technologies and tools of hotel business management in an unstable competitive environment becomes the main factor of successful development. Currently, business management is a special management profile that provides the application of the most popular tools and methodologies of business analysis, which provides additional opportunities for solving the complex tasks facing the modern hotel business.

System of control of hotel business is provided with balancing of three elements: principles, functions and administrative effective methods. The fundamental approaches to the creation of an effective management mechanism, founded by the classics of management A. Fayol and G. Emerson, were further developed by H. Pitters and R. Waterman, formed the basic principles of the operation and development of a modern organization, distinguished the need for constant renewal and the

search for alternative options for the development of the enterprise, as the main components are aimed at realistic understanding of the current economic situation and readiness to make non-standard strategic decisions.

Moreover, as all service spheres of hotel business, it has its own characteristics during the formation of the business management mechanism based on the seven main elements that determine the quality of the hotel's operation. They include:

1. Work of the hotel's offices (front & back office);
2. Operation of the hotel's corporate website;
3. Organization of room supply (flows of accommodation, catering, etc. services)
4. Organization of intra-company communications (departments and employees);
5. Organization of document circulation in the hotel;
6. Organizational structure and work of personnel;
7. Complex information system of the hotel (circulation of information flows).

Each of the above elements plays an important role in ensuring the efficiency of hotel operations, but we will focus on the first three, because they become the main points of the modern hotel business management mechanism.

"Front Office" is the headquarters of the hotel, its "nervous" system. Here the guest is welcomed, served and sent away. Front Office is the mirror and face of the hotel. The guest who comes to the hotel mainly communicates with the employees of the "Front Office", expresses his wishes and desires [1, p. 13].

Together with other departments that ensure a comfortable stay of guests in the hotel, "Front Office" is the unifying link and coordination center of the entire guest cycle. The effective functioning of the "Front Office" in international hotel corporations is based on three main principles:

- Work technologies and standards of operational activities for each business process;
- Systematically organized high-quality training and motivation of personnel;
- Intelligent innovative policy aimed at maximum informatization and mobilization of the hotel's "Front Office" work.

The matrix that forms the framework of business processes in the work system of the "Front Office" is the operational standards that document the sequence of operations and ensure the continuity of the quality of the provided services. International practice is focused on the precise regulation of procedures defined in corporate standards. More than two hundred procedures have been described to exclude uncertainty. Employees who undergo regular training understand the assigned tasks very quickly, easily navigate even in non-standard situations. At this time, complaints and conflicts arise because most of the employees interact with the guests.

As we know, "human factor" is expressed very prominently and "difficult guests" are an integral part of business, but it is possible to minimize the impact of this

factor by narrowing the contact area due to the wide application of mobile technologies that allow you to carry out a number of transactions online.

So, for example, the use of mobile applications allows the guest to register, get an electronic key to the room, order an additional service, etc. Widespread adoption of mobile technologies has become commonplace in the hotel industry.

Keyless room access – only via mobile ID or the concierge app for smartphones (Concierge App) – is used by thousands of hotel guests around the world. Research by Samsung Insights has shown that the virtualization of hotel technologies will continue and soon mobile technologies will eliminate the contact form for guest check-in.

Being a hotel owner can be both rewarding and exhausting. Meeting the needs of guests and providing an exceptional experience in your hotel for everyone who walks through your lobby doors is a very busy job - one that requires regular engagement when problems inevitably arise. Hotel problems can manifest in different forms. Whether it's a guest complaint, a broken thermostat, a paperwork problem, a long line in the lobby, or a cold shower. There are almost always problems that need to be solved at the hotel.

Let's mention the 3 most common problems hotel employees encounter and their solutions.

1. Lack of free supplies

Although this may not seem like the most important thing to consider, many guests will expect complimentary amenities such as shampoo, soap, coffee, and tea regardless of the type of hotel they are staying at (e.g., full service, limited service, deluxe, etc.). Unfortunately, the lack of such basic room amenities can result in low guest satisfaction scores and negative online reviews.

To keep your guests as happy as possible, hoteliers would be wise to keep plenty of complimentary room amenities in closets and cleaning stations around their property. This step now ensures that housekeeping

teams have easy access to a secure repository of these supplies, regardless of where the property is located.

2. Lack of personnel

Staff shortages have always been a problem since hotels existed. For most hotels, the lack of staff can be related to regional problems in the labor market. However, the COVID-19 pandemic [5, p. 188] and in the periods following its consequences, the hotel business worldwide will also face a shortage of personnel.

Solution: The solution to staffing shortages is twofold. The first step is to set up a recruitment program for employees at your hotel. Look at other hotels in the area and find out if they offer bonuses and try to match them. Also, it never hurts to let candidates know that advancement opportunities are available.

3. Long queues at check-in

No one likes long lines, of course. Long queues at check-in at the hotel entrance can be a real problem for receptionists and security colleagues, as they can lead to angry and argumentative guests.

Solution: By offering a contactless check-in solution to guests before they even set foot in the hotel, any hotel's Front Office staff can improve overall efficiency, streamline the guest experience and eliminate long lines in the lobby. Contactless check-in allows guests to easily check-in on their mobile devices. This method allows front office staff to spend more time answering guests' questions and less time dealing with administrative paperwork.

In conclusion, as mentioned above, running a hotel is an incredibly difficult job that requires hoteliers to plan ahead. Anticipating a potential problem in advance and knowing the solutions can prevent everyday issues from turning into minor disasters. As mentioned above, there are two things that are most useful for any hotelier in times of need:

- Reliable technology tools;
- Thoughtful action plans.

By having these, experienced and skilled hotel personnel will be able to solve any problem they may encounter.

References

1. Agakerimov, M. M. (2008). Hotel. Baku. 207 p.
2. Butun, H. (2009). The Importance of Quality in Service Businesses and Servqual Technique. *Journal of Kocaeli University Social Sciences Institute*.
3. Dogan, Bekgil Ozlem, Tutuncu, Ozkan, (2003). ISO9001:2000 VE Computer Aided Application within the Scope of Total Quality Management in Service Enterprises, D.E.Ü. Rectorate Printing House, Izmir.
4. Shevkinaz Gumushoglu et al. (Eds.). (2007). Kuchukaltan. The Concept of Service in Derman Tourism Industry.
5. Guliyeva, B. E. (2022). Problems of the tourism area during the Coronavirus (Covid-19) pandemic in the Republic of Azerbaijan and the demand made in front of the hotels. (pp. 186-191). *International Conference on Tourism, Management and Culture*.

Мусаєва Н. Р., Гулієва Б. Е. Аналіз поточного стану рівня обслуговування в готельному бізнесі в Азербайджані

Найважливішими реквізитами стандартів якості готельних послуг є нормативно-правовий документ, затверджений державним органом стандартизації, а також застосування та обов'язкове використання стандартних методів у готелі. Стандарт – це зразок, еталон, модель і нормативно-технічний документ, що відображає принципи, вимоги і правила типових готелів. Якість у туризмі є потужною зброєю конкуренції на міжнародному туристичному ринку, і туристи, які задоволені обслуговуванням у готелях, ресторанах, сервісних бюро та туристичних об'єктах окремих країн, стають їх активними промоутерами. Комплексний і складний характер туристичного обслуговування зумовлений тим, що більшість послуг безпосередньо пов'язана зі споживанням, послуги надаються безпосередньо туристам, туристам пропонується широкий

спектр послуг і товарів з різними технологіями виробництва і обслуговування, Обслуговування туристів здійснюється в процесі функціонування різних елементів логістичної інфраструктури, а послуги і товари, що пропонуються туристам, формуються в результаті різних видів діяльності. Репутація готелю залежить від людського фактору.

Повинні бути розроблені стандарти прийому, розміщення та обслуговування, ресторану, бару та інших підрозділів готелю. Персонал повинен мати чисту уніформу та акуратну зачіску, бути професійним і досвідченим, а також демонструвати хорошу поведінку та чесність. Міжнародні стандарти обслуговування включають швидке та гнучке обслуговування гостей, чітке виконання замовлень, доброзичливість та ввічливість. Найважливіші деталі стандартів управління готелем включають уважність до гостей, стандарти зовнішнього вигляду, конфіденційність інформації, наявність інформації про роботу, терплячість і уважність, відповідальність і наявність достатнього персоналу для ефективного та послідовного обслуговування. Ці стандарти необхідні для успішного готельного бізнесу, оскільки вони забезпечують підтримку якості менеджменту в нестабільному конкурентному середовищі.

Ключові слова: готель, гість, сервіс, стандарти, готельний бізнес, якість обслуговування.

Musayeva N., Guliyeva B. Analysis of Current Status in Service Level in Hotel Business in Azerbaijan

The most important details of hotel service quality standards are the legal document approved for standardization by the state authority and the application and mandatory use of standard methods in the hotel. Standard is an example, benchmark, model, and standard-technical document reflecting the principles, requirements and rules of standard hotels. Quality in tourism is a powerful weapon for competition in international tourism market and tourists who are satisfied with the service in hotels, restaurants, service bureaus and tourist facilities of certain countries become their active promoters. The complex and complicated character of tourist service is pre-determined due to the fact that most service production is directly related to consumption, services are provided directly to tourists, tourists are offered a wide range of services and goods with different production and service technologies, service to tourists is carried out during the operation of various elements of logistics infrastructure, and services and goods offered to tourists are formed as a result of various types of activities. The hotel's reputation depends on the human factor and must be prepared for each hotel.

Standards for reception, accommodation and services, restaurant, bar and other departments of the hotel should be developed. The staff must have clean uniforms and neat hairdos, be professional and experienced, and demonstrate good behavior and honesty. International service standards include providing quick and flexible service to guests, accurate execution of orders, and kindness and politeness. The most important details of hotel management standards include being attentive to guests, external appearance standards, confidentiality of information, having information about the work, being patient and considerate, responsibility, and having enough staff to provide efficient and consistent service. These standards are essential for a successful hotel business, as they ensure that the quality of management is maintained in an unstable competitive environment.

Keywords: hotel, guest, service, standards, hotel business, Service quality.

Creative Commons Attribution 4.0
International (CC BY 4.0)



Received by the editors 03.10.2022