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Service Management in the Tourism and Hospitality Industry

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ABSTRACT

In the current economic conditions, the hotel is an enterprise that is designed for temporary Desk, as well as tourists and organized tourist groups, hence the role of the sphere of hotel services is substantial. This importance is due primarily to the fact that the sphere of hotel services provides guests with not only the services of temporary accommodation and catering, as well as a wide range of transport services, communication, entertainment, excursions, sports, medical services, spa-salons. In fact, the sphere of hotel services performs key functions as the forms and features, including tourists, hotel product in the development and promotion which involves all sectors and elements of the vast scope of the hotel industry. Currently, all the more urgent it becomes to identify trends in the development of hotel services. The increasing impact of market forces puts the task of increasing the competitiveness of the hotel organization and services. It is well known that the success of any business depends on its proper organization. The hotel business is no exception to this rule, so the organizational structure in a very high degree of impact on the vast majority of indicators of enterprise activity.

JEL Classification: L21, L26, L83, M31, Q26.

Keywords: Management, service management, tourist business, hotel business.

1. INTRODUCTION

For anybody not a secret that our domestic hotel still loses in the quality of service to its competitors. Moreover, this difference in service rapidly increases, the farther we go from the main tourist centers, heading towards new experiences and challenges in the vastness of our country.

To quickly and efficiently provide customers with a claimed range of services the hotel must have a mechanism for providing such services. In addition, extremely important factor is harmony in the activities of all departments of the hotel, as the hotel business is not only a large number of staff with different skills and expertise, but also a variety of types of relationships (links) between employees (staff and management) and structural units (departments).

Database of the study was theoretical principles and fundamental concepts for the problem of management of hotel and tourist activity.

To implement the objectives of the work and the decisions defined for it by the authors of the tasks used analytical, logical methods of research.

2. TYPOLOGY OF HOTEL FACILITIES AND CRITERIA FOR THEIR CLASSIFICATION

The beginning of the hotel classification was launched back in the days when there were very few institutions that you trust. The classification was intended to provide safe and quality services for accommodation and meals for travelers. With the tremendous development of international tourism over the last 50 years the hospitality industry has acquired the status of a Mature and objective classification has shifted from the ideas of consumer protection (usually guaranteed by the national regulation and legislation) to the ideas of informing the consumer.

Currently in the world uses the following typology hotels:

1. *Hotel*: One of the types of businesses. Usually located in a big city. The hotel offers a wide range of services provided by a large team of staff
2. *Hotel Suite*: Company located in the city center with a small number of rooms. Mainly located in the center of a large city with a developed economy. Characterized by having good staff who can meet the needs of the most demanding guest. The price of a room is usually very high, as the hotel provides all possible services.
3. *Middle-class Hotel*: A company based in the city center or the city, can accommodate more than a hotel Suite (400-2000 seats). Includes a large list of services and why prices are not below the hotel Suite. Designed to accommodate businessmen, individual travelers, participants of congresses, conferences. Highly qualified staff performs all types of services (Konoplev, Kunelbayev, Mekebaev, Kabdoldina, Seidildayeva & Silnov, 2016).
4. *Resort Hotel*: It's located in a resort area, close to lakes, mountains, oceans, etc. Offers a full range of services, including you can even get complex special medical care and diet.
5. *Private Hotel*: In terms of capacity it is small in size, located in suburban and rural areas. These hotels are also called "bed and Breakfast", because the service usually includes Breakfast and an early dinner at home. The services of these hotels are often used by merchants and route the tourists seeking home comfort.
6. *Hotel-apartments*: From small to medium in size, with a capacity of 400 seats. Located in big cities with lots of immigrants' citizens. They look like hotel apartment type, used as temporary

housing. Designed for family and business tourists, businessmen, staying for a long time. The price depends on the time of stay. The average level of service (self-service).

7. *Motel*: Hotels of this type, as a rule, are located outside of the city, near highways, is a medium-sized enterprise, with a capacity of 400 seats. Due to the small number of staff for these hotels is characterized by the average level of service. The number of staff is small.
8. *Hotel of Economy Class*: The enterprise of average capacity, about 150 seats. Located within easy reach of motorways in rural or suburban areas. This type of hotel has a limited set of services, they are characterized by simple and fast service. The main contingent of businessmen and solo travelers (travelers) who want to save on accommodation.
9. *Flytel*: It is aero-hotel, or as it is called, “flying hotel”. Extremely rare, expensive and scarce type of hotels. Equipped with a landing platform.
10. *Flotel*: A large floating hotel, also called “resort on the water”, offering visitors a first class experience. The hotel offers comfortable rooms, a large number of services, such as equipment for snorkeling, pool, waterskiing, libraries, gyms, scuba diving and spearfishing. The rooms are comfortable and equipped with telephones, faxes, televisions and other amenities.
11. *Aparthotel*: An Aparthotel consists of several apartments, the price of which does not depend on the number of resident guests. Based on the self-service (guests can cook the food).
12. *Seating Yard*: Seating yard is easy maintenance. Be sure to have a restaurant or bar.
13. *Bungalow*: A small building of lightweight materials, designed to accommodate tourists.
14. *Camping*: A camping place to sleep, often in tents or summer cottages. Customers: – Auto; – Moto; – Cycling.
15. *Rotel*: Mobile hotel, consisting of specialized trailers that has several separated from other compartments with sleeping chairs. In the compartments, there are also changing rooms, refrigerator, toilet.
16. *Botel*: A small hotel located on the water. It’s a converted swimming ship.
17. *Aquatek*: Stationary vehicle, is not usable for its intended purpose and used as a hotel.

For the hotels classification is a way to provide needed consumer information about quality of service, infrastructure and other opportunities for enterprises, thus helping potential customers and demonstrating their loyalty to him.

For consumers’ classification means greater transparency, greater information, and greater consistency in the assessment of hotels.

3. CLASSIFICATION OF HOTEL ENTERPRISES ACCORDING TO THE CRITERIA

Hotel enterprise are classified according to various criteria. The most common among them are: level of comfort, capacity of number Fund, functional purpose, location, duration of work, provision of food, length of stay, level of prices, the form of ownership.

4. CLASSIFICATION OF HOTEL ENTERPRISES IN TERMS OF COMFORT

Classification of hotel enterprises in terms of comfort plays a huge role in the decision of questions of quality management of hotel services. The comfort level is a complex criterion, the terms of which are:

- room conditions – room size (sqm), the proportion of single (one room), suites, apartments, availability of municipal facilities, etc.;
- the condition of the furniture, equipment, items for sanitary purposes, etc.;
- the presence and condition of the enterprises of the food – restaurants, cafes, bars, etc.;
- condition of the building, access roads, arrangement of the adjacent territory;
- information provision and technical equipment, including availability of telephone, satellite communications, televisions, refrigerators, mini-bars, mini safes, etc.;
- the provision of additional services.

These parameters are measured in almost all existing systems of classification of hotels. In addition, a number of requirements for personnel and its training, education, skills, age, health status, language skills, appearance and behavior (Goryushkina, Shkurkin, Petrenko, Demin, & Yarovaya, 2016; Sozinova, Zhelnina, Prokhorova, Zelinskaya & Putilina, 2016). Currently there are more than 30 systems of hotel classification, with each country adopted their own national standards. The introduction of a single global classification system barriers associated with cultural and national characteristics, historical development of different countries, etc. (Burmenko, 2007).

5. THE MOST COMMON CLASSIFICATION SYSTEM IN EUROPE

The most common classification systems:

- star system – the European system of classification based on the French national system of classification, which is based on dividing hotels into categories from one to five stars. Such a system is used in France, Austria, Hungary, Egypt, China, Russia, Brazil (with some overestimation of the star independent hotels) and a number of other countries (Zaytseva, 2006).

In Italy for the highest quality five-star hotels entered the prefix of “luxury” (luxury). The higher the star level of the hotel corresponds to a broader set of services that it can offer to its customers. So, the hotel offers beauty salons, massage services, trucking services (pick up clients from the airport or train station), service of public catering;

- system letters system used in Greece, according to which all hotels are divided into four categories, denoted by the letters A, B, C, D. the Highest category of quality of hotels is indicated by deluxe. An approximate match quality five-star system is: a deluxe five-star level, the hotel category and is a four-star level, the category – three star – two-star category D – the level of hotels of a category “one-star”. Currently, along with the letters on the facade of the hotel you can see the familiar stars (Avanusova, 2005);
- system crowns or keys distributed in the UK. To go to the usual stars from the total number of crowns to subtract, i.e. in comparison with the European star crown on one unit higher.
- point of the Indian system, which is based on the rating of the hotel by the expert Commission.

Thus, each country has its own classification of enterprises in the hospitality industry. Therefore, the hotel, belonging to the same category, but located in different countries can have quite significant differences.

6. THE MOST APPROPRIATE SYSTEM OF CRITERIA MATCHING THE TYPE OF HOTEL ENTERPRISES

In contrast to the international classification, which in modern conditions of development of hotel business, it has become quite popular and for professionals in the industry, and for consumers, and for a simple layman, more acceptable, and therefore more comprehensible is classification according to several criteria, which corresponds to a hospitality company. Let us consider the main ones:

1. *Classification of hotel enterprises by size (capacity):* Accommodation capacity is determined by the number of rooms or locations. Statistics often lead both of these parameters. In terms of capacity of number Fund of the hotel enterprise are usually divided into four categories:
 - (a) small (up to 100-150 rooms);
 - (b) average (from 100 to 300-400 rooms);
 - (c) large (300 to 600-1000 rooms);
 - (d) giants (more 1000 rooms).

Classification of hotels size allows to compare the operating results of similar hotels. In addition, the size of the hotel shows usually on the completeness and quality of service (amount and quality of additional services), and indirectly of other parameters (Silnov, 2016).

2. *Classification of hotel companies for their functional purpose:* Here there are the following hotels:
 - (a) target hotels, which include:
 - hotels business destination – hotels for tourists, the main purpose and motive of the journey which is the professional activity (business, Commerce, meeting, meetings, symposia, conferences, congresses, exchange of experience, training, professional fairs, product presentations, etc.). This category refers to business hotels (business hotels), Congress hotels, Convention centers, professional club-hotels, departmental hotels;
 - hotels to stay – hotels for tourists, the main purpose and motive travel are leisure (passive, active and combined) and treatment (prevention, rehabilitation). This category includes: resort hotels, boarding houses and rest houses (for stationary passive recreation), tourist accommodation (tourist complexes), tourism and sports of the hotel (tourist complexes), casino hotels (hotels for gamblers), specialized (maintenance of private vehicles of tourists are mobile, self-service);
 - (b) transit hotels serving tourists in a short-term stay. Such a hotel facility located in the Airways (hotels and airports), highways (motels), train tracks (station), on the water lines (hotels located close to ports);
 - (c) accommodation for permanent residence.

3. *Classification of hotels by location:*
 - (a) the hotel, located in the city (in the center, on the outskirts). Central are practically all hotels commercial buildings, luxury hotels, middle class hotels;
 - (b) hotels, located on the coast. In this case, very important is the distance to the sea (50, 100, 150, 200, 250, 300 m);
 - (c) hotels, located in the mountains. Usually these small hotels in picturesque mountain scenery on a tourist route in the most convenient place of rest (Shkurkin, Sogacheva, Logvencheva, & Khramova, 2016). Mountain hotel generally has the necessary equipment for summer and winter holidays of its guests, such as climbing and ski equipment, access to ski lifts.
4. *Classification of hotels for the duration of the work:*
 - (a) year-round;
 - (b) running two seasons;
 - (c) mono-grades.
5. *Classification of hotels catering:*
 - (a) hotels that provide full Board (accommodation + meals);
 - (b) hotels, offering accommodation and Breakfast only.
6. *Classification of hotels for the duration of your stay:*
 - (a) for long stay customers;
 - (b) for a short stay.
7. *Classification of hotels by level room prices:*
 - (a) budget;
 - (b) economical;
 - (c) the average;
 - (d) first class;
 - (e) apartment;
 - (f) fashionable.
8. *Level of comfort:*
 - (a) budget hotels (the minimum standard);
 - (b) tourist class hotels (a bar and restaurant);
 - (c) mid-range hotels (I have enough an acceptable level of service);
 - (d) a first class (service the higher level and a wide range of services);
 - (e) the hotel of the highest category (level of service and accommodation-class).

In determining the level of comfort, usually take into account the number of parameters and features that this hotel facility offers. Namely:

- general characteristics of all the available rooms (room size, number of single rooms, suites);
- technical condition of furniture, inventory;
- the presence and atmosphere in restaurants, cafes, bars;
- architectural and technical condition of the buildings;
- arrangement as a hotel site and adjacent;
- technical equipment of the rooms and the whole hotel in General;
- additional services.

9. *Classification of hotels by ownership:*

- (a) a condominium — hotel complexes, facilities and rooms which are sold to individual owners living or renting these rooms to vacationers;
- (b) the timeshare. Timeshare unlike hotels that are not redeemed number of rooms, and the long-term right to stay in a hotel or chain of hotels.

In this classification of the Russian hotels are divided into the following:

- (a) municipal;
- (b) private;
- (c) departmental;
- (d) mixed ownership;
- (e) public organizations;
- (f) with the participation of foreign capital.

Thus, it can be concluded that a fairly wide classification of hotels reflects not only the specifics of each enterprise but also helps management of the business to focus on the development of certain individual characteristics of the organization, with the aim of maximum satisfaction of needs and expectations of the client – the direct user of the services of the hotel enterprise (Lesnik, 2007; Lomova, Shiryaev, Kobersy, Borisova, & Shkurkin, 2016).

7. CONCEPT AND CHARACTERISTICS OF HOTEL SERVICES

Before proceeding to the review of hotel services, it is necessary to remember, what is “service”, as well as to highlight the characteristics possessed by all services. The great Soviet encyclopedia defines a service as a work aimed directly at meeting the needs of a particular individual – individual customer, client, user of this service.

By definition, a well-known American marketing specialist Philip Kotler, service is any activity or benefit that one party can offer to another, and which are mostly intangible. The production of services may or may not be associated with the product in its material form (Baryshev, 2007).

Also in the literature, the concept of service is defined as action undertaken by a certain individual or legal entity against another entity and pursuing the aims of extraction of material or intangible, direct or indirect benefits. Most of the economists referenced in the definition of “service” to the definition given by K. Marx in the first volume of Capital: “the service is not that other, as the beneficial effect of the use-value – whether of goods, labor does”. The above definition is only partially acceptable for the present (Baryshev, 2007).

Explicit definition of “service” can be formulated as follows: “the service should be considered part of non-production material or production activities, which is a useful action in the provision of financial services, including the production and its repair, or is in satisfaction of non-productive personal needs of the population (including spiritual and aesthetic)”.

The main feature of the hotel product is that the customer has no right of ownership of the goods used. Distinguish the characteristic features of services that determine the specificity of the hosting service.

Service – process occurring in time. The specificity of the hotels is that the problems concerning the production, should be resolved quickly. In modern conditions, customers demand quick service.

Services provided in hotels, classified into basic and advanced. They can be free and paid (Figure 1).

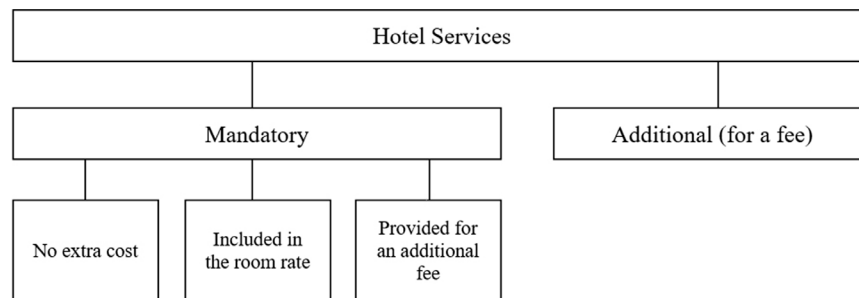


Figure 1: Classification of hotel services

The main services include accommodation and meals. Making staying at the hotel and departing from it should be made available (Schuckert, Liu, & Law, 2015). In the organizations of public catering, and domestic service (accommodated) persons staying in the hotel, served out of turn.

Hotel service consists of:

1. Services of providing special facilities that you can use to meet their needs;
2. Services offered by the hotel staff (maid service, design customer power).

The main element Internet hosting is certainly a hotel room (a room with facilities for rest, sleep, work customer). The main function rooms – the possibility of sleep. Depending on the purpose of the hotel and guests’ needs not less important are features such as the ability to work in the room (typical of hotels of a business class with in-room desk, phone, fax, computer).

There are additional services in providing swimming pool, sports hall, meeting rooms, car rental, dry cleaning, laundry, hair salon, massage room.

Now the placement service is taken for granted, and to attract customers it is necessary to develop additional services that will help you stand out from the hotels of the same category.

Hotel industry as an economic activity includes the provision of services and the organization for remuneration the short-term accommodation in hotels, campsites, motels, student hostels, guesthouses, etc. these activities include services and restaurants. For hotel services is subject to all the basic characteristics, which to some extent unites them with the tourist services and services in General. But they have their specificity (Lesnik, 2007). The most important specific features of the hotel services are determined by T. Chernyaeva and the M. Otnjukovia (Table 1) (Zaytseva, 2006).

Also, considered in the table the main characteristics of hotel services have a number of other equally important features that we consider it necessary to examine in detail.

Table 1
The main characteristics of services for government service

<i>Service Features</i>	<i>Features of Activity of Service Companies</i>
Intangibility	The absence of the goods; service is the act or experience Difficulties in providing reference materials: purchase of services associated with the risk for the customer, because the service cannot be demonstrated.
The inseparability of services from consumer	Consumers are involved in the provision of services Involvement in the process of service groups of consumers. The problem of quality control services Hotels, providing services, provides its staff. Perception of the hotel depends on the attitude to the client of its employees Terms of Service - the main distinguishing feature of the hotel
Heterogeneity	Standardization of services is difficult, because their characteristics are largely determined by consumer Service quality control problem: the diversity of conditions of service
No retentive	Services cannot be stored: no inventory Problems associated with the peak load, low labor efficiency Difficulties with the establishment of prices for services: pricing problem
The lack of ownership of the services	Clients cannot own the service - service is similar to renting

Specificity is determined by the features of the hotel services and guest service technology. The technological process of providing hospitality services includes: guest meeting at the entrance to the hotel (Kandampully, Zhang, & Bilgihan, 2015); registration, documentation and accommodation; room service; service in the provision of food services; satisfaction of cultural demands, sports, fitness and wellness services; Departure clearance, wires out.

The service cannot be finished, complete the form, it is formed in the course of service in close collaboration of artist and consumer. The processes of production and consumption of hotel services occur simultaneously from the time of entry into the hotel and up to the moment of departure, during the entire cycle of hotel guest receives a service as a result of the activities of the personnel.

Hotel services produced and consumed in the same place – the place of service, and the consumer himself becomes part of the distribution system. Guest comes in contact with the staff in the restaurant, the receptionist at the counter in the room, therefore, hotel enterprise needs to ensure the successful engagement of staff with the client. However, the guest is obliged to comply with the rules of residence and follow the accepted norms of behavior in public places.

An important feature of the hotel services is a failure of a storage and accumulation. You also cannot exceed the natural capacity of the number of rooms at the call for proposals and the settlement, while the unoccupied rooms and beds objectively lead to the loss of beds. Thus, accommodation - guest interaction is organized, and the hotel staff is continuously exerted on the guest throughout their duration (Sorokina, 2007).

This product exists only during the guest's stay, and at this time constantly going dialogue between the guest and the hotel, it cannot be programmed or set up a certain standard of service or algorithm. Therefore, accommodation in each case is individual.

8. CONCLUSION

Classification of hotel enterprises enables the clearest separation of the spheres of the business, which in turn, helps the hotel to occupy a particular niche corresponding the classification criteria that it includes. Consumer services, this division also helps to determine the choice clearer direction of the rest and helps to focus on those services that he will surely receive from this hotel. Customer expectations regarding the range of services available to the hotel facility, will coincide with the possibilities of the hotel. This is exactly the condition that should be observed in the hotel industry. Because of how match customer expectations with the proposed features of the hotel, will depend on whether the competitive this business is and how it is developing successfully.

Hotel enterprise and other accommodation facilities are an integral part of the hospitality industry, along with transport companies form the so-called structure of tourism. Level of quality hotel services, the degree of satisfaction of consumer expectations and is, in many ways, the perception of the entire travel or the area where the hotel is located. In turn, the nature of the hotel offer, the range and quality of services are determined by the concept of the hotel, its design, number of basic and additional services, qualifications of staff, etc. All this creates the need for choosing a certain type of hotel facility, the relevant specific characteristics of the tourist market.

Further development of the typology at the regional level, no doubt, will contribute to a clear positioning of existing and newly created hotels, find a free market niche, identifying resources in the development and growth performance of hotel enterprises, which will ultimately lead to improving the competitiveness of the hotel market in the region.

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