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Customer Satisfaction in the Hotel Leikari

Thesis 2020

Abstract

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Customer Satisfaction in the Hotel Leikari, 49 pages, Appendix 1

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This is a research thesis done in cooperation with a hotel. The thesis was conducted to examine current customer satisfaction in the Hotel Leikari. The purpose of the thesis is to find out information through a customer satisfaction survey. During previous years the number of clients has decreased and there is need to find what could be the reasons for that. One reason for that could be lowered/weakened customer satisfaction. With the help of customer satisfaction survey, the Hotel Leikari will get information about customer satisfaction to be able to develop services.

During the research, qualitative research method was used. For data collection, the method of survey was used. Moreover, the clients were asked to answer some questions in a free form. The study was carried out in the Hotel Leikari by handing out a questionnaire to the customers.

The results of the study show that the level of services in the Hotel Leikari must be improved. Based on the findings of the survey, the level of customers' satisfaction at the site is not very high. Contrary to expectations, the results indicated that, in spite of a good location of the hotel and developed infrastructure, there are some drawbacks connected with work of the staff and range of entertainments. The recommendations made as a result of this study have been implemented in the current work and service of the Hotel Leikari. The results can be applied to other hotels with the same infrastructure and patterns of service. Further study is required to elaborate possible patterns of improving the clients' satisfaction with the Hotel Leikari.

Keywords: tourism, hospitality, service, customer satisfaction, hotel services, personnel.

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Appendix 1

Questionnaire for the Hotel Leikari

1 Introduction

The theme of this thesis is “Customer satisfaction in the Hotel Leikari”. This is a research thesis done in cooperation with a hotel situated in Kymenlaakso area, south-eastern Finland. The purpose of the thesis is to conduct an online questionnaire to gather information about customer satisfaction in the Hotel Leikari, South-Eastern Finland. Company is interested to know its customer opinion, wishes and expectations concerning customer service at the hotel.

The thesis composes two parts. There are theoretical and empirical parts. The first part embraces data related to hotel and tourism management, hospitality, customer satisfaction and qualitative research. Since the focus of the research was on customer staying at the hotel, customer satisfaction is particularly highlighted in the theoretical part. The second one reports how the research was implemented and how data was collected. The data collection methods included a questionnaire as well as personal monitoring.

The partner company is a hotel situated in Kymenlaakso area. It is a three-star enterprise serving customers mostly from Finland, Russia and some other countries. The company offers service in Finnish, English and Russian languages. The hotel is located near forest nature, which can be regarded as a unique selling point. There are eight types of room: Premium suite with sauna, billiard and 2 bathrooms, Family room with sauna, Triple room, Family room with balcony, Single room with patio or balcony, Superior double room, Suite with balcony, Double or Twin Room with patio. The hotel offers different free services for its customers such as parking area, Wi-Fi, sauna. There are other services including conference and meetings facilities and billiard. Customers have opportunity to visit restaurant and bar in the same building with the hotel, however, it will be an additional service which is not connected with the hotel. The hotel has close location with ski resort, spa and other sports venues. Room reservation can be made directly through the website; the reservation forms are available in Finnish, English and Russian. (Hotel Leikari 2020.)

This topic was elected while studying at the university. Results of the research can be practically useful in order to improve the clients’ level of satisfaction with

a range of services provided by the hotel. The most important reason for the topic's choice is the need in the improvement of customer services' quality. Clients' feedback will contribute to detailed investigation of problems with the provision of the hotel's services.

As the basis for the research, the Hotel Leikari was chosen. It is a hotel for both tourists and locals. The hotel has quite a small size, its reopening took place in 2018. Before, the hotel was owned by many businessmen, it was sold several times and did not work for a period of time. At the moment, the hotel Leikari is working again after the reconstruction. However, swimming pool is still closed.

Among the most important challenges of the tourism, one should pay the greatest attention to the problem of hospitality and guest service. In this study, the author will have a more detailed look at the specific features of hospitality industry and the clients' service in Leikari Hotel. The surrounding of the hotel is visited both by domestic tourists and foreign guests. At the hotel, one can visit various conferences, festivals, exhibitions and sport competitions. Recently, the tourists' requirements of the services and hospitality have increased a lot.

A brief study with modern hotels of Finland witnesses that nowadays the staff of most hotels do not have enough knowledge about various services or have only superficial knowledge. Moreover, accumulated experience of other countries with a developed hospitality industry is not taken into consideration. Hospitality industry in Finland, to some extent, is developing randomly, without system. Both the hotels that are already working in the country and the hotels that have not started their activities yet, really need scientific and theoretical organization of work, profound knowledge and analysis of the experience accumulated by international tourist organizations. (World Tourist Organization 2020.)

The hotel complex is the most important element of social sphere, playing a great role in the improvement of public production efficiency and, correspondingly, in the growth of people living standards.

Hospitality industry is a dynamically developing sphere, and its main aim is to satisfy the client's needs. "Actually, tourism cannot exist without the hotel enterprises. Its development entails an increase in the proportion of fixed income

and, as a consequence, leads to an expansion of the list of services, and most importantly, to improve the quality of service". (Basic and additional services in hotels 2019.)

Organization of service in hospitality industry is an important factor that has a great impact on the quality of services provided, financial and economic efficiency of work and the process of management of the hotel. Organization of service in the hotels corresponds to general standards for all hotels. At the same time, in each type of the hotel technological process is characterized by a certain identity depending on the hotels' size, organizational structure, category, type (orientation at the market segment). Technology of the customer' service in the hotels has a cyclic character, the process is consequently repeated step-by-step, from the guests' arrival at the hotel until the guests' checkout. (Basic and additional services in hotels 2019.)

1.1 Aims and delimitations

The main aim was to make a study about customer satisfaction among clients at hotel Leikari. During the recent years, the number of guests of the hotel has not been very big. Thus, the company needs to increase the level of customer satisfaction. For this, it is necessary to study the customers' feedback. It is suggested that improvements in the work of staff in the Hotel Leikari could be contributed to better service and customer satisfaction.

The content of theoretical part is devoted to the importance of customer service in the work of any hotel, including the researched Hotel Leikari. Work of the customers' service has a crucial importance because it contributes to the growth of the hotels' profit. "Technology of the customers' service in the hotel is a set of services provided to the guest in a strict order, step-by-step: from booking of the room to checkout, from the transfer to the food delivery in the room". (Zakharova 2012.). Each of these services is provided according to the system of rules and instructions. If the staff fails to fulfill these instructions, the clients' loyalty is decreasing. Thus, the income is also decreasing.

Improvement of service quality in the hotel and ability to maintain the service at the stable and high level are the issues that are difficult and expensive to solve.

However, organization of all necessary procedures in this direction brings profit and results in the increase of the hotels' income if the managers demonstrate a competent approach to the problem. If the client, while leaving the hotel, is very satisfied with the services, he can become a permanent client of the hotel. Moreover, he can recommend the hotel to his friends, colleagues and relatives. (Zakharova 2012.)

In the research conducted, it was found out that, in order to acquire a new client, the hotel must spend 5 time more expenses than for maintenance of the permanent one. This difference includes, first, the expenses for the complex of marketing activities. It is one of the most important reasons to improve the services. (World Tourist Organization 2020.)

In order to improve the customers' service in the hotel, the hotel may need the introduction of additional services; for example, the introduction of online booking in a Finnish hotel increases its income for 8% and increases the profitability for 24% so far. Room service (delivery of food and drinks from the bar to the room) affords to increase the income for 6%. (Hotel Leikari 2020.)

A high-quality service of guests in the hotel is connected with the correspondence of strict standards of the hotel services.

There are the following levels of service standards:

- international standards;
- national standards of national hospitality associations;
- state (governmental) standards;
- internal standards of the hotel.

International standards of service, developed by such organizations as IH&RA, UNWTO, ICCA, UFTAA/FUAAV, PATA, give general recommendations connected with the clients' service. For example, the staff of the hotel is not allowed to argue with the client in order to prove that they are right. The staff must attentively and friendly listen to the guests' complaints and to respond immediately. For example, the most famous Russian association of hospitality industry is the Russian Hotel Association (RHA). (World Tourist Organization 2020.)

National standards define the conditions of safety and hygiene in the rooms, responsibility of the hotel, the order of satisfying the complaints and general recommendations concerning the quality of the tourists' service (comfort, aesthetic condition, professional ethics of the staff and so on). (Tschohl 2016.)

However, in order to fulfill the general service standards, systematic instructions for each member of the staff are necessary. These duties and instructions are developed by the hotel's management according to the internal standards of the hotel. Finally, each member of the staff in the hotel receives a precise "Practical guidance" that contains precise information about dress code, the manner of communication with the clients, ways and volume of providing the information about the services, the methods of response to unexpected situations. (Tschohl 2016.)

However, it is not enough to compile the document. It is necessary to organize the permanent control of execution of duties instructions. Efficient methods of such control includes the clients' questioning, analysis of their complaints, the method of "a secret visitor". In this method, a group of experts in the field are objectively estimating the service of quality in the hotel according to the whole range of factors. This method is based on the total secrecy and unexpectedness. (World Tourist Organization 2020.)

In order to improve the quality of service and loyalty of the clients, such forms of the hotel service are introduced as additional services, promotions and special offers, and special loyalty programs are developed for different target groups. (Sorokina 2009, p. 54.). For example, the clients are offered the following privileges:

- discounts for children, groups of tourists, permanent clients;
- bonus programs, when the client orders some services and receives bonus points.

Afterwards, they can be transformed into discounts, bonus days of staying and other privileges are provided.

- individual programs and advantages - when the hotel accumulates information about permanent clients and builds an individual strategy of service, according to the guests, requirements and preferences;
- special service programs for corporate programs that can include free transfer, a special discount system, help in the organization of conferences, excursion, business lunches. (Hotel Leikari 2020.)

Thus, according to all above-mentioned information of the research, the following conclusions can be made: The hotel complex is the most important element of social sphere, playing a great role in the improvement of public production efficiency and, correspondingly, in the growth of people's living standards. Hospitality industry is a dynamically developing sphere, and its main aim is to satisfy the clients' needs.

Organization of service in hospitality industry is an important factor that has a great impact on the quality of services provided, financial and economic efficiency of work, the process of management of the hotel. Organization of service in the hotels corresponds to general standards for all hotels. At the same time, in each type of the hotel technological process is characterized by a certain identity depending on the hotels' size, organizational structure, category, type (orientation at the market segment). Technology of the customers' service in the hotels has a cyclic character, the process is consequently repeated step-by-step, from the guests' arrival at the hotel until the guests' checkout. (Hotel Leikari 2020.)

Improvement of service quality in the hotel and ability to maintain the service at the stable and high level are the issues that are difficult and expensive to solve. However, organization of all necessary procedures in this direction brings profit and results in the increase of the hotel's income if the managers demonstrate a competent approach to the problem. If the client, while leaving the hotel, is very satisfied with the services, he can become a permanent client of the hotel. Moreover, he can recommend the hotel to his friends, colleagues and relatives. (World Tourist Organization 2020.)

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permanent one. This difference includes, first, the expenses for the complex of marketing activities. It is one of the most important reasons to improve the services.

In order to improve the quality of services in the Hotel Leikari and other hotels at the site, one should have an exact notion of the hotels' organizational structure and the range of services provided. These problems will be studied profoundly in this thesis from both practical and theoretical aspects of hospitality industry` at local and international levels.

1.2 Research methods

In this research, qualitative research method was chosen in order to carry out the investigation. Qualitative research is based on different principles than quantitative research. Qualitative research is aimed at obtaining deep consumer motivation, detailed information about the subject of research. Qualitative methods involve the collection of information in a free form; they do not focus on statistical measurements, but rely on the understanding, explanation and interpretation of empirical data, and are a source of forming hypotheses and productive ideas. (Survey Research 2020.)

The goal of qualitative research methods is to obtain exploratory data, not a quantitative distribution of opinions. In qualitative methods, words are used to explain and interpret concepts, not numbers. The data obtained by qualitative methods are not subject to quantitative analysis. Simply put, they do not answer the question "how much", but the questions "what", "how" and "why". This type of research does not give grounds to say that "25% of our consumers think this way", but qualitative methods help very well in a situation when it is necessary to get information on a poorly studied problem, when it is not clear exactly what to ask the Respondent. (Survey Research 2020.)

In qualitative research, projective and stimulating techniques are widely used, which help the researcher to reveal the motives, attitudes, attitudes, preferences, values, and the degree of satisfaction of respondents with products or brands.

Projective techniques help overcome communication difficulties, as well as reveal hidden motives, implicit attitudes, and so on. (Survey research 2020.)

Most methods of qualitative research are based on the use of approaches developed by psychologists, so the use of these methods is limited, since data collection must be carried out by a highly qualified specialist in the field of marketing in cooperation with a professional psychologist. (Survey Research 2020.)

2 Service quality in the hospitality industry

“With the development of international trade and global relations in all areas of human activity, the scientists and managers of different organizations, including the tourist ones, are increasing their efforts in order to improve staff management”. (Zhukova 2006, p. 35.)

The tourism industry is unique because the staff are the part of its products. Analysis of economic research in the area of tourist business has shown that, when it is spoken about the improvement of management in the tourist organization, special attention is paid to the problems of the environment, the market, the competitors, the clients and soon. However, the main management efforts in tourism must be aimed at the staff. (Zhukova 2006, p. 37.)

The staff in the tourist industry is a very important basic part of the final product, one of the basic resources of competitive advantages of the company. Moreover, of course, thus the quality of service in tourist organizations depends on the competence and reliability of the staff. The customers' satisfaction with the tourist sphere is achieved by the politeness and responsiveness of the staff. Thus, efficient staff management becomes one of the most important functions of the tourist organization; it is the function of staff management. It afforded us to state the aim of improvement of staff management as one of the key aims in the concept of tourism industry development at micro economic level. (Zhukova 2006, p. 37.)

The tourist product consists of two parts: material and non-material. Such approach to the terminology is quite acceptable and, from the point of view of economic theory, where the product is defined as a result of human labor and household activity, represented in the form of material and substance (material product), in spiritual, information form (intellectual product) or in the form of produced goods and services and from the point of view of marketing where the term “product” is used for both goods and services. (Zhukova 2006, p. 43.)

An important peculiarity of tourist product, distinguishing it from industrial goods, is a wide participation of people in the process of production. Thus, human factor has a strong impact on its complexity and quality.

In order to support the service quality, many tourist organizations develop the standard of the services – the complex of obligatory rules of the tourists’ service that are developed to guarantee the established level of quality for all produced operations. (Zhukova 2006, p. 50.)

The standard defines the criteria used to estimate the level of the clients’ service and activity of the staff of organization. These criteria include, for example, in the hotels, the time to answer the call about reference or booking (15, 20, 30 seconds), the time of work with the client at the reception (there should not be any queues), the time for an exact kind of service (for example, washing and cleaning of the guests’ clothes should take less than 24 hours), appearance and the existence of uniform, knowledge of foreign languages of the staff and other. (Zhukova 2006, p. 50.)

However, standard does not solve all the problems of qualified service of the client, because the quality of tourist services is the property that is aimed at the forming of satisfaction feeling of the customer, the customers’ perception of received services as the service that correspond to his demands (expectations). The tourist organization has a great number of clients, each of them has his own expectations, his own perception of received services and reaction to this service, “depending on the client’s individual psychological and intellectual features, thus this perception cannot be described as a definite algorithm for all life cases”. (Khanghah 2011.)

The quality of service in the tourist organizations depends on the ability of the staff:

- to reveal and to estimate requirements of each client to the ordered service;
- to estimate the perception of each client of the service provided to him;
- quickly correct, if necessary, the process of service, in order to achieve the satisfaction of each client with the service provided. (Khanghah 2011.)

Thus, nowadays, for a qualified work in the industry of tourism, except technological preparation, the knowledge in the tourist business; it is necessary to have certain psychological preparation and the ability to operate with the problems of interpersonal communication. (Khanghah 2011.)

Personal qualities of the staff are becoming more and more important. It means his intuition, experience, ability to estimate the situation from different angles, including the point of view of the customers, the ability to have a creative and innovative approach to the solution of arising problems.

In economical and specialized literature, numerous examples can be met of good-quality service in tourist organizations. However, bad service provokes a stronger reaction of the client than good service. Thus, “a correctly developed concept and a good material and technical equipment of the hotel, on which the companies spend a lot of time, are not enough. The guests will not come back to the hotel if its staff does not meet their expectations”. (Freeman 2019.)

All staff of the organizations of tourist industry (manager in a tourist company, reception clerk in the hotel, a waiter, a guardian, a guide, a bus driver and so on) must take some efforts for the client to have the feeling of deep satisfaction after the trip. Their attitude, appearance and readiness to satisfy any demand of the guest form general impression from the service. For example, every member of the staff contacting with the clients is perceived as the official representative of the whole hotel, his professionalism and human qualities are finally forming the hotels' image. There are not any minor and insignificant things in this business, thus even the whole reconstruction of the hotel building cannot guarantee success at the market if the administration does not pay sufficient attention to the

staff problems. Clerks of the companies organizing the guests' reception are providing the services that are becoming a part of the product. (Freeman 2019.)

Often, it is quite difficult to differentiate the material part of the product of competing companies in the tourism industry (for example, the prices of hotel rooms do not differ much). Differences are often connected with the way the customers are served. The staff of the company must serve the client in order to turn him into a permanent customer. It has a direct influence on the income of the company. When the number of clients is increasing, the company's income is also increasing. (Freeman 2019.)

Not everybody can be a competent member of the staff, to manage the situation and, during the short term of communication with the client, to create for him a pleasant impression of the tourist organization overall. The managers must be sure that the staff members are competent, enthusiastic about their company and the services they provide. Otherwise, it is impossible to make the clients interested and to turn them into the permanent ones. (Freeman 2019.)

Thus, the number of stars of the hotel is not a guarantee, it is only a claim for a high quality of service, its promise, and the standards of hotel services only cannot guarantee satisfaction of the client's demands. The quality is provided by people, by their desire and ability to understand the guest, organization of their activity, quality management that begins from the quality philosophy. Nowadays, at the Western Europe and in Russia two models of quality management are promoted - "TQM" and "Six sigma". These models are the products of two different (Japanese and American) quality philosophies. (Freeman 2019.)

Comparison of two models of quality management affords to conclude that the main difference between them is the philosophy. Philosophical credo "TQM" is "Think about the customer, take care about the quality – the income will come on its own". This model consists of declared principles and the management system based on the rituals, transforming the typical business mentality of Japanese companies into the quality of production. The standards "TQM" have a good influence on discipline of the staff due to systematization of their activities in the area of quality, without adding new content to this activity. In order to succeed in

quality achievement, the company should have a developed corporate culture. (Freeman 2019.)

The majority in the tourist industry does not pay due attention to staff management, considering the staff to be an auxiliary component. However, this approach is wrong, people in the industry of tourism are at least a part of the company and, surely, the part of the tourist product itself, for which the companies are receiving their basic income. (Freeman 2019.)

In the prospect of tourism, re-orientation of management will take place, in order to improve the efficiency of using the staff. Moreover, it is caused by a range of reasons:

- the company that does not have efficient staff will not survive in the conditions of market competition;
- carrying out the business in the conditions of severe competitive struggle makes the organization to increase the requirements for the staff. There is a competence between the companies for “better” workers;
- independence of the companies in work with the staff is increasing because now there are not any ministries and laws that were unifying work with the staff in the companies of different specialization. Organization of work with the staff mostly depends on the company itself, on its initiative and the competence of its direction. (Freeman 2019.)

Thus, the most advanced tourist organizations in the world now realize that, in order to survive in the market competition, it is necessary to have professionally prepared staff and pay serious attention to the problems of work with the staff. Nowadays, the most important work with the staff in the sphere of tourism is the search and attraction of “good-quality” workers, creation of the conditions that will afford to fully realize the potential of such workers.

According to this aim, it is possible to define functions of the staff service in the tourist company, among them there are the following:

- formation of staff policy of the tourist company and creation of the system of documents reflecting this staff policy and its separate components;

- projecting of the position, definition of structure of the staff and requirements to the employees;
- staff selection;
- evaluation and attestation of the staff, retirement and transfer of the workers;
- education and professional development of the workers;
- perfection of the payment system and professional development of the staff;
- formation of corporate culture of the company, management of psychological climate and non-material motivation of the staff in tourist sphere;
- organization of work with the staff according to the valid labor legislation;
- control of documentation connected with the staff. (Freeman 2019.)

Staff management in the tourist sphere is much more serious work than just solution of staff problems. It is oriented at the definition of future needs and development of the workers' potential, and at the realization by every worker of his own aims, creation of a pleasant work climate, motivating the staff to achieve their aims. (Freeman 2019.)

Thus, according to the investigation made in this chapter, the following conclusions were made: Rapid development of globalization and international trade relations motivate the leaders of various tourist organizations to improve and optimize staff management. The staff of any tourist organization can be regarded as a part of the tourist product. According to recent analytical research, management improvement in tourist companies is aimed at the solution of environmental, competitive and market problems. Nevertheless, the greatest attention in the tourist industry should be paid at the improvement of staff management. (World Tourist Organization 2020.)

Staff plays a very important role in the final tourist products. Professional skills and abilities of the staff have a huge impact on the quality of services provided. Polite, qualified and responsive staff can guarantee the customers' satisfaction.

Any tourist product includes both material and non-material components. Thus, it consists of a material object and an intellectual product.

Work of the staff has a huge impact on the level of the tourists' satisfaction. It should be considered during the search and employment of the staff. If the staff

is incompetent, the tourist company will not earn money. It is especially important for the hotels because the aim of this research is to study the level of satisfaction of the hotel's clients. The staff has a great impact on the hotels' reputation and revenue. (World Tourist Organization 2020.)

2.1 Hospitality in the tourism and hospitality industry

Tourism is the study of people's habits, "this is industry that responds to customer needs, wishes and expectations". (Baum 2006, p. 55.)

Tourism is a temporary migration (travelling) of people to another country or site, different from the place of permanent residence, for the time from 24 hours to 12 months during one calendar year or with one or more staying for the night. "Tourism may have entertainment, health, sport, visit, educational, religious and other aims without carrying out the activities paid from the local source". (Birzhakov 2004, p. 37.)

Different scientists have different approaches to the term 'tourism', because tourism has many functions and it is manifested in many ways. According to the definition adopted by the UN in 1954, tourism is an active rest that has an active influence on the improvement of health and physical development of the person, connected with crossing the borders of the permanent place of residence. (Baum 2006, p. 55.)

In the materials of the World tourism conference organized by the World Tourism organization in 1981 in Madrid, the following definition was adopted: tourism is one of the ways of active rest connected with traveling aimed to the acquaintance with certain regions and new countries; in a range of countries this activity is combined with the elements of sport. In 1993, the Statistic Commission of the UN adopted a wider definition of tourism. According to this definition, tourism is the activity of people who travel and have a temporary residence in the places located beyond their usual environment, during the period not exceeding one year in a row, with the aim of rest, business and other aims. (Baum 2006, p. 55.)

In addition, there are other definitions, and each of them reflects different sides of the tourism. Variety of definition is connected with the ambiguity of inner nature

of tourism itself. From one side, tourism is a separate case of traveling. From the other side, it is the production of the tourist product. In general, both traveling and production of tourist products are activities. However, production is an economic activity aimed at the receiving of income, and traveling is always a movement in the space. "To find the border between the aims of traveling and the aims of tourism is very difficult, so one should differentiate these terms". (Papiryan 2000, p.63.)

As a sign that allows classifying traveling according to the types of tourism, one can use motivation factors. When we use such classification, we must consider the basic motive that made the person go traveling. Though sometimes it is difficult to define the motivation of the traveler, one can find six kinds of tourism in the system of its direction. (Birzhakov 2004, p.37.)

Tourism with the aim of rest. It is a short-term or a long-term rest aiming at the physical or psychological recovering of the organism. Moreover, this group includes a rest on the resorts, when for healing or health restoration natural properties of the soil, climate and seawater are used. (World Tourist Organization 2020.)

Tourism aimed at the culture study. It is a tourism aimed at the acquaintance with other cultures; such tourism can be educational and religious. Educational tourism includes the visits to historical, cultural or geographical sites. Tourists traveling with educational aims are often interested in the social and economic relations of visited countries. The aim of religious tourism is the visit of place that have a religious significance.

Public tourism. Public tourism includes the trips aimed to the visit of relatives, friends and acquaintances, and a club tourism. Club tourism is a tourism when the travelers are consciously integrated in groups. Integration in groups takes place if people have a common sport or entertainment program. (World Tourist Organization 2020.)

Sport tourism. Sport tourism includes traveling aimed at the participation in sport events, and trips that have a passive character, and participation in sport

competitions on international and regional levels. (World Tourist Organization 2020.)

Economic tourism includes trips of professional and commercial interest, for example, the visit of exchange stocks, exhibitions, fairs and so on. (World Tourist Organization 2020.)

Political tourism. It is divided into diplomatic tourism, participation in congresses, and the tourism connected with political events and activities. (World Tourist Organization 2020.)

The definition “hospitality” is included into the number of fundamental notions born by the human history, such as quality, sense, life value, safety and comfort. At the border of two centuries, scientists are trying to give a precise definition and interpretation of these notions. However, they face with one difficulty. It is an interaction, mutual penetration and mutual dependence of these notions. Another difficulty is the complexity of each fundamental notion, existence of the development history, their timely, political and social sense. It is easy to characterize and to describe these philosophical notions but it is difficult to formulate a complete, precise and complex definition or these notions. (World Tourist Organization 2020.)

Concerning the notion “hospitality”, we can agree with a truthful and convincing opinion of Rober A. Brimer: “It is difficult to give a complex and precise definition of hospitality, but everybody can easily notice the absence of hospitality”. (Brimer 2018.)

Hospitality is a harmonious combination of the tourist services’ production, comfortable environment and polite behavior of the staff in order to satisfy needs of the guests and to guarantee their safety, physical and psychological comfort. Hospitality is the most important customer property of the tourist product: the ability to satisfy all the clients’ needs and desires. (Brimer 2018.)

The notion “hospitality industry” is closely connected with the notion “hospitality”. Thus, hospitality industry can be regarded as a collective notion for numerous and various forms of entrepreneurship that specialize in reception and service of

guests. There is not any list that includes all activities in this area. However, one can define basic directions: it is public food service, accommodation, transfer and rest (recreation). These four directions of American national and international service sphere are, undoubtedly, the embodiment of hospitality industry. However, the principle of hospitality unites all these spheres in one general phenomenon, being its common determinant. (Brimer 2018.)

Hospitality is a more precise notion because it is directed at the satisfaction of needs of both the tourists and the customers in general. It should be mentioned that the notions “tourism” and “hospitality” cannot be interpreted separately, these notions are closely connected with each other. The tourists are potential customers that have various desires and needs depending on the aims of their traveling. The notion “hospitality” in all dictionaries is interpreted as the polite reception of guests and the respect towards the guests. (Brimer 2018.)

Having analyzed all above-mentioned things, one can give one more definition of hospitality industry. Hospitality industry is one of the notions of our civilization that, due to the progress and time, turned into a powerful industry where millions of professionals are working, creating all the best for customers of the services (for the tourists). Hospitality industry includes various spheres of people’s activities – tourism, rest, entertainment, hotel and restaurant business, public food service, excursion activity, organization of exhibitions and various scientific conferences. (Brimer 2018.)

Thus, hospitality industry is a complex sphere of activity of workers who are satisfying any needs and desires of the tourists. Commercial orientation of tourist enterprises results into the appearance of tourist and service business, and in the creation of specialized branch of production of souvenirs and goods for tourists. Such situation allows interpreting tourism and service as an independent complex of service and tourist activities. (Brimer 2018.)

2.2 Customer satisfaction

It is always necessary for the company to find out about satisfaction and dissatisfaction of the customers. Comments and reviews of the clients are very important because they help to reveal advantages and drawbacks of the services

provided. Thus, they can influence on the companies' future success. According to the clients' reviews, the company can improve and modify its services, the system of CRM, patterns of staff management and concepts of work. (World Tourist Organization 2020.)

Result of satisfying the needs is the clients' satisfaction that can be regarded as one of the factors of stability and success of the business. If the customers' expectations are met due to the purchase of the good or the usage of the service, the result can be regarded as successful. "If it has not happened, the client will experience disappointment". (The clients' satisfaction and loyalty 2016.)

It is important that the next action of the client depends on the level of the customer satisfaction. The client can make a repeated attempt, can recommend doing the same action to other people around him. However, also, the client can leave negative feedback that will have a negative influence on the demand of this exact good or service. (The clients' satisfaction and loyalty 2016.)

In order to satisfy the client, the company must pay great attention to the information presented. As one of the examples – in the advertisement, the product is characterized as more functional, but in reality, it is not true; thus, the client experiences disappointment. Some companies underestimate the products' advantages, in order to surely satisfy the client. However, it is a risky behavior, because the competitors can offer more functional products, and the customer can switch the attention at a more attractive product.

There are also some other factors influencing the degree of satisfaction:

- The process of purchase of the product, of usage of the service;
- The level of offered services;
- Competence and attentive attitude of the staff;
- Quality of the offer.

The last factor includes the cost, the condition of payment, and the system of discounts and so on. High value of the product is forming the customers' loyalty. If the customer satisfaction has an excellent result in the company, the client is demonstrating loyalty towards the company. He becomes the adept of this exact company, of its goods produced or services provided. The client prefers a well-

known brand to another one that is unknown. Moreover, loyal clients are paying less attention to the price. These customers are bringing the profit. They recommend other people to buy the products of their favorite company and, thus, contribute to the expansion of the companies' business. (The clients' satisfaction and loyalty 2016.)

To sum up, according to above-mentioned information one can make the following conclusions: The definition of tourism is connected with a periodical migration, or traveling, of people (tourists). They can travel to other sites or countries from their permanent residence place. Duration of such trips can be minimum one day and maximum one year for a period of one calendar year. Also, the tourism is a trip with a one- or more nights stay. The tourism may have different aims. The most widespread aims are the following ones: entertainment, healthcare, sports, sightseeing, education, religion and some others. The tourist must not carry out any work paid from the budget of the site he visits. (The clients' satisfaction and loyalty 2016.)

Moreover, scientists have various definitions of tourism. Each definition reveals one particular facet of tourism. According to some of these definitions, tourism is a phenomenon that has ambiguous nature. First, tourism is regarded as a particular case of traveling. Second, tourism is the creation of a special product for tourists. Thus, the process of tourism includes two important components, traveling and production. These two activities have different nature and origin. Creation of products for tourists brings income, thus it can be regarded as economic activity. However, traveling is just a process of changing the current location. Scientists state that it is really difficult to differentiate the aims of tourism and the aims of travelling. However, this differentiation is really necessary. (The clients' satisfaction and loyalty 2016.)

The most widespread definition of hospitality states that it is a combination of services provided to the tourists, convenient background and professionalism of the personnel aimed a satisfaction of the visitors' needs, simultaneously guaranteeing their security, physical well-being and psychological comfort. Hospitality has a crucial importance in the production of services and goods for the tourists. The clients must be aware that the staff are glad to see them, that

the staff are polite, respectful and responsive.
(The clients' satisfaction and loyalty 2016.)

Tourism and hospitality industry are both aimed at the satisfaction of the most important clients' needs and desires.

Currently, the hotel business has become one of the most profitable segments of the tourist market. Hotel services are increasingly presented as a comprehensive hotel product that provides tourists with the maximum number of amenities, multiplied by the hospitality and cordiality of the staff. The autonomous existence of hotel companies has long been replaced by the process of integrating hotels with transport, communications, tour operators and travel agents, sightseeing and entertainment and leisure organizations.
(The clients' satisfaction and loyalty 2016.)

Quality issues play an important role in providing hotel services. Without quality service, the hotel is not able to achieve its main goals. The world practice of development of various hotel corporations and chains, as a rule, shows that profit is the result of high quality of service. (World Tourist Organization 2020.)

Research shows that the main factor in choosing a hotel is the quality of service provided to the client. If you can attract a new client with high-quality advertising or a luxurious interior, then the second time he will come only thanks to the professional work of the staff and high quality of service. (World Tourist Organization 2020.)

Hotel services have a number of features, implement that allow you to maneuver their quality, lowering or increasing their level for different categories of customers, taking into account their needs and purchasing power. The quality of services can not be checked in advance, because its provision is inseparable from consumption, and services can not be stored, they are characterized by: impermanence, impalpability, inseparability of the object from the subject, that is, the client participates in the process of providing the service. (World Tourist organization 2020.)

3 Hotel Leikari

Below, brief reference is given about the site investigated and its history. The hotel was reopened in 2017, after it had been bought by an Estonian entrepreneur. Another entrepreneur from Finland bought the restaurant. In 2018, renovation and reopening of the site took place. At the moment, reception desk is working 24 hours. Every day, a team of 4 cleaners and a receptionist is working. The hotel comprises 90 rooms. (Hotel Leikari 2020.)

The Hotel Leikari is situated in Rantanaka, Kotka. It is located 15 minutes from the centers of Kotka and Hamina, 50 km from the border of Finland and Russia. near the hotel, there is a stop of public transport. It takes 90 minutes to get to Helsinki Airport, and 60 minutes to get to Lappeenranta Airport. (Hotel Leikari 2020.)

The hotel offers a marvelous view on the forest. It takes a 5-minute walk to get to a beautiful bird-watching zone. In every room, one can find a TV-set and free access to Wi-Fi. The guests are invited to use sauna for free. (Hotel Leikari 2020.)

The hotel provides a wide range of services and offers a wide range of rooms. The breakfast is not included into the payment for staying, because the restaurant is owned by another person. The cost of breakfast is 9.50 euros per person. (Hotel Leikari 2020.)

The hotel offers eight different variants of accommodation. A Premium Suite has a sauna, billiard and two bathrooms. All Family Rooms are equipped with sauna. For big families, Triple Rooms are offered, All Family Rooms have a balcony. Single Rooms have a patio leading to the balcony. Also, there are Superior Double Rooms. Suites with balcony and Double (Twin) Rooms with patio. (Hotel Leikari 2020.)

The range of services provided for the guests includes parking, sauna, access to Wi-Fi, billiard and Conference Hall. (Hotel Leikari 2020.)

While staying at the hotel, customer should pay attention to some important details:

Registration of check-in:

from 14:00

Registration of checkout:

until 12:00

Placement of children:

Customer can stay in the hotel with children of any age. When all children under 3 are placed in the childrens' beds, EURO 10 is paid for all the period of staying. If all children under 17 are placed on additional beds, EUR 15 is paid per person for the night. Maximal number of children's beds in the room is 2. Maximal number of additional beds in the room is 1. (Hotel Leikari 2020.)

Internet:

Wi-Fi is provided in the hotel rooms free.

Parking:

Parking is free. Private parking is at the site (without booking in advance).

Placement of animals:

Placement of pets is permitted only if request in advance. This service can be chargeable.

Additional commission:

VAT is the volume of 10% is included in the price. (Hotel Leikari 2020.)

Important information:

If customer arrives with his pets, he should contact the hotel administration in advance. Payment for pets with the weight under 20 kg is 15 EUR per day, payment for the pets with the weight over 20 kg is 20 EUR per day. Placement with the pets is not allowed in lux rooms, in suites for 2 people with a single bed and in family suites with the sauna. (Hotel Leikari 2020.)

“The customer service in a hotel is important because when you visit a family oriented place, you expect to be treated as if you live and own the place”. (Porter, 2020.). Organization structure of the hotel corresponds to the hotel's aim, its category, the number of rooms, location, specifics of the guests and other factors. It reflects duties and responsibilities of each member of the staff.

The basic services are similar to the basic services of other European hotels. They are the service of administration and management, the service of reception and check-in, the room service, the food service, commercial and financial services, engineering and technical services, auxiliary and additional services. (Hotel Leikari 2020.)

Service of administration is responsible for the management of all services in the hotel complex. This service solves financial problems and staff problems, creates and supports necessary labor condition for staff of the hotel, controls the correspondence to existing norms and standards of safe labor, fire and ecological safety. (Hotel Leikari 2020.)

This service includes secretariat, the staff department, financial department, inspectors of fire and labor safety. One of the most important segments of the administration is the staff service. It is a very important service because in any hotel, “regardless of how committed you are to incredible customer service, bad things happen”. (Tschohl 2016.)

Staff management in the hotel includes planning, search and recruitment of the staff, development and provision of the staff, staff management – from employment to termination of the relations stated in the labor contract. The staff department helps the hotel administration to solve these problems. (Hotel Leikari 2020.)

The staff service is a functional-auxiliary department of the hotel, because its staff indirectly participate in creation of the hotel services. As a rule, the staff from the staff department act as expert advisors of linear managers during the solution of problems in the area of employment and retirement, appointment for a new position, continuation of professional education, increase of salary and so on. (Hotel Leikari 2020.)

The service of reception and placement deals with the booking of rooms, reception of the guests who are coming to the hotel, their check-in and placement in the rooms, provision of various services and also transfer of the guests to their home. (Hotel Leikari 2020.)

The staff of the service includes deputy director (manager of the placement), the service of administrations, operators of mechanic accounting, the staff of passport and reference desks, the carriers, security service and so on. (Hotel Leikari 2020.)

The process of the guests' serving in the hotel includes the following stages: advanced booking of rooms in the hotel, reception, check-in and placement of the guests, provision of accommodation and food services, cleaning of the rooms, provision of additional services for the guests, payment for the accommodation and check-out. (Hotel Leikari 2020.)

The service of reception and placement is the first department the guests are facing with, during the arrival at the hotel. Impression received from this encounter has a lot of influence on the guests' feedback about the service quality in general. (Hotel Leikari 2020.)

Basic functions of the reception service are booking of rooms in the hotel, check-in and allocation of rooms, payment during checkout of the guests, provision of various information. Duties of the staff, and also abilities and skills necessary for their execution, are defined by a professional standard. (Hotel Leikari 2020.)

When administration starts his work at the reception desk, he must look through the journal with the notes of the previous administrator. This journal contains the following information: what happened during the previous day, the guests' needs, if the guests addressed to the reception but the administrator did not manage to satisfy their needs for some reasons. Before starting the work, it is also necessary to look through the information about the existence of free places and booking for the current day. Based on the documents, the administrator is making an account of the rooms' usage. (Hotel Leikari 2020.)

The service of reception and placement must provide a maximal load of the hotel without unnecessary stops of the work. During check-in and checkout, administrator is taking payment from the guest for accommodation and additional services. It is very important to control checkout, because some guests may try to leave the hotel without payment. (Hotel Leikari 2020.)

A special staff member is responsible for keeping and delivering of keys for the guests if they have a business card. Moreover, the guests often address to the service of reception and placement in order to get some information and services. (Hotel Leikari 2020.)

The operator of mechanic account (the cashier) controls payment of all services in time, receives payment for accommodation paid in cash and makes cash reports for the accounting department. (Hotel Leikari 2020.)

The member of the passport department checks passport data of the guests, controls the correctness of their entrance to the registration card and controls the terms of validity of the visas. (Hotel Leikari 2020.)

The guests' service begins from the booking service. Booking is controlled by the managers of booking department or by the managers of reception department. These departments receive applications for booking from the clients. Except formal collection of the applications, the booking service must study the demand for the hotel places. Studying the many years work experience of the hotel, considering the plan of events that are planned in the region (sport competitions, carnivals, conferences, festivals and so on), predicting demand for the places and analyzing the load of rooms in the past and current periods, the booking department together with the marketing service is planning work of the hotel. (Hotel Leikari 2020.)

The hotel's load depends on the season, business activity in the region, economic and political situation. In the times of political instability, the tourists' interest in the region is decreasing because the hotel cannot guarantee the safety of tourists. For tourist companies who are regularly delivering the clients, the hotel makes discounts for the payment of food and accommodation and for the payment of some services. (Hotel Leikari 2020.)

The room service provides the services for tourists in the rooms, maintains necessary sanitary condition of the rooms and the level of comfort, provides daily services for the clients. (Hotel Leikari 2020.)

The staff of the service includes deputy director (manager of maintenance), staff on the floors, the chief hotel cleaner, hotel cleaners, cleaners, guardians on the floors, workers of laundry service and so on. From the point of view of the guests, the room service is the most important service in the hotel because the staff of this service directly works with the clients in permanent contact and carries out all functions connected with their direct service. "Other services offered to guests of the hotel, can be considered as bonuses". (Hotel Services 2015.). The staff is headed by the manager who is controlling the other staff members.

Thus, according to above-mentioned information, the following conclusions can be made. The Hotel Leikari has an exact and understandable structure of the guests' services. Judging by the amount of guests and their positive reviews, this system has turned out to be quite efficient. This system has the following advantages:

- well-organized structure of the hotel management;
- recruitment of professional staff possessing all the necessary skills and abilities;
- well-organized advanced education of the staff;
- concentration on the guests' needs and preferences;
- readiness to satisfy all desires and wishes of the guest.

Thus, due to well-organized customer service, the Hotel Leikari has gained a great popularity among both foreign and local tourists. Nevertheless, the survey has shown that, judging by the level of the clients' satisfaction, some services of the hotel need improvement.

4 Research Method

In order to estimate the level of the clients' satisfaction at Hotel Leikari, survey was organized. During the survey, the clients answered important questions about the quality of services in the Hotel Leikari. Analysis of the received data helped to understand the directions in the hotel's service that are not perfect yet and that have to be developed and improved.

4.1 Implementation of the survey at the Hotel Leikari

Investigation was based on the survey carried out among the clients of the Hotel Leikari. Afterwards, the data received from these surveys was analyzed statistically, in order to make conclusions on the level of the customer satisfaction with the services provided.

Nowadays, all tourist organizations are willing to find out the customers' opinion about products and services provided, in order to improve the company's efficiency. "There are many ways of research, but, in this case, survey is considered to be the most trustworthy and efficient method of investigation". (Survey Research 2020.)

In this thesis, a survey was chosen as the main method of investigation. The target group included old and new clients of the Hotel Leikari. The qualitative research methods were used.

Qualitative research is mainly exploratory research. It is conducted in order to understand the reasons, opinions and motivations of the respondents concerning the stated issues of the survey. It helps to develop ideas or hypotheses that the respondents give, and use them in future investigations. In addition, "qualitative research provides insights of the problem and shows hypotheses for potential quantitative research". (DeFranzo 2011, p. 37.)

The author aimed to get qualitative and reliable information from the participants of the research. Thus, the questionnaire author planned for empirical part of the thesis requires open-ended questions and questions where respondents are supposed to describe their attitude to the question; so, author used the qualitative research techniques in the thesis.

4.2 Data collection

This chapter is devoted to the details of data collection. For data collection, the service path/customer journey was used as a structure for questionnaire. It is the method of investigating the customers' opinion by means of a survey with open ended questions. This method is efficient because it helps to receive the most detailed information about the customers' likes and dislikes in the sphere of the hotels' service.

First, it was decided to use the method of qualitative analysis. This method is based on collection of non-digital information that can be interpreted in different ways in order to understand basic peculiarities of social life of the target group. In this case, the target group consisted of the hotel's clients.

This method encourages the respondents to give written answers in a free form and to share their experience. This method is valuable because it helps the researcher to find out a lot of personal information about participants of the target group. Moreover, there is a possibility to obtain some extra information that was not included into the original survey. (Survey Research 2020.)

The process of data collection is based on collecting and analyzing the information received from the target group (target groups).

In this case, the survey was organized with both new and old clients of the Hotel Leikari. As a result, important information was obtained about the quality of services, needs and desires of customers, advantages and drawbacks of the hotel. Organization of the survey was agreed in advance with the staff manager of the Leikari Hotel. Survey was used as the main method of practically oriented research. Questionnaires in English language were distributed among the clients.

Author organized her empirical research based on the questionnaire for customers in the Hotel Leikari. Author decided to make the survey among Hotels' customers via online questionnaire available on the Google Docs platform, in order to make the process of collecting data from the customer easier and to make it simple for future analyzing. Online questionnaire, in author's opinion, is a very convenient way for collecting information. Customers can fill questionnaire at their free time and it does not disturb their everyday life.

Google Docs has a great amount of questionnaire templates and they are applicable for any kind of online questioning. The author simply organizes his questionnaire in a ready made template. Google Docs platform also gives the data analysis after the questionnaire is done. For this reason, the author chose this tool for the empirical part.

Interview was organized in a closed and anonymous form, the clients received the survey that had been prepared in advance. The survey contained closed questions with a multiple-choice answer because it is easy to analyze a big volume of such materials. Moreover, the survey contained a set of questions in open form which were designed in order to define the clients' level of satisfaction with the service of the Hotel Leikari, and also to define the clients' needs and desires.

Survey had the following structure:

Questions with a multiple-choice answer with the evaluation scale from 1 to 5 points, where 1– very bad, 2 – bad, 3 – satisfactory, 4 – good, 5 – excellent. Also there were several open ended questions.

1. How did you find out about the hotel?
2. Who did you stay with?
3. What were your main reasons for your visit to the hotel?
4. Is this your first visit to this hotel?
5. What was your first impression when you had contact with staff?
(check-in procedure)
6. Which payment method did you choose?
7. What was your opinion about staff in general?
8. Accessibility. Was connection with the hotel convenient for you?
9. Service.
10. Room facilities.
11. Tidiness and cleanliness of your room?
12. Free services (Wi-Fi, sauna etc.)
13. What was your opinion about the hotel in general?
14. What are the hotel's advantages?
15. What are the hotel's disadvantages?
16. Would you recommend the hotel to your friends or relatives?

In total, 54 people took part in the survey. Survey was based on a set of questions with closed answers. Clients of the hotel had to choose one of the answers offered in a form based on the program Google Docs.

4.3 Survey for the Hotel Leikari: questions and responses

In the end of survey period, 15 Dec. 2019, author managed to collect 54 responses to the questionnaire. Participants were, as it was mentioned earlier, customers of the Hotel Leikari.

1. Finding out the existence of the hotel.

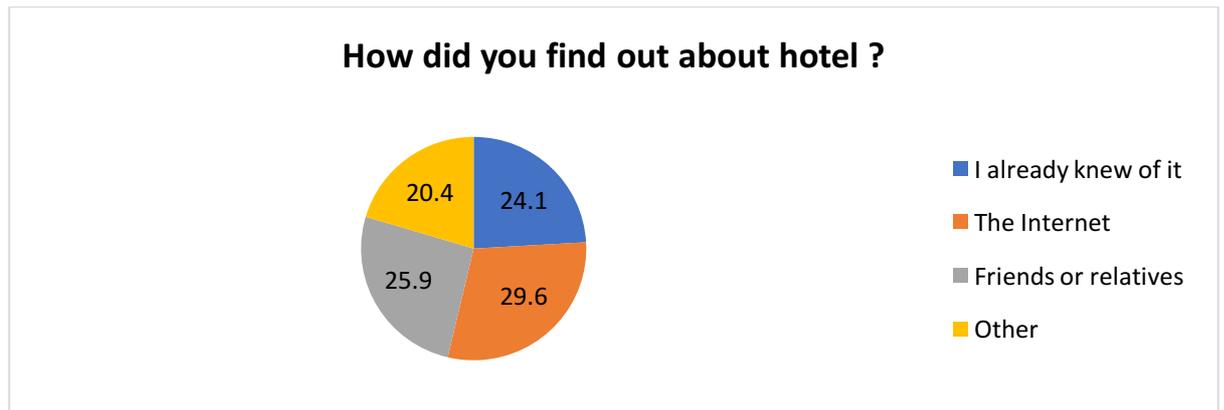


Figure 1. Finding out the existence of the hotel.

The first question was «How did you find out about hotel» (figure 1.): Twenty-nine point six per cent of respondents told that they found out information about the hotel via Internet. Twenty-five point nine per cent of respondents had heard about the hotel from their friends' recommendations. Twenty-four point one per cent of respondents had already heard about the hotel before. Twenty point four per cent of respondents heard about the hotel from various sources.

2. People the clients stayed with.

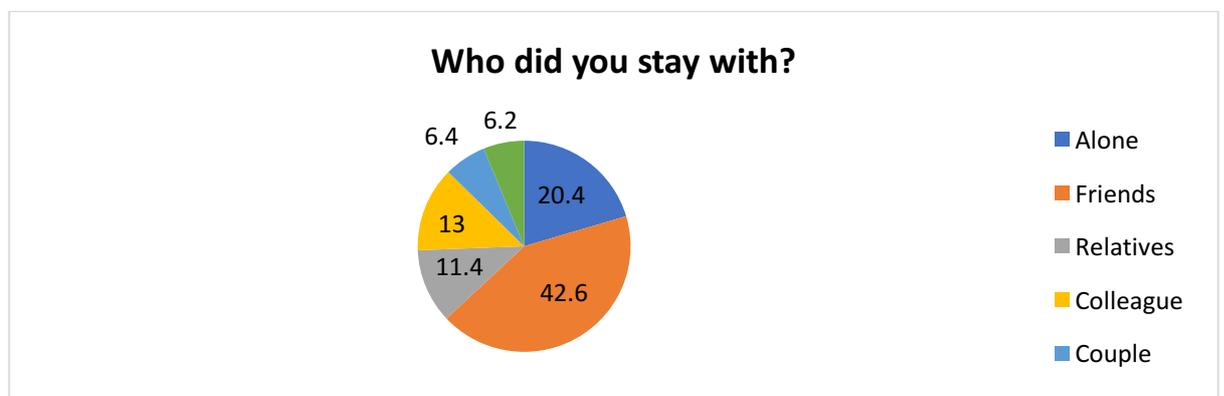


Figure 2. People the clients stayed with.

Travel company/people who stayed with colleagues, friends, relatives, spouses, others or alone. Then the respondents were asked: «Who did you stay with? » Forty-two point six per cent of respondents said that they visit the hotel with their friends. Twenty point four per cent said that they were staying alone. Thirteen per cent of respondents were staying with the colleagues. Eleven point four per cent were staying with their relatives. Six point four per cent of respondents were staying as a couple. In addition, six poin two per cent chose the answer “Other”.

3. The main reasons for visiting the hotel.

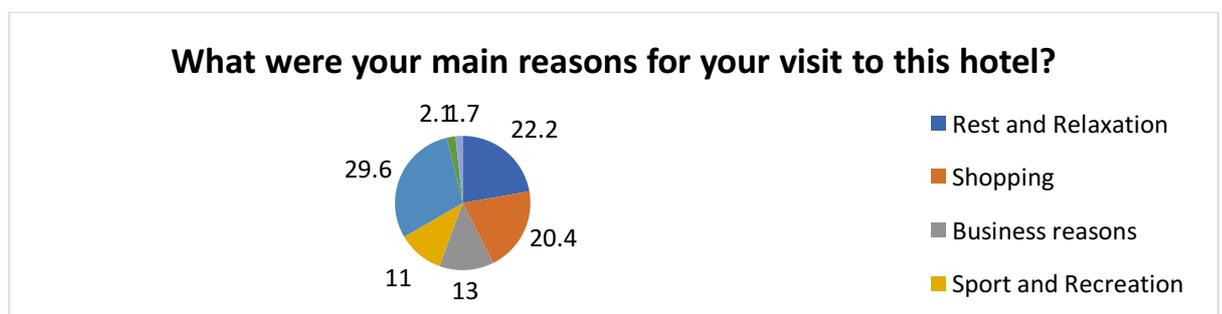


Figure 3. The main reasons for visiting the hotel.

Segmentation of the answers «What were your main reasons for your visit to this hotel? » (Figure 3) looks the following way: majority of the clients (twenty-nine point six per cent) stayed in the hotel for a Weekend's event. Twenty-two point per cent of respondents answered «Rest and Relaxation». Twenty point four per cent of respondents came for shopping. Thirteen per cent of respondents had some business reasons. Eleven per cent of visited the hotel for «Sport and Recreation». Other clients chose a one-night stay and other reasons.

4. The payment method.

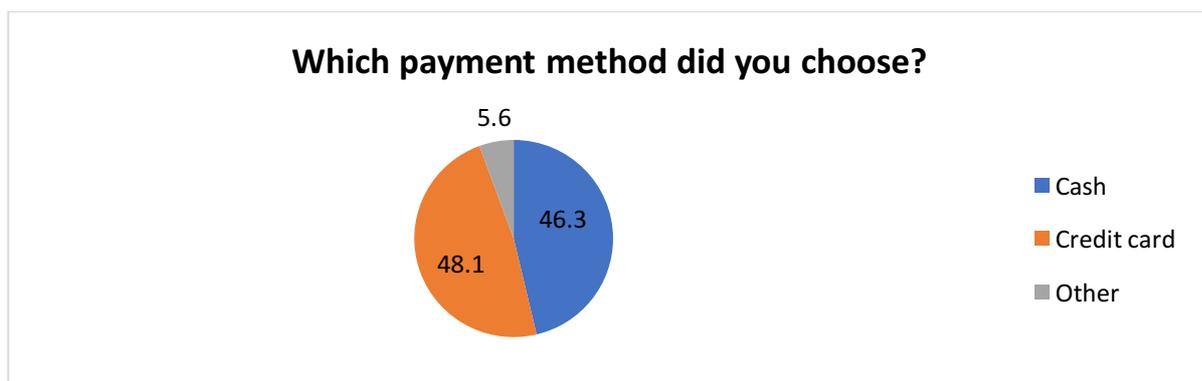


Figure 4. The payment method.

Let us study answers to the question «Which payment method did you choose?». The most popular payment method is the payment by a credit card – forty-eight point one per cent. Forty-six point three per cent of clients prefer paying in cash for the hotel services. The rest five point six per cent of respondents prefer other methods of payments.

5. The quantity of visits to the hotel.

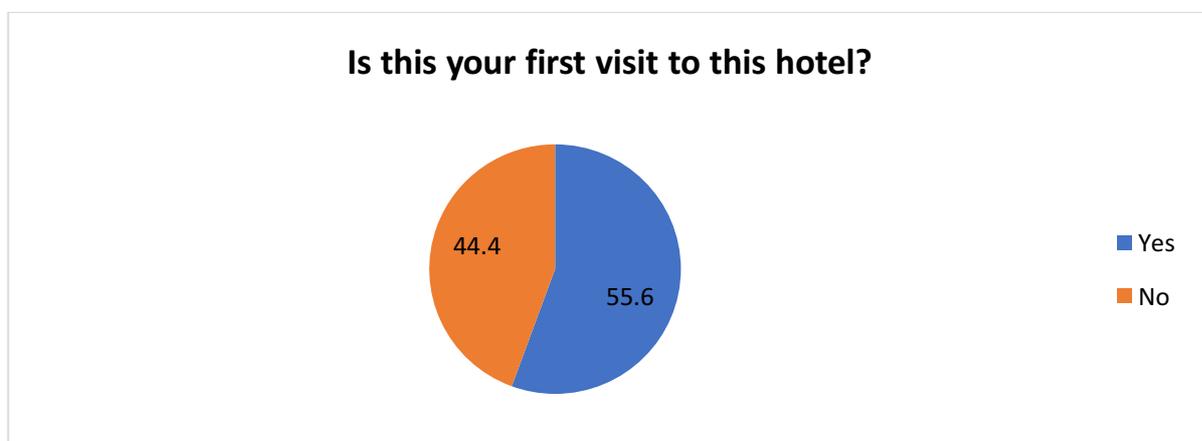


Figure 5. The quantity of visits to the hotel.

The question helping to reveal new and old clients was «Is this your first visit to this hotel? ». Fifty-five per cent of respondents had never stayed in the hotel before. The rest forty-four point four per cent are permanent clients.

6. Impression of the staff.

Then author studies answer to the questions that were estimated according to the scale from 1 to 5 scores.

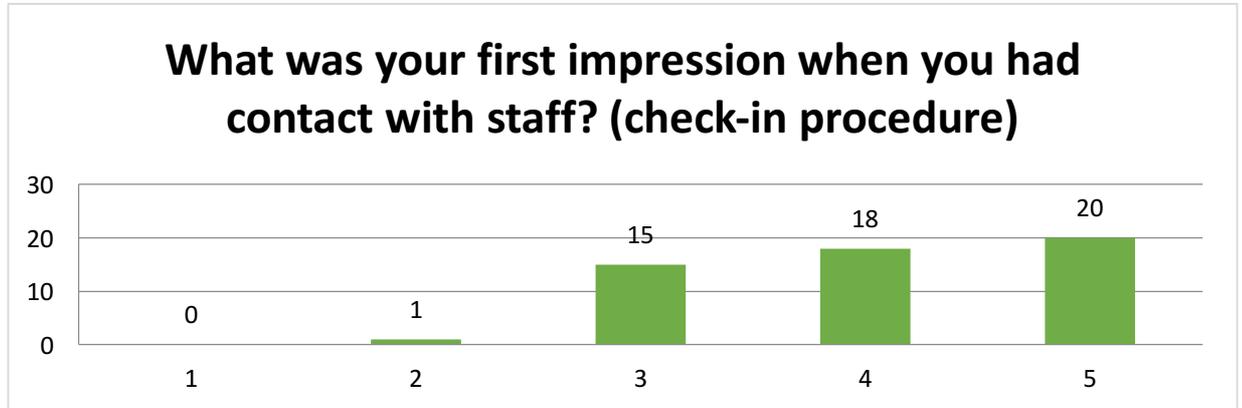


Figure 6. Impression of the staff.

The clients were asked «What was your first impression when you contact with staff? (Check-in procedure) ». Twenty respondents of fifty-four, that was thirty-seven per cent of respondents, chose the highest score. Thirty-three point three per cent chose four points. Twenty-seven point eight per cent of the clients chose three points and a single respondent estimated work of the reception desk for 2 points.

7. General opinion about the staff.

Judging by the evaluation results, a big amount of the hotel's clients are not fully satisfied with the work of the staff. It is an anxious signal. Thus, optimization of this structure in the hotel is needed.

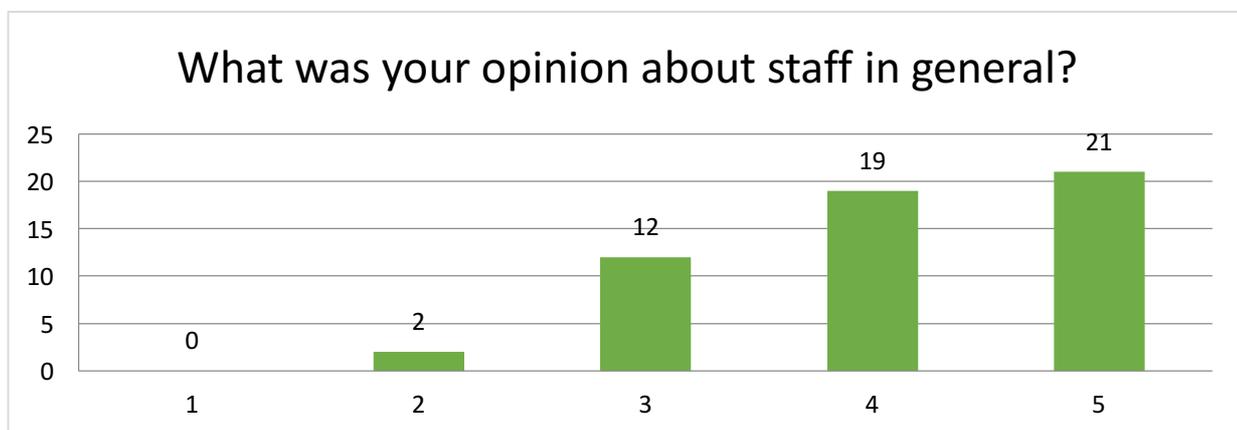


Figure 7. General opinion about the staff.

Answers at the question «What was your opinion about staff in general? » (Figure 7) show that 21 people (38.9%) are satisfied with the staff's work in general. Nineteen (35.5%) of respondents estimated work of the staff for 4 points. Twelve (31.5%) of respondents gave only 3 points to work of the staff. Two (3.7%) respondents were completely dissatisfied with the work of the staff and chose only points. As it was already indicated here before, over 30% of the respondents evaluate the work of the staff for 3 points only. It is a negative fact that can lead to the loss of clients and requires immediately reaction from the hotel's administration.

8. The service.

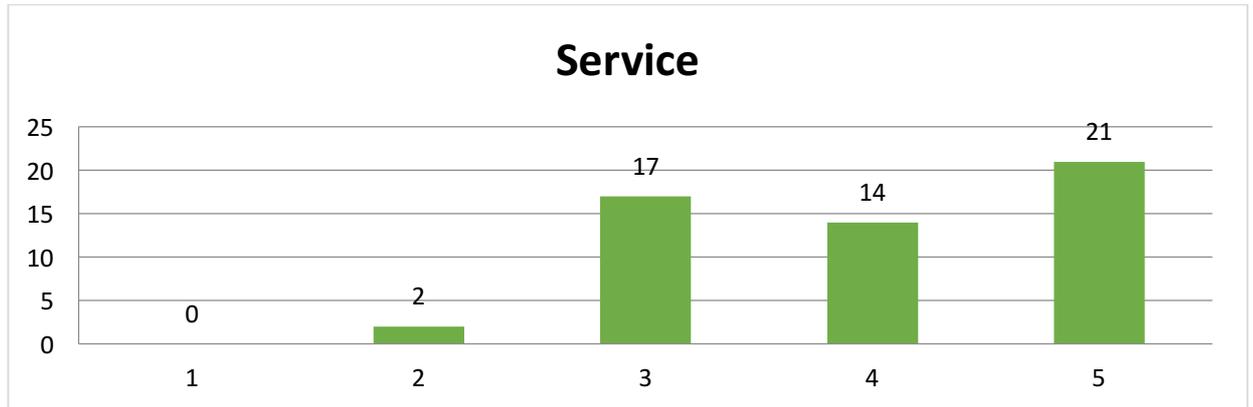


Figure 8. The service.

Evaluation of the service (figure 8) in the hotel revealed that 21 (38.9%) of the respondents evaluated the service for 5 points. Fourteen people or 25.4% gave 4 points to the service. Seventeen people or 31.5% of the respondents evaluated the service for 3 points. Two people gave only 2 points to the service. These results also witness the need in optimization of the hotel's work.

9. Room facilities.

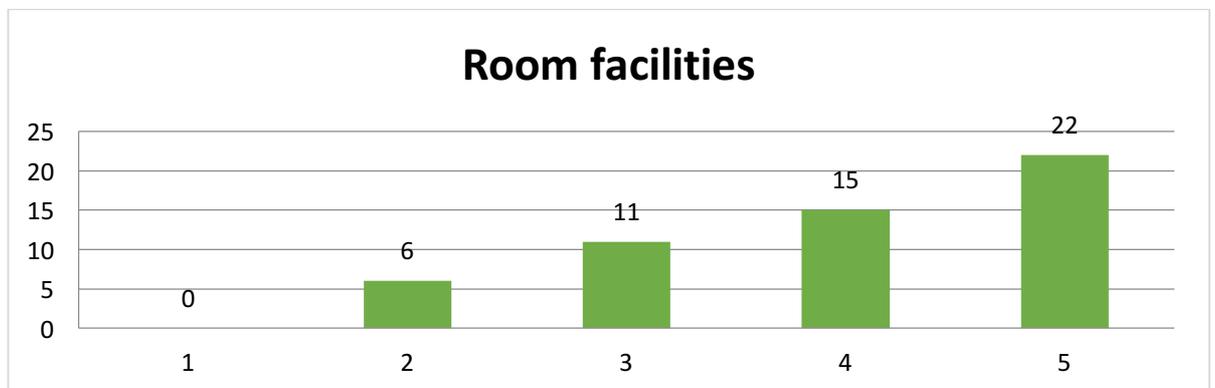


Figure 9. Question 9 from customers' survey.

Room facilities (figure 9) were estimated for 5 points by 22 (40.7%) of the clients. 15 clients, or 27.8 % of the clients, evaluated the room services for 4 points. Eleven people of 54 were not satisfied with the room service and chose 3 points. Two clients chose 2 points for room facilities.

10. Accessibility.

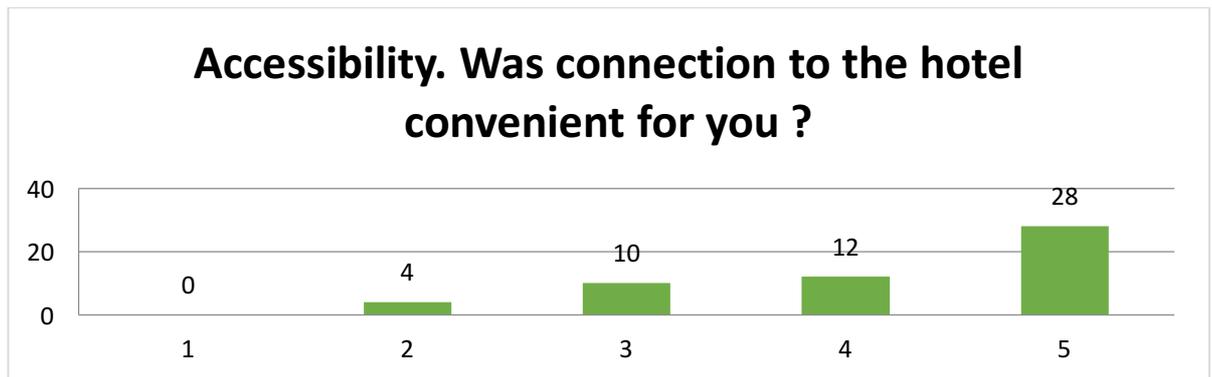


Figure 10. Accessibility.

Availability and convenience of connection (figure 10) was estimated as 5 points by 28 people, or 51.9% of the clients questioned. 12 people (22.2%) evaluated convenience and availability of connection in 4 points. Ten people gave 3 points and 4 people chose 2 points. The negative result can be explained by the fact that the hotel is often visited by elderly people. The modern hotel has interactive and distant ways of communication but elderly clients are not always satisfied with this fact. This fact explains results of the answers received in this category of the survey.

11. Tidiness and cleanliness of the room.

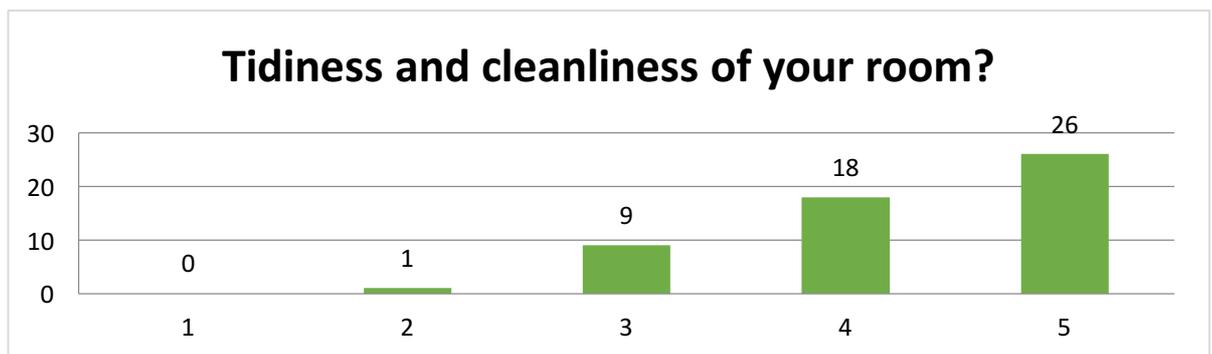


Figure 11. Tidiness and cleanliness of the room.

Tidiness and cleanliness of your room (figure 11) was estimated for 5 points by over 26 people, or 48.1% of the respondents. Eighteen (33.3%) people evaluated the tidiness and cleanliness in the rooms for 4 points. Nine (16.7%) of people questioned estimated tidiness and cleanliness of the room for 3 points, and a single respondent gave 2 points.

12. Free services.

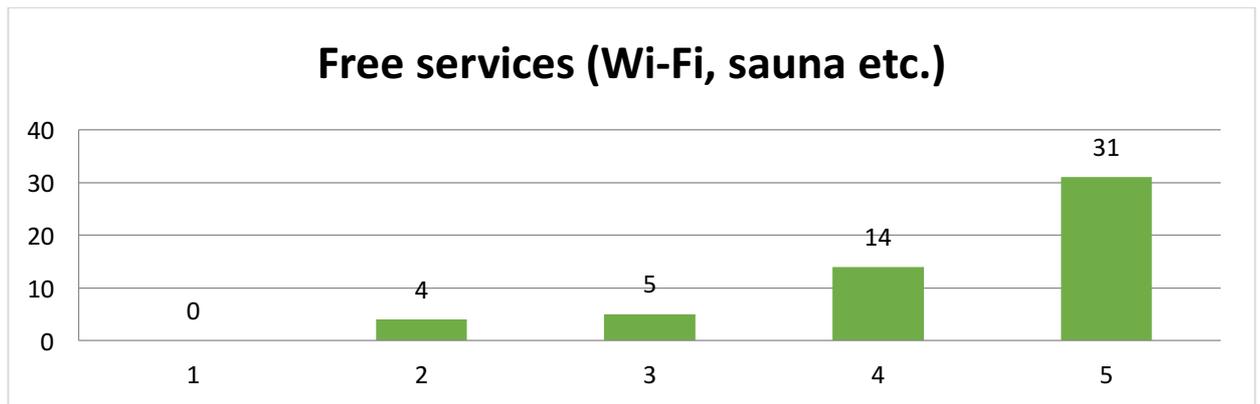


Figure12. Free services.

The hotel provides a range of free services. Among them, there are sauna and Wi-Fi. The survey has shown (see figure 12) that 31(57.4%) of the clients were satisfied with the service and gave 5 points. 14 people or 25.9% of the respondents gave 4 points for free services. 5 people chose 3 points and 2 people chose 2 points.

13. General opinion on the hotel.

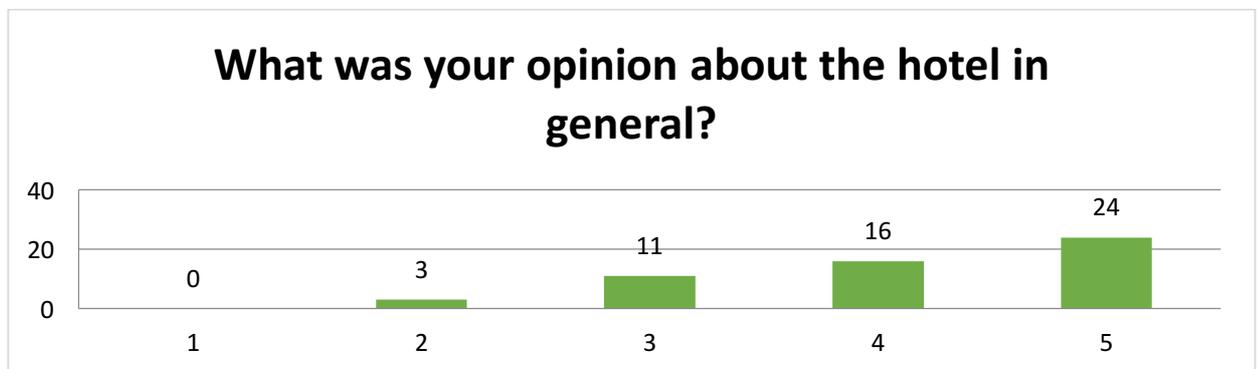


Figure 13. General opinion on the hotel.

The question «What was your opinion about the hotel in general? » (Figure 13) showed the following results: 24 (44.4%) of the clients were completely satisfied with the services and gave 5 points. Sixteen respondents or 29.6% estimated the hotel for 4 points. Eleven (20.4%) estimated the hotel for 3 points and 3 people gave 2 points.

14. Wish to recommend the hotel.

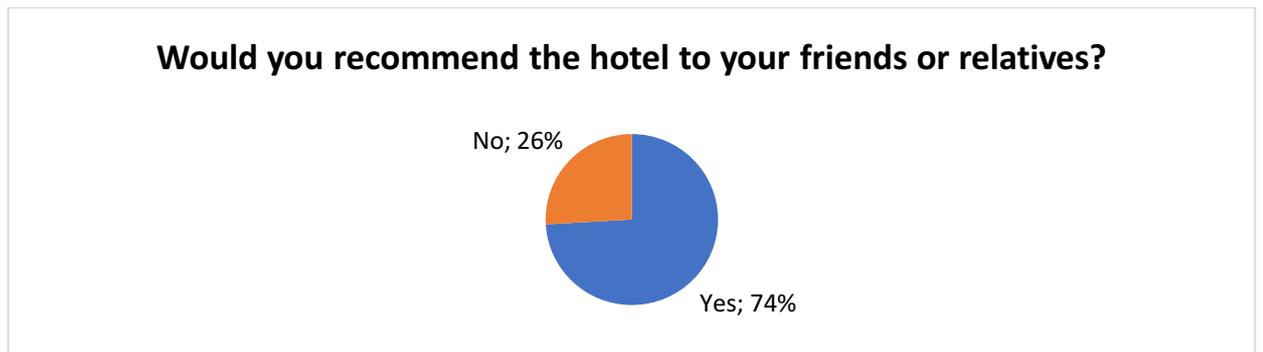


Figure 14. Wish to recommend the hotel.

The next question was «Would you recommend the hotel to your friends or relatives? » (Figure 14). Seventy-four per cent of the respondents said that they would recommend the hotel to their relatives and friends. Twenty-six per cent of the clients will not recommend the hotel.

15 and 16. Advantages and Disadvantages.

Also the survey was carried out in the open form. Thus, the clients were encouraged to express freely their opinion on the hotel. Among their opinions, one should mention the following ones (distributed into several themes):

Location:

- I live in Kotka and this hotel is a relaxing place for a whole weekend.
- Near location with sport resorts and shopping centers.
- Concerts, bus stop on the parking area of the hotel.
- Convenient location with main road to Helsinki.
- Beautiful town, good location with border.
- Location and different artists (music).
- Close to road and comfortable hotel.
- Near border and shopping centers.
- The hotel has a good location and its own parking area; it is situated near the shopping centers.

Price:

- Price=quality, convenient for transit trip.

Service:

- After party we slept well, was comfortable to stay and went home next day. Staff are very friendly.
- Beautiful place, polite staff.
- I spent only one night and this hotel has satisfaction grade. Without particular + and –

Facilities:

- There is everything for long period, spent in the hotel 3 weeks.
- Funny weekends with good program.
- Concert and bed in one place.
- The hotel is a cultural center with concerts and entertainment programs.

Judging by the clients, there are many answers of the locals who spend weekends at the hotel. In addition, the clients mention correspondence of the quality to the price and politeness of the staff. Afterwards, the clients were asked the question: What are the hotel's disadvantages?

- respondents gave no comments.
- 9 clients of the hotel did not find any negative moments.

Among the negative features, the following ones were mentioned (distributed into several themes):

Location:

- 1.2 km from city center, need to use additional transport.
- We had to use public transport to go shopping.
- Only forest and road around the hotel.
- Far away from home.

Price:

- Alcohol is expensive.

Service:

- Noisy music during night.
- Poor amount of services.

Facilities:

- Several years ago swimming pool was good. It is the main minus that pool is not work at all.

- Swimming pool is not in use as my relatives said.
- There are not any shops. Swimming pool is closed.
- Nothing to do in the hotel.
- Update interior.

Restaurant:

- The restaurant was not really good.
- Restaurant.
- Breakfast.
- Restaurant was awful.
- Bad restaurant.
- Food was awful.

5 Conclusion

The thesis process was structured of analyzing customers' feedback about the Hotel Leikari. With their help, the hotel staff could see how their customers are satisfied and what should be improved. The research shows that customers were satisfied after visiting this hotel, however, there were several disadvantages that might be improved.

Thus, summing up, the hotel researched in this investigation has significant advantages: a successful location near shopping centers and two towns, organization of concerts with popular performers and price. In spite of not very good work of the staff mentioned by many clients, in general the clients say that the staff is polite. Respondents used to mention a lot how beautiful the nature around the hotel is. Also most of the respondents mentioned that it is comfortable to travel to this hotel and quite easy to find necessary information here.

However, in spite of positive features of the hotel, there is a whole range of defects. The most important ones are bad quality of the food and a bad work of the whole restaurant in general. Many clients of the hotel would like to return the swimming pool that was working some time ago. Some clients mention that it is necessary to expand the range of entertainment in the hotel. In addition, the clients mention old-fashioned interior of the hotel.

All above-mentioned facts witness the need in special measures aimed at the upgrade of the hotel's work. It is a good idea to use feedback questionnaires and leave them on the front office. With using feedback questionnaires, hotel will appreciate feedback that will help understand customer satisfaction better.

More marketing effort could be done to promote not only the Hotel Leikari, but also entertainment program in the hotel, which could increase number of customers.

More visualization could be made for entertainment possibilities in the area. For example, hotel's website has a description of possible activities to do in the area, but there is not a full list of possibilities, and there are no links to companies offering services, just names. Of course, customers can Google them separately

but it is much more convenient to use redirecting system on the web page from one service to another.

6 Figures

- Figure 1. Finding out the existence of the hotel
- Figure 2. People the clients stayed with
- Figure 3. The main reasons for visiting the hotel
- Figure 4. The payment method
- Figure 5. The quantity of visits to the hotel
- Figure 6. Impression of the staff
- Figure 7. General opinion about the staff
- Figure 8. The service
- Figure 9. Room facilities
- Figure 10. Accessibility
- Figure 11. Tidiness and cleanliness of the room
- Figure 12. Free services
- Figure 13. General opinion on the hotel
- Figure 14. Wish to recommend the hotel

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Appendix

Appendix 1. Questionnaire for the Hotel Leikari. "Customers Satisfaction in the Hotel Leikari".

How did you find out about the hotel?

- I already knew about it
- The Internet
- Friends or relatives
- Other

Who did you stay with?

- Alone
- Friends
- Relatives
- Colleague
- Couple
- Other

What were your main reason for your visit this hotel?

- Rest and Relaxation
- Shopping
- Business reasons
- Sport and Recreation
- Weekends' event
- One night stay
- Other

Is this your first visit to this hotel?

- Yes
- No

What was your first impression when you had contact with staff? (check-in procedure)

From 1 to 5 (from very bad to excellent)

Which payment method did you choose?

- Cash
- Credit card
- Other

What was your opinion about staff in general?

From 1 to 5 (from very bad to excellent)

Accessibility. Was connection with the hotel convenient for you?

From 1 to 5 (from very bad to excellent)

Service.

From 1 to 5 (from very bad to excellent)

Room facilities.

From 1 to 5 (from very bad to excellent)

Tidiness and cleanliness of your room?

From 1 to 5 (from very bad to excellent)

Free services (Wi-Fi, sauna etc.)

From 1 to 5 (from very bad to excellent)

What was your opinion about the hotel in general?

From 1 to 5 (from very bad to excellent)

What are the hotels' advantages?

What are the hotels' disadvantages?

Would you recommend the hotel to your friends or relatives?

- Yes
- No

Data _____._____

Thank you for your time to responses!!!