



**Evaluation of Hotel Services in Mansoura University Guest House**  
**Ahmed Hassan Metowaly<sup>1</sup>      Roida El-sayed El-benawy<sup>2</sup>**

---

---

1,2, Faculty of Tourism and Hotel Management, Mansoura University

---

---

**Abstract**

This study aims to evaluate the quality of hotel services provided to customers in Mansoura University guest house through investigation how customers perceived these services. In order to achieve this objective, a self-administrated questionnaire was developed and directed to random sample of customers. A total of 100 questionnaires were randomly distributed among them; only 92 forms (92%) were valid to analysis. The obtained results indicated that 45.7 were unsatisfied with the quality of services provided, 31.5% were neutral and on other hand, 22.8% were satisfied. Based upon the findings, some recommendations were suggested to improve hotel services provided in the investigated property.

---

**©2016 World Research Organization, All rights reserved**

**Key Words:** guest house - customer satisfaction - Hospitality services.

**Citation:** Metowaly H. A. and El-benawy E. R., (2016), Evaluation of Hotel Services in Mansoura University Guest House., No.23.-2(6) 94 – 113.

---



## Introduction

Hospitality industry is considered one of the most important component of the tourism industry. It is defined as "collection of businesses providing accommodation and / or food and beverage to people who are away from home". In other words, the hospitality industry includes not only famous hotels and restaurants, but also a wide range of business, such as small guest houses, snack bars and fast-food outlets (Lashley, 2008).

University guest house is considered one of the institutional establishment (non-commercial) which is not run specifically to make a profit, it is usually operated with the intention of promoting the benefits and welfare of its members. If there is any excess income, it is usually reinvested in the business (e.g. in purchasing new equipment or refurbishing the premises). So, This research aims to evaluate the quality of hotel services provided to customers in Mansoura University guest house.

## 1) An Overview of Guest Houses

### 1.1 Guest House Concept

According to business dictionary, guest house is an lodging establishment which is larger than bed and breakfast one, typically offering breakfast included in room rate but not licensed to serve alcoholic beverages. Guest houses range from low-budget rooms to luxury apartments, and tend to be like small hotels in larger cities. They are rated from one to four stars (one to five diamonds in UK) on the basis of the level of cleanliness, quality of food, hospitality, and service, and whether or not they offer attached bathrooms.

Henning (2008) defined guest house as "commercial accommodation establishment offering between 4 to 16 bed rooms, which has as its primary source of business is the supply of tourist accommodation, breakfast and dinner and made a available to guests, particularly where the latter is not readily available in the vicinity of the establishment".

Kokt (2013) mentioned that guest house can be an existing home, a renovated home or a building that has been specifically designed to provide over night accommodation. A guest house should have more than three rooms, and public areas must be used by guests only.



Mensah and Mensah (2013) indicated that guest house is usually a private home in which the owner rents spare bedrooms to transient guests. It is a limited service facility, with little or no meals served to guests. The type that provides full breakfast to guests is known as bed and breakfast. In Ghana, a guest house is an accommodation facility that meets all the requirements for a one-star facility but has less than eleven rooms.

Northern Ireland Tourist Board (2016), stated that a guest house differs from a B&B establishment in a number of important respects:

- It must provide sleeping accommodation in not less than three double bedrooms all of which must be en suite.
- Meals must be made available, including evening meal and breakfast.
- Additional or enhanced facilities, furnishings and fittings are required.

Henning (2008) stated that guest houses and bed breakfast establishments are becoming increasingly popular. The reasons for this trend are:

- Value for money,
- Convenient location,
- Cleanliness and hygiene,
- Appropriate and attractive facilities,
- Good personal facility and safety,
- Privacy,
- Peace and quiet,
- Good home-cooked food.

Radder and Wang (2006) summarized the factors influence guest house customers' expectation and perceptions towards service provided in guest houses into seven dimensions as follows:

1- Professional skills and abilities: "Professionalism of staff, friendliness and courtesy of staff, efficiency of front desk staff, efficiency in check-in/out, ability of staff in dealing with guests' requests, quick response to



guests' problems, enthusiasm of staff communication skills, sympathetic handling of complaints, efficiency of room service and friendliness of front desk staff".

2- General amenities: "Availability of business facilities on the premises, availability of dining – room facilities, availability of self – catering facilities, availability of business center facilities in the room, place to meet for discussion with colleagues and up- to – date and modern amenities"

3- Room amenities: "Security and safety of room, cleanliness of room, comfortable mattress and pillow, quality of bathroom and shower facilities, good soundproofing between bedrooms, neat appearance of staff and reasonable room rate / Value for money".

4- Convenience: "User – friendly reservation system, staff performing services adequately the first time, accuracy and reliability of information provided to guests, quick check – in and check – out".

5- Functional skills and abilities: "Training of staff, recruiting and selection of staff and commitment of staff to pass guests' needs".

6- Core service: "Variety of services offered, reliable message service, reliable wake– up service, efficient handling of complaints, confidence of staff and service punctuality".

7- Ambiance: "Home- away – from – home atmosphere, attractive décor, furnishings of room/ lobby, availability of secure parking and convenient location".

## **2) Service Quality and Customers Satisfaction in Hospitality Industry**

Service quality and customer satisfaction have been identified as key elements of the service-profit chain. Higher levels of service quality produce higher levels of customer satisfaction, which in turn lead to higher levels of customer patronage and sales revenue. In food and beverage operations quality means reliably providing the food, service and environment that meet with customers' expectations and where possible finding ways of adding value to exceed expectations and result in delight (Davis et al., 2008).



Many researchers have been studied the relationship between service quality and customer satisfaction in hospitality industry.

Marković and Janković (2013) discussed the impact of perceived service quality dimensions on customer satisfaction in the hotel industry in Croatia. Factor analysis identified four dimensions of perceived service quality, namely reliability, empathy and competence of staff, accessibility and tangibles. Multiple regression analysis showed that reliability, accessibility and tangibles had a significant and positive effect on overall customer satisfaction. On the other hand, empathy and competence of staff positively influenced hotel guests' satisfaction, but this impact was not statistically significant when other dimensions were involved.

Rau and Sahu (2013) focused further on the gap between customers' expectation and their perception of front office service quality. The results showed that the overall mean score of perception was higher than expectation in all dimensions, yielding a positive SERVQUAL gap. In this study, the findings showed that most respondents identified tangibility as the most important factor in determining satisfaction .

Forozia et al., (2013) tested the relationship of perceived value, service quality and customer expectation with customer satisfaction in 3-star Hotels in Malaysia. The findings of the study recognized the service quality as the most significant factor effecting the customer satisfaction. This study also proved that customer satisfaction is a key factor that leads the hospitality industry to success and gain competitive advantages

Gunarathne (2014) investigated the relationship between service quality and customer satisfaction in Sri Lankan hotel industry. The study identified five tourism service quality dimensions, namely, tangibility, reliability, responsiveness, assurance and empathy, all of which comprise the criteria tourists use to evaluate the service quality of Sri Lankan hotels. The findings of this study indicate that the most important factor in predicting tourism service quality evaluation was tangibility, followed by empathy, reliability, and responsiveness. The findings of this study suggest that among the five dimensions of service quality, assurance has a negative relationship with customer satisfaction.



Minh et al. (2015) examined the relationship between service quality and customer satisfaction in Vietnamese hotels, survey questionnaire was constructed with 23 service quality items covering 5 service quality dimensions based on SERVQUAL model. Analysis results indicate that Reliability, Responsiveness, Assurance, and Empathy significantly impact on the customer satisfaction. The study implies that service quality plays an important role as a driver for higher customer satisfaction level in hotel service.

### **Research Methodology**

As this study aims to evaluate the quality of hotel services (Check-in and check-out procedures - accommodation and room facilities - food and beverage service - recreation and entertainment facilities) in Mansoura University guest house, a self administrated questionnaire was developed and directed to a random sample of customers in the investigated guest house to identify their perceptions towards hospitality services provided and identify the problems that may face them during their stay in the property.

Questions in the questionnaire form were classified into three sections. The first section pertains respondents' demographic data where they asked to provide information about their gender, age and position. The length of stay, and method of reservation were also identified. The second section of questionnaire form reveals the respondents' perceptions towards quality of hospitality services provided in the guest house (check-in and check-out procedures - accommodation and rooms facilities - food & beverage service - recreation and entertainment facilities). The instrument utilized a five-point Likert-type scale (strongly agree - agree - neutral - disagree - strongly disagree) to determine the levels of agreement with statements investigated.

In the third section of questionnaire, the participants were asked for their overall satisfaction with the quality of services obtained and an open-ended question was asked to give the respondents the opportunity to comment on or suggest any issues concern quality of service.



The range of each level of agreement was calculated as follow:

$$5 - 1 / 5 = 0.80$$

- Strongly disagree = from 1.00 to 1.80
- Disagree = from 1.81 to 2.60
- Neutral = from 2.61 to 3.40
- Agree = from 3.41 to 4.20
- Strongly agree = from 4.21 to 5.00

The total number of questionnaire forms distributed was 100 forms, and only 92 forms (92%) were valid. The results obtained were computed and analyzed in the following tables.

### Respondents' Profile

These questions were concerned with recognizing the personal data of respondents as for; gender, age, and position. As shown in table (1), with regard to respondents' gender, the results showed that the majority of respondents were males (76.1%). Meanwhile, 23.9% were females.

Concerning the age, the results revealed that 37% were less than 30 years; 29.3% in the category from 30 to 39 years. The category from 40 to 50 years represents 18.5%. Meanwhile, 15.2% of respondents were more than 50 years. In terms of respondents' position, 27.2% were lecturers, 19.6% and 17.4% were assistant lecturers and demonstrators respectively. Associate professors and professors represent 21.7% and 8.7% respectively.



Table 1: The Respondents' Profile

Personal Data	Attribute	Frequency	%
Gender	Male	70	76.1
	Female	22	23.9
Age	Less than 30	34	37
	From 30 to 39	27	29.3
	From 40 to 50	17	18.5
	More than 50	14	15.2
Position	Professor	8	8.7
	Associate professor	20	21.7
	Lecturer	25	27.2
	Assistant lecturer	18	19.6
	Demonstrator	16	17.4
	Others	5	5.4
Total		92	100

### The length of Stay/Weekly

This question was designed to reveal the respondents' length of stay per week.

Table (2): The length of Stay/Weekly

Attribute	Frequency	%
One night / weekly	18	19.6
2-3 nights / weekly	55	59.8
More than 3 nights / weekly	19	20.6
Total	92	100

From the collected data it could be notice that the majority of respondents (59.8%) stay in university guest house from 2-3 nights / weekly. Meanwhile, 20.6% stay more than 3 nights. persons who stay for only one night represent 19.6%.



## *The Respondents' Perceptions towards Hotel Services in Mansoura University Guest House*

This question was designed to reveal the respondents' perceptions towards some attributes concerning the quality of hotel services (Check-in and check-out procedures - accommodation and room facilities - food and beverage service - recreation and entertainment facilities) provided in Mansoura University guest houses. A five point Likert scale was used to identify level of agreement with the attributes investigated. The obtained results are shown in the following table

As shown in table 3 it could be notice that, the majority of respondents agreed on all statements that related to check- in and check-out procedures except one item (Guest was greeted and welcomed with smile) they strongly agreed which means that reception staff in Mansoura University guest house is characterized by a range of good qualities such as (Knowledge of all services and facilities provided - well groomed and follow good personal hygiene practices - apologized consistently for any delay or mistake - deal with customer complaints in a proper manner - met customer special requests immediately).



Table 3: The Respondents' Perceptions towards Hotel Services in Mansoura University Guest House

Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Check- in and Check-out Procedures</b>											
Guest was greeted and welcomed with smile	-	-	-	-	4	4.34	44	47.82	44	47.82	<b>4.43</b>
Staff was neatly groomed, uniform was clean, well pressed and in good condition.	-	-	4	4.34	16	17.39	56	60.86	16	17.39	<b>3.91</b>
Staff didn't engage in distracting personal chat.	-	-	12	13.04	20	21.73	36	39.13	24	26.09	<b>3.78</b>
Staff is knowledgeable to answer questions regarding services and facilities provided in guest house	-	-	8	8.70	8	8.70	44	47.82	32	34.78	<b>4.08</b>
Staff was consistently courteous	-	-	4	4.34	12	13.04	48	52.17	28	30.43	<b>4.08</b>
Staff apologized consistently for any delay or mistake	-	-	4	4.34	8	8.70	64	69.57	16	17.39	<b>4.00</b>
In case of customer special requests, staff met them immediately	-	-	12	13.04	16	17.39	36	39.13	28	30.43	<b>3.86</b>
Staff deal with customer complaints in a proper manner	-	-	4	4.34	24	26.09	40	43.47	24	26.09	<b>3.91</b>

Continue Table 3 continued



Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Accommodation and Rooms Facilities</b>											
Room space matches with the number of beds in it.	-	-	-	-	12	13.04	64	69.57	16	17.39	<b>4.04</b>
Adequate lighting and ventilation are available	-	-	8	8.70	24	26.09	32	34.78	28	30.43	<b>3.87</b>
Rooms have all guest's needs and requirements (cupboard - office - chair ....etc)	8	8.70	-	-	28	30.43	36	39.13	20	21.73	<b>3.65</b>
Towels, sheets, blankets ....etc are available and in good condition.	8	8.70	16	17.39	24	26.09	40	43.47	4	4.34	<b>3.17</b>
Towels and sheets are changed daily or at least on request.	12	13.04	32	34.78	8	8.70	24	26.09	16	17.39	<b>3.00</b>
Bedroom is fully of furniture, fittings and equipment of good standard, quality and in good condition	4	4.34	24	26.08	32	34.78	28	30.43	4	4.34	<b>3.04</b>
Bathroom, shower and tube are working well	8	8.70	16	17.39	32	34.78	24	26.09	12	13.04	<b>3.17</b>

Continue Table 3 continued



Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Accommodation and Rooms Facilities</b>											
Bathrooms are thoroughly clean, hygienic and well supplied (hot water, soap, sanitizer ...etc).	20	21.73	32	34.78	24	26.09	12	13.04	4	4.34	<b>2.43</b>
Smoking and non-smoking rooms are available	64	69.57	16	17.39	8	8.70	4	4.34	-	-	<b>1.48</b>
Rooms for handicapped are available and equipped with all requirements.	24	26.09	68	73.91	-	-	-	-	-	-	<b>1.74</b>
Laundry services are available	30	32.61	24	26.09	28	30.44	10	10.87	-	-	<b>2.20</b>
Approved prices list is displayed in a prominent position in the bedroom	26	28.26	20	21.74	36	39.13	10	10.87	-	-	<b>2.33</b>
<b>Food and Beverage Service</b>											
Menu is consisted of a good selection of food and beverage items.	-	-	8	8.70	24	26.09	36	39.13	24	26.09	<b>3.83</b>
Menu items are clearly described	-	-	4	4.34	24	26.09	40	43.47	24	26.09	<b>3.91</b>
Food and beverage portions are consistent and adequate	24	26.09	28	30.43	16	17.39	24	26.09	-	-	<b>2.43</b>

Continue Table 3 continued



Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Food and Beverage Service</b>											
Food and beverage are fresh in texture, color, and have good flavors	28	30.43	24	26.09	16	17.39	24	26.09	-	-	<b>2.39</b>
Foods are cooked to appropriate doneness, crispness, and color.	16	17.39	24	26.09	20	21.74	24	26.09	8	8.70	<b>2.82</b>
The price of food and beverage items was reasonable (good value for money).	16	17.39	16	17.39	20	21.74	28	30.43	12	13.04	<b>3.04</b>
Food items attractively arranged in plate	20	21.74	16	17.39	32	34.78	16	17.39	8	8.70	<b>2.74</b>
Food and beverage items served match with the menu description.	24	26.09	12	13.04	28	30.43	20	21.74	8	8.70	<b>2.74</b>
Food and beverage items are presented in appropriate temperature (Hot items served hot and cold items served cold).	20	21.74	8	8.70	28	30.43	24	26.09	12	13.04	<b>3.00</b>
Meals are arrived at appointed time	24	26.09	28	30.43	16	17.39	12	13.04	12	13.04	<b>2.57</b>

Continue Table 3 continued



Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Food and Beverage Service</b>											
Dining room space fits with the number of guests	16	17.39	8	8.70	28	30.43	32	34.78	8	8.70	<b>3.09</b>
Dining room has clean and modern-equipment, furniture and fixtures	16	17.39	20	21.74	36	39.13	16	17.39	4	4.34	<b>2.70</b>
Tables and chairs are perfectly clean, not worn or damaged	20	21.74	12	13.04	36	39.13	20	21.74	4	4.34	<b>2.74</b>
The air condition is in a good condition and work properly	16	17.39	16	17.39	32	34.78	24	26.09	4	4.34	<b>2.83</b>
Glassware, chinaware and silverware are clean, of good quality and in good condition	12	13.04	16	17.39	28	30.43	28	30.43	8	8.70	<b>3.04</b>
There was no excessive noise or odors from kitchen or service areas	12	13.04	16	17.39	16	17.39	40	43.47	8	8.70	<b>3.17</b>
Room service is available 24 hours	16	17.39	12	13.04	40	43.47	20	21.74	4	4.34	<b>2.83</b>
Service staff is committed to rules of personal hygiene	30	32.61	20	21.74	10	10.87	12	26.09	8	8.70	<b>2.57</b>

Continue Table 3 continued



Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	No.	%	No.	%	No.	%	No.	%	No.	%	
<b>Recreation and Entertainment Facilities</b>											
Clean meeting and seminar halls are available	10	10.87	20	21.74	26	28.26	28	30.43	8	8.70	<b>3.04</b>
Library with a good collection of books is available	54	58.70	38	41.30	-	-	-	-	-	-	<b>1.41</b>
Internet service is available and works well	24	26.09	20	21.74	20	21.74	18	19.57	10	10.87	<b>2.67</b>
Parking area is available	8	8.70	12	13.04	28	30.43	26	28.26	18	19.57	<b>3.37</b>



With regard to accommodation and rooms amenities it could be notice that the majority of respondents agreed on only three items out of twelve (25%) as follows:

- Room space matches with the number of beds in it.
- Adequate lighting and ventilation are available

Rooms have all guest's needs and requirements (cupboard - office - chair .... etc)

On other hand they disagreed that:

- Bathrooms are thoroughly clean, hygienic and well supplied (hot water, soap, sanitizer ...etc).
- Approved prices list is displayed in a prominent position in the bedroom
- Laundry services are available

Also, they strongly disagreed that

- Rooms for handicapped are available and equipped with all requirements.
- Smoking and non-smoking rooms are available

Meanwhile, they were neutral that:

- Towels, sheets, blankets and other bed supplies are available and in good condition.
- Towels and sheets are changed daily or at least on request.
- Bathroom, shower and tube are working well
- Bedroom is fully of furniture, fittings and equipment of good standard, quality and in good condition

Concerning food and beverage service it could be notice that, the majority of respondents disagreed that:

- Meals are arrived at appointed time



- Food and beverage portions are consistent and adequate
- Food and beverage are fresh in texture, color, and have good flavors
- Service staff is committed to rules of personal hygiene

On other hand they agreed that:

- Menu items are clearly described.
- Menu is consisted of a good selection of food and beverage items.

Meanwhile they were neutral on all other statements such as; there was no excessive noise or odors from kitchen or service areas, dining room space fits with the number of guests, the price of food and beverage items was reasonable and glassware, chinaware and silverware are clean, of good quality and in good condition.

With regard to recreation and entertainment facilities the majority of respondents were neutral on all items except " Library with a good collection of books is available" they strongly disagreed.

These results are agreed with that mentioned by Darwish (2016), except that related to check in and out procedures, who assess the quality of hospitality services in scouting hostels and Mohamed (2003) who assess the quality of hospitality services in youth hostels. They also concluded that the quality of accommodation, food and beverage service and recreation facilities in the investigated properties were poor and need more efforts to be enhanced.

### **Respondents' Overall Satisfaction**

This question was designed to identify the respondents' overall satisfaction about the quality of hotel services provide. The obtained results are shown in table 4.



Table (4): Respondents' Overall Satisfaction

Variable	Frequency	Percentage
Completely dissatisfied.	19	20.7%
Somewhat dissatisfied.	23	25%
Neither satisfied nor dissatisfied.	31	31.5%
Somewhat satisfied.	15	16.3%
Completely satisfied.	6	6.5%

From the results presented in table 4 it could be concluded that 31.5% were neither satisfied nor dissatisfied about hotel services provided. Meanwhile 25% were somewhat dissatisfied and 20.7% were completely dissatisfied. On other hand, 16.3% and 6.5% were somewhat satisfied and completely satisfied respectively. These results agreed with that concluded by Darwish (2016).

### **Recommendations**

Based upon both the literature reviewed and the field study findings, the following recommendations could be suggested:

1. Establishing an administrative unit in the Mansoura university guest house controlling the quality operation and tracing customers' satisfaction.
2. The guest house management should give more attention to customers' problems and overcome any obstacles facing them as soon as possible.
3. Conducting specific training programs to enhance the employees performance and their practical and behavioral skills.
4. Personal hygiene of food handlers should be considered to prevent the risk of food contamination.
5. Rooms for handicapped customers equipped with their requirements should be available.
6. A regular control should be adopted to ensure safety and freshness of food provided.



7. Appropriate of housekeeping services are of vital importance.
8. Bathrooms and toilets should be thoroughly cleaned, sanitized and well supplied.
9. Recreation and entertainment facilities should be considered.
10. Availability of a suitable dining rooms that are equipped with:
  - Proper number of chairs and tables in good conditions.
  - Proper number of china, silver and glassware in good conditions.
  - The dining room should be clean, and well ventilated

## References

- Business Dictionary available on <http://www.businessdictionary.com/definition/guest-house.html>, last accessed in (15 May 2015).
- Darwish, S.A. (2016), "Evaluating Quality of Hospitality Services in Scouting Hostels", Un-published Master thesis, Mansoura University.
- Davis, B; Lockwood, A. Pantelidis, I. and Alcott, P. (2008), "Food and Beverage Management", 4<sup>th</sup> edition, Elsevier Ltd, Oxford.
- Forozia, A; Zadeh, M.S. and Gilani, M.H.N. (2013), "Customer Satisfaction in Hospitality Industry: Middle East Tourists at 3star Hotels in Malaysia", Research Journal of Applied Sciences, Engineering and Technology, Vol. (5), No. (17), PP. 4329-4335.
- Gunarathne, U. (2014), "Relationship between Service Quality and Customer Satisfaction in Sri Lankan Hotel Industry", International Journal of Scientific and Research Publications, Vol. (4), No. (11), PP. 1-8.
- Henning, R. (2008), "Effective Guest House Management", 3rd edition, Juta and Co Ltd, Cape Town, South Africa.



- Kopt, D. (2013), "A Practical Guide to Guest House Management", African Sun Media, Matieland, South Africa.
- Lashley, C. (2008), "Studying Hospitality: Insight from Social Science", Scandinavian Journal of Hospitality and Tourism, Vol. (8), No. 1, pp.69-84.
- Markovic, S. and Jankovic, S.R. (2013), "Exploring the relationship Between Service Quality and customers Satisfaction in Croatian Hotel Industry", Journal of Tourism and Hospitality Management, Vol. (19), No. (2), pp. 149-164
- Mensah, I. and Mensah, R.D. (2013), "Management of Tourism and Hospitality Services", 2<sup>nd</sup> edition, Xlibris LLC, USA.
- Minh, N.H; Ha, N.T., Anh, P.C. and Matsui, Y. (2015), "Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam", Asian Social Science Journal, Vol. (11), No. (10), PP. 73-85.
- Mohamed, K.A. "Assessing Hospitality Services in Youth Hostels", Unpublished Master thesis, Helwan University.
- Northern Ireland Tourist Board (2016), "Guest House Classification Scheme".
- Radder, L. and Wang, Y. (2006), "Dimensions of Guest House service: Managers' perceptions and business travelers' Sxpectations", International Journal of Contemporary Hospitality Management, Vol. (18),No. (7), pp.554 - 562
- Rao, P.S. and Sahu, P.C. (2013), "Impact of Service Quality on Customer Satisfaction in Hotel Industry", Journal Of Humanities And Social Science, Vol. (18), No. (5), pp. 39-44.