Service Quality in Northern Region Tourism Industry: A Case Study of Hotels in Tamale Metropolis in the Northern Region of Ghana

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Abstract- The study investigates the quality of service and related factors in hotels in Tamale metropolis in the Northern Region of Ghana. Primary and secondary sources of data were used to seek information for the research. Close ended questionnaires were use in the collection of the data. A cross sectional descriptive survey design was adapted for the study. Quantitative approached was adopted to analyze the data. The study revealed that Tangible. Reliability, responsiveness and assurance, are good predictors of guest satisfaction with quality service in Tamale Metropolis. However, in comparing guest perception of service quality dimension of the hotels, it was realized that that all guest are satisfies with the level of quality service provided to them by the hotels to some extend if not all the dimension. The results showed that respondents agreed that leadership styles used is a factor affecting the operation in the tourism and hotel industry in the Tamale metropolis, respondents agreed that there was working equipment which affects quality service provision, respondents agreed with schedule of work is a factor affecting the tourism and hotel industry, respondents agreed that there was not motivation, respondents agreed that there was no training and development for staff to improve on their service delivery which is affecting the provision of service quality in the tourism and hotel industry. Thus, it is recommended that leadership training should be organized managers of hotel in the Tamale Metropolis to enhance their leadership style and for productivity, management should organize in service training for their staff to improve on their human relation with their guest, house keeper should be encouraged to always clean the hotel rooms to make it hygienic for their guest, efficient, effective and un-interrupted supply of electricity to the hotels should be encourage by the Tamale Metro Assembly, hotel managers should make sure that the environment of the hotel looks clean and niece to attract more guest.
Key words; Tangibility, Reliability, Responsiveness, Assurance, Empathy, Hotels

INTRODUCTION

Tourism has become the largest industry and most important export sector in the world. Expenditure on tourism has risen fivefold, corresponding to an annual growth rate of about 8% and that it accounts for 12 % of the world's Gross National Product (UNWTO, 2010). Tourism is important to African economy and this has been a result of the continued growth of tourism as an economic sector. Tourism plays a major role in the economy of South Africa as it currently contributes more than 8% to the country's gross domestic product (Keppler, 2003). In 2003, the tourism industry in South Africa was viewed as the fastest growing in the world (Keppler, 2003). The hospitality industry has also grown at a rapid rate since 2001. Demand from business and leisure tourists has provided the impetus (Kloppers, 2005). The growing number of tourists to South Africa, and the money that they spend, is creating investment opportunities for organizations both in tourism and its related industries (Saayman & Olivier, 2005).

In Botswana tourism is one of the key sectors that help diversify the economy beyond diamond mining in the last two National Development Plans. The Government has pursued low-volume-high-cost tourism. This is elaborated in the Botswana Tourism Master Plan (2000) and the Botswana Department of Tourism (2004). Apart from the outstanding wildlife and wilderness in the north of Botswana, the country offers undiversified natural tourist attractions. The limited level of development of the tourism sector suggests that there may be under-utilized potential (BDT, 2004).

Ghana is one of several Sub-Saharan African countries where tourism has moved to the centre stage of government policy and the industry is being promoted for socio-economic development at district, national and international levels. Since 1989, tourism has

received a great deal of attention in government's policy initiatives, including the 15-year National Tourism Development Plan among others. As a result, the country is said to have attracted the highest number of business travelers to Africa. Ghana as a country possesses a number of tourist attractions such as pristine beaches, rich traditional culture, castles and the national Parks. Tourist arrivals increased from 53,000 in 2002 to 803,000 in 2010 (Ghana Tourist Board, 2010). The tourism industry has become one of the most important players in the growth of economies worldwide. This important industry has considerable infrastructure with service institutions among which the most prominent feature is the hotel industry.

Globally, there is an increasing demand for better quality products and services including hotel services. Hotel customers are becoming much more discerning and demanding, making the delivery of quality service one of the challenges facing the tourism industry especially the hotel sub-sector. As such tourist satisfaction is a key ingredient for the survival and success of the hotel industry. Therefore, hotels need to differentiate their service offerings by meeting the needs of their customers better, improving customer satisfaction and delivering service quality that is higher than that provided by competitors (Reichheld, & Sasser, 1990 and Jamal, & Anastasiadou, 2009). Customer satisfaction and service quality have received much attention from practitioners and researchers. However, studies have been concentrated on developed countries with limited empirical studies in peripheral areas like Tamale metropolis in the Northern Region of Ghana. A number of studies have identified a positive relationship between customer satisfaction with service quality (Dimitriades, 2006, Chi, & Qu, 2008, Faullant, & Matzler, 2008, Markoví´c, & Raspor, 2010). Consequently, one of the key strategies for customer-focused firms is to measure and monitor service quality and customer satisfaction. In measuring service quality and tourist satisfaction, it is important to understand the different issues involved in service quality, tourist satisfaction and revisits intentions and the interactions of these issues (Olorunniwo, et al, 2006). Also, to provide customer satisfaction with service, organizations must identify customers' needs, desires and expectations (King, & Cichy, 2006).

Statement of the Problem

The tourism industry has seen tremendous change over the last decade. Tourism today is an integral part of the human life whether in a commercial scale or in small scale. Although, the tourism industry is seen to be booming as new structures are being put up every day, it is yet to strike a major impact in the Ghana as compared to other tourism industry in different African countries (Berman, 2002). The tourism industry forms a sector in the economy that do not undermine the integrity of their customers in service delivery and therefore seek to always provide satisfaction now and in the future to maintain customers and even add more through quality services (Turkson, 2012).

But as Ghana initially ignored the tourist sector by not paying attention to service delivery in the industry, authorities failed to monitor the code of ethics governing the tourism industry. Thus, as a result, most of the hotels in the hospitality industry are not meeting the standards expected of them in terms of service delivery such as adequate facilities, excellent customer relationship, knowledge of product or service offerings, trained personnel and provision of confidence and trust of services offered which is not different from the tourism industry in the Tamale metropolis (Berman, 2002). This has led to customers complaining of poor quality of service, loss of confidence and dissatisfaction. Lack of these factors, presently have resulted in hotels in Ghana losing their touch of excellence, sense of focus and as a result do not consider the customer as their central focus of their operation and also the cause for the existence of their business (Ghana Tourist Board, 2010). This experience above suggests a possible existence of weakness in the services administered to customers of the tourist industry in Ghana. Studies by Turkson (2012), on the quality assurance in the hospitality industry, Sekajja (2006), also study customer service quality strategy in the tourism and leisure industry in Mkabati Nature Reserve, Mbise (2012), study quality of service standards and related factors in Hotels. Amissah (2013), study tourist satisfaction with hotel services in Cape Coast and Elmina, Ghana and revealed that; understaffing, inefficient operational procedures, lack of training and management not understanding customer desires are factors affecting tourist satisfaction. Eric (2014), study the satisfaction of hotel

services of hotel in Kumasi Metropolis, revealed that the relationship between tourists' characteristics and the various measures of service delivery (safety and security, courtesy of staff and physical facilities) revealed in addition that tourists' gender, age, marital status, country of origin and number of visits to Ghana are significantly related to safety and security. These characteristics were also found to be significantly related to staff courtesy and physical facilities of the hotel. In a similar vein a study by Yeleduor (2009), study of tourist satisfaction in the Northern Region, argues that Tamale metropolis has setting challenges that are not attracting new tourist such as poor service delivery, bad behavior of service staff, lack of experience and qualify staff, unhygienic environment among others. Its therefore under this condition that the study investigated the quality of services provided to guest by hotels in the Tamale Metropolis in the Northern Region of Ghana.

Methodology

The study adopted descriptive survey design. The research design enables the researcher to collect data with minimal expenditure of effort time and money (Orodho, 2008). This type of design allows collected data to make inference about a surveyed population at one point in time (Hall, 2011). The study populations were tourists who visit the hotels in Tamale metropolis at the time of the study. The population can be defined as the entire group of individuals, events, or objects having common observable characteristics (Mugenda & Mugenda, 2003). The researcher used convenient sampling technique in the selection of the respondents. Convenient sampling procedure was used because the researcher believes it is convenient and time saving. Convenient sampling techniques were used in the sample selection in order to enable the researcher pick hotels. The Hotels were conveniently selected depending on their location and nearness to the researcher and the acceptability of the management to be part of the survey. Purposive sampling technique was used to select the tourist because they have some experience with the service of the hotels and are in the position to express their views with regards to the quality of services they provide to them as guest.

According to Keller (2009), a sample is a set drawn from the population. Therefore, smaller chunks of a unit sample are chosen to represent the relevant attributes of the whole of the units (Graziano & Raulin, 1997). However, the study purposively selected 120 foreign and local tourist who visit the selected hotels at the time of the survey through non-probability sampling methods with the use of convenient and purposive sampling techniques. Therefore, the total sample size for the study is 120 respondents.

The data collected was processed and analysed using SPSS version 23. This involved data coding, editing and tabulation especially quantitative data. The purpose of all these is to make the information clear and understandable for other people. The study also adopted the regression model bellow to determine customer quality expectation with the service dimension. Below is the leaner regression model;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where X_1, X_2, X_3, X_4 are the independent variables for the equation

Y, is the dependent variable

β_0 is the intercept,

ε is the error term

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RESULT AND DISCUSSION

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This section discusses demographic data such as age, sex, marital status and educational level. It further examines service quality issues of hotels and final identify factors affecting service quality in hotel in the Tamale Metropolis in Northern Region of Ghana. The study involved both male and female, with males representing 53 thus 40.6 percent of the respondents and females representing 77 thus 59.4 percent. The results also showed that 28 respondents representing 21.9 percent were within the ages of 20-29 years, 49 respondents representing 37.5 percent were within the ages of 30-39 years, 37.5 percent were also within the ages of 40-49 years and 4 respondents representing 3.1 percent was within the ages of 50-59 years. Also, on educational level the study revealed that 50.0%

respondents were Diploma/HND holders, 34.4% respondents were First degree holders, 9.4% respondents were Masters Holders and 6.3 respondents were PhD holders as shown in Table 1 bellow.

Table 1 Socio demographic information of respondents

Variable	Frequency	Percentage
Age		
20-29 years	28	21.9
30-39 years	49	37.5
40-49 years	49	37.5
50-59 years	4	3.1
Total	**130**	**100**
Sex		
Male	53	40.6
Female	77	59.4
Total	**130**	**100**
Educational level		
Diploma/HND	65	50.1
First degree	45	34.2
Masters	12	9.4
PhD	8	6.3
Total	**130**	**100**

Source: Field Survey, 2018

Customer Quality Expectation

The study investigated customer quality expectation in the tourism and hotel industry of the Tamale metropolis in the Northern region of Ghana. The results showed that majority of respondent with the mean value of 4.31 which is equivalent to 4 means that respondent agreed that there are modern looking equipment's in the hotels. The results also showed a mean value 4.60 which is equivalent to 5 which means that respondent strongly agreed that there are visually appealing facilities in the tourism and hotel industry. The mean value of 4.26 which represent 4 means that respondents agreed that there is need appearing employees. The results also showed that the mean value of 4.26 which is equivalent to 4 which means that respondent agreed that there are visually appealing materials associated with service in the tourism and hotel industry in the Tamale Metropolis.

The study further established that the mean value of 3.86 which is equivalent to 4 means that respondent agreed that the tourism and hotel industry kept their promise to do something by a certain time. Majority of the the respondent with a mean value of 4.20, which is equivalent to 4 means that respondents agreed that they showed sincere interest in solving customer problem. The result also showed a mean value of 3.97 which represent 4 means that respondents agreed that the industry performed service correctly for the first time. The results showed a men value of 3.77 which is equivalent to 4 means that the respondent, agreed that the hotels in the tamale metropolis provided the service at the time that the service was promised. The result showed a mean value of 4.66 which is 5 means that majority of respondent strongly agreed that there is insisting on error free records in the tourism and hotel industry in the Tamale metropolis.

Also, the mean value of 4.29 which is equivalent to 4 means that the respondents agree that employees tells customers exactly what service will be performed. The results showed the mean value of 4.29 which represent 4 means that respondents agreed that employee's gives prompt service to customers. Data from the study also revealed a mean value of 4.21 which indicate 4 shows that respondents agreed that employees are always willing to help customers in the hotels in the Tamale metropolis. The result also showed the mean value of 4.11 which represent 4 means that respondents agreed that employees are never too busy to respond to customer request.

Additionally, data from the study revealed a mean value of 4.23 which is equivalent 4 means that respondents agreed that the behaviours of employees instill confidence in their customers. Majority of the respondents which represent a mean value of 4.6 which is equivalent to 5 means those respondents strongly agreed that customers feel safe in transactions in the tourism and hotel industry in the tamale metropolis. The results showed a mean value of 4.23 which represent 4 meaning respondents agreed that employees have been consistently courteous with their customers. Also, the study revealed that the mean value of 4.49 which is 5 indicates that majority of respondents strongly agreed that employees have the knowledge to answer customer questions in the tourism and hotel industry in the Tamale Metropolis.

The study further shows the mean value of 4.33 which is equivalent to 4 which means respondents agreed that they were giving customer individual attention. The results showed the mean value of 4.21 which represent 5 which means that respondents agreed that the operating hours was convenient to all customers in the tourism and hotel industry in the Tamale metropolis. Again, the mean value of 4.06 which represent 4 means respondents agreed that employees gave customers personal attention. The result shows a mean value 4.38 which is equivalent to 4 which means that respondent agreed that the employees have the customers best interest at hart. From the data the mean value of 4.50 which is equivalent to5 means that respondents strongly agreed that employees understand the specific needs of the customers in the tourism and hotel industry in the Tamale Metropolis.

Key: 1=Strongly disagree, 2= Disagree 3=Not sure, 4=Agree, 5=Strongly agree

Table 4.2 Customer Quality Expectation

Statements	N	Mean
Tangibility		
Modern looking equipment	120	4.41
Visually appealing physical facility	120	4.53
Need appearing employees	120	4.53
Visually appealing materials associated with service	120	4.56
Reliability		
Keeping promise to do something by a certain time	120	3.85
Showing sincere interest in solving customer problem	120	4.38
Performing service correctly the first time	120	4.21
Providing the service at the time the service was promised	120	4.12
Insisting on error-free records	120	4.06
Responsiveness		
Employees telling customers exactly what service will be performed	120	4.32
Employees giving prompt service to customers	120	4.29
Employees always willing to help customers	120	4.32
Employees are never too busy to respond to customers request	120	4.44
Assurance		
The behaviour of employees instilling confident in their customers	120	4.37
Customers feeling safe in their transaction.	120	4.43
Employees been consistently courteous with their customers	120	4.32
Employees having the knowledge to answer customers questions	120	4.34
Empathy		
Giving customers individual attention	120	4.34
Operating hours convenient to all their customers	120	5.29
Employees giving customers personal attention	120	4.26
Having the customers best interest at hart	120	4.49
The employees understanding the specific needs of customers	120	4.4

Source: Field Survey, 2018

Regression Analysis of customer quality expectation

The study further looked at the analysis of regression and correlation based on dependent and independent variables to determine their relationship based on customer quality expectation in the tourism and hotel industry of the Tamale metropolis in the Northern region of Ghana. The variables which are in the form of dependent and independent variables are as follows;

CQE, Customer Quality Expectation

TA, Tangibility

RE, Reliability

RS, Responsiveness

AS, Assurance

EM, Empathy

The study adopted the linear regression equation with the model bellow;

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$

With regression equation bellow;

$CQE = b_o + TAx_1 + REx_2 + RSx_3 + ASx_4 + EMx_5 + \varepsilon$

Where

CQE, Customer Quality Expectation

b_0 = Constant

a = correlation coefficient

X1 = Tangibility, X2 = Reliability, X3 = Responsiveness, X4 = Assurance, X5 = Empathy

Table 3 Factor Correlation Matrix

	TA	RE	RS	AS	EM
TA	1				
RE	.690**	1			
RS	.463**	.555**	1		
AS	.269**	0.119	.474**	1	
EM	.616**	.398**	.652**	.536**	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.553ᵃ	.306	.264	1.000	.306	7.324	5	83	.000

a. Predictors: (Constant), EM, RE, AS, RS, TA

Table 5 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	36.627	5	7.325	7.324	.000[b]
1	Residual	83.014	83	1.000		
	Total	119.640	88			

a. Dependent Variable: CQE

b. Predictors: (Constant), EM, RE, AS, RS, TA

The predictive effect of the five dimensions of service quality was determine using the multiple linear regression model analysis. The analysis shows a significant value of (p value < 0.000) as shown with the predictor's relation in Table 5. The analysis further revealed a regression R value of 0.553 shown in Table 4 which implies that customers quality expectation and the predictors variables very well by 55.3% explained that customer quality expectation can be predicted by the combination of all the independent variables. The test result from the ANOVA Table 5 shows that the model is fits since the significant value (P value <0.000) less than the critical value of (0.05) which implies that 5% type I error rate or at 95% confidence interval, hence the explanation of the relationship that exist among the factors through the model. Consequently, apart from empathy, all the remaining four variables were good predictors of guest satisfaction with service quality with positive association as shown in the regression equation above.

The variable combination of the dependent and independent variables in the regress model is used to explain customer quality expectation and satisfaction in the Tamale Metropolis in the Northern Region of Ghana are shown in the regression equation bellow.

$$CQE = 0.246 + 0.342x_1 + 0.142x_2 + 0.513x_3 + 0.058x_4 - 0.286x_5 + \varepsilon$$

From the regression equation the various relationships are explain either by positive or negative coefficient of correlation. The variation which is positive coefficient correlation is as follows; Tangibility, Reliability, Responsiveness, Assurance. The positive correlation implies that for every increase in Tangibility, Reliability, Responsiveness, Assurance will prompt an equal improvement in guest satisfaction of quality of service of hotels in Tamale Metropolis. The variation with negative coefficient correlation is empathy. The negative correlation implies that for every increase in empathy will prompt a reduction in guest satisfaction of quality of service provide by hotels in the Tamale Metropolis in the Northern Region of Ghana.

Table 6 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
	(Constant)	.246	.515		.478	.634	-.778	1.270
	TA	.342	.170	.319	2.011	.048	.004	.680
	RE	.142	.159	.133	.891	.375	-.175	.458
1	RS	.513	.184	.389	2.789	.007	.147	.879
	AS	.058	.155	.043	.376	.708	-.250	.367
	EM	-.286	.132	-.323	-2.167	.033	-.549	-.023

a. Dependent Variable: CQE

Factors Affecting the Provision of Service Quality

The study goes on to examine the factors affecting the provision of quality of service in the tourism and hotel industry in the Tamale Metropolis in the Northern region of Ghana. The results showed the mean value of 4.31 which is equivalent to 4 means respondents agreed with the leadership styles used in operating in the tourism and hotel industry in the Tamale Metropolis. The study showed the mean value of 4.40 which is 4 means respondents agreed that there was working equipment which affects quality service provision in the tourism hotel industry in the Tamale metropolis, the mean value of 4.43 which is 4 means respondents agreed with schedule of work of these tourism and hotel industry in the Tamale Metropolis and the study showed a mean value of 4.23 which is 4 means respondents agreed that there was motivation. The results further showed the mean value of 4.15 which is 4 which means respondents agreed that there was training and development which has contributed to the factors affecting the provision of service quality in the tourism and hotel industry in the Tamale Metropolis.

Also, the study showed a mean value of 4.17 which represent 4 means respondents agreed that there was communication at all level in this industry. The study showed the mean value of 4.15 which is equivalent to 4 means the respondents agreed with that the rewarding style of these tourist and hotel industry has gone a long way contribute to factors that affecting the provision of service quality in the tourism and hotel industry in the Tamale Metropolis. The study further shows a mean value of 3.91 which is equivalent to 4 means respondents agreed that there was job satisfaction. Majority of the respondent with the mean value of 4.56 which is 5 mean respondents strongly agreed that distance from home to work place in kilometres affects the provision of service quality in the tourism and hotel industry in the Tamale Metropolis. Also, with the mean value of 4.09 which is 4 the respondents also agreed that provision of company transport to and from work affects the service quality provision.

Further, data from the study showed a mean value of 4.31 which equivalent to 4 means that respondent agreed that employee age group contribute to factors affecting provision of service quality. The study also shows a mean value of 4.03 which is 4 means that respondents agreed that the gender of employees play a role in factors that affect the provision of service quality in the tourism and hotel industry in the Tamale metropolis. The results further show the mean value 4.21 which is 4 means respondents agreed that employee's marital status is also a factor that affects the provision of service quality. Majority of respondents with the mean value of 4.57 which is 5 means respondent strongly agreed that employee's professional qualification contribute to factors affecting the quality service provision in the tourism and hotel industry in the Tamale Metropolis.

Additionally, the study reveals a mean value of 4.49 which is equivalent to 5 means that majority of respondent strongly agreed that employees professional experience plays a huge role in the factors affecting quality service provision in the tourism and hotel industry in the Tamale Metropolis. The study shows the mean value 4.43 which is 4 means the respondent agreed that employees understands the concept of quality service which also a factor that affects quality service provision. Majority of respondent with the mean value of 4.77 which is 5 means that respondent strongly agreed that on job training of employee contributes to factors affecting quality service provision in the tourism and hotel in the Tamale Metropolis in the Northern region of Ghana as shown in Table 7 bellow.

Key: 1=Strongly disagree, 2= Disagree 3=Not sure, 4=Agree, 5=Strongly agree

Table 7 Factors Affecting the Provision of Service Quality

Variable	N	Mean
Leadership style	120	4.31
Working equipment	120	4.40
Schedule of work	120	4.43
Motivation	120	4.23
Training and development	120	4.15
Communication at all level	120	4.17
Rewarding style	120	4.62
Job satisfaction	120	3.91
Distance from home to work place in kilometres	120	4.56
Provision of company transport to and from work	120	4.09
Employee age group	120	4.31
Employee gender	120	4.71
Employee marital status	120	4.21
Employee professional qualification	120	4.52
Employees professional experience	120	4.49
Employees understanding the concept of quality of service	120	4.43
On job training of employee	120	4.77

Source: Field Survey, 2018

Discussion

Findings from the study indicate that females largely utilized the hotels in Tamale Metropolis. This means that majority of the tourist who visit the hotels are women. This finding confirms studies by Adu-Gyamfi, and Abane (2013), who also observed that utilization of hotels services was mostly by women. Again, the result reveals that tourist with tertiary education are the most dominant who uses the services of the hotels in Tamale Metropolis. This finding is in line with Maurer, Weyand, Fischer, & Sto¨ cklin, (2006) and Nurminen, (2007), which show that there is a significant relationship between education level and the utilization of hotels. This implies that highly educated persons in societies uses the service of the hotels in Tamale Metropolis. Furthermore, 37.5 percent of the guest were between 30 and 49 years as indication of the young generation who are actively engage with economic activities and also very active in productive ventures. This result is a clear indication that age is a significant determinant in the utilization of hotels as observed in previous studies (Adu-Gyamfi & Abane, 2013).

Predictors of service quality on Satisfaction level of Guest

The multiple linear regression model gives adequate and significant results, indicating tangible, reliability, responsiveness, and assurance are the significant predictors of Guest satisfaction with service quality in Hotels in Tamale Metropolis. However, empathy is not good predictor of quality of service among hotels in the Tamale Metropolis. This is to examine the best predictors of perceived service quality dimensions on guest satisfaction.

Tangibles

Tangibles are component of the hotels that deals with the physical surrounding of the hotels; the services of the hotels should have up-to-date facilities, modern-looking equipment as well as adequate seating for guests. These facilities in one way or the other influence the judgment of guest to perceive that quality of service delivery is of a quality standard and satisfactorily. The study revealed that physical facilities in relation to equipment and logistics like the modern looking equipment, visually appealing physical facility, need appearing employees, visually appealing materials associated with service in the hotels in Tamale Metropolis. This finding is similar to the finding of Senarath et al., (2014) that tangibility in terms of physical environment, cleanliness, seating and modern clinical equipment has a larger effect on perception of quality service of hospital in Jordan and Turkey. Sofi et al., (2014), study also

supported the finding where they examined examines service quality and tourist satisfaction in Gulmarg, and their finding revealed that facilities and infrastructure were vital components of service quality influencing tourist satisfaction.

Reliability

The most important predictor of guest service quality satisfaction in this study was the dimension reliability, which indicates how guest receive adequate information and explanations about the services the staff provides had to trusted and relay on by guest. Moreover, staff especially service providers, managers give elaborate information on services for guest. Reliability is a key determinant of quality service, since guest are able to relay on staff and effectively discuss personal matters that affect their needs in the hotels. Through this approach hotel staffs are able to provides service on scheduled time, service staff and managers are professional and competent in dealing with guest demands in terms of quality service, keeping promise to do something by a certain time,

showing sincere interest in solving customer problem, performing service correctly the first time,

providing the service at the time the service was promised, insisting on error-free records in the hotels in Tamale Metropolis. The regression analysis indicates that a unit increase in reliability will increase the guest satisfaction with quality of service delivered in hotels in Tamale Metropolis in Ghana. Service quality perceptions in hotels could be improved through improving reliability between guest and service providers in the hotels Nurminen, M. (2007).

Responsiveness

Responsiveness of hotels can be improved through the provision of detailed and truthful information about service condition expectations, and by providing fast and well-organized services to the guest visiting the hotels. Staff need to focus on the needs of the guest and act on these needs in a prompt and keen manner.

The contact of the guest with the service quality of the facility also extends to other personnel, and includes receptionists, managers, service providers and security. The guest expected well-trained personnel that are knowledgeable and efficient. A further dimension to this is that hotel employees telling customers exactly what service will be performed, employees giving prompt service to customers, employees always willing to help customers, employees are never too busy to respond to customers request,

Again, a unit increase in responsiveness will increase guest satisfaction with service quality; this is thus a relevant factor that the management of hotels in the Tamale Metropolis needs to capitalize on this dimension to provide an excellent service to their guest. Therefore, responsiveness is a significant predictor of guest satisfaction with service quality as based on the linear regression model.

Assurance

Assurance is an act of given guest confidence on the service provision of hotel. This is thus an indication that the hotels are currently able to instill confidence, are consistently courteous and able to perform the promised service accurately and dependently. These benefits could be used to the hotels advantage as competitive advantages like the hotels had skilled staff to provide quality service delivery, the hotels staffs treat guest with dignity and respect, the behaviour of employees instilling confident in their customers, customers feeling safe in their transaction, employees been consistently courteous with their customers, employees having the knowledge to answer customers questions. Guest perceive that assurance in quality service delivery a significant for service delivery, which is supported by Andersen (1994). Thus, he is of the view that quality service is delivered to them since the staff also understand the core mandate of the hotels of which all are workers. The study further reveals that a unit increase in assurance will increase guest satisfaction with quality service.

Empathy

Empathy creates a feeling of understanding in tough times and could improve the outcome of a client's treatment (Sim, Mak, & Jones (2006). The empathy factor can be further enhanced by providing the clients with personal attention as well as understanding the

needs of the clients. Furthermore, giving customers individual attention, operating hours convenient to all their customers, employees giving customers personal attention, having the customers best interest at hart, the employees understanding the specific needs of customers.

This dimension clearly spells out how staff responds to guest needs and promptly deliver services on time. Again, it further defines how caring staff are to guest and have the guest interests at heart. Guest perceived that empathy is a key determinant for guest satisfaction with quality of service, thus guests are very sensitive to how staff treat them and care for their security. This finding confirms studies by Nurminen (2007), who indicate that empathy is a significant service quality measure of guest satisfaction with service delivery at hotels in Turkey. The regression model revealed that a unit increase in empathy by management of hotels in Tamale Metropolis will reduce the guest satisfaction with quality service.

CONCLUSION

The study concluded that females are the majority who utilize hotels services in Tamale Metropolis, guest accessing services of the hotels are educated to the tertiary levels. The study also concluded that apart from empathy, Tangible. Reliability, responsiveness and assurance, are good predictors of guest satisfaction with quality of service of hotels in Tamale Metropolis, all guest who patronize hotels services are satisfies with the level of quality service provided to them by the hotels if not all the dimension.

The study further concluded on the following factors affecting the provision of quality of service in the hotel industry in the Tamale Metropolis in the Northern region of Ghana; leadership styles used is a factor affecting the operation in the hotel industry, some working equipment affects quality service provision, schedule of work is a factor affecting the tourism and hotel industry, motivation of staff is also a factor affecting the operation of the hotels, no training and development for staff to improve on their service delivery, communication at all level was a problem which affect the operation of hotels, no provision of company transport to and from work affects the service quality provision.

RECOMMENDATION

The following are recommendation for managers and stakeholders in the hotel industry in the Tamale Metropolis should considered to improve on their quality of service;

Housekeepers should be trained to know that customers are always right"

1. House keeper should build good relation with their guest
2. House keeper should be encouraged to always clean the hotel rooms to make it hygienic for their guest
3. Security in the Tamale Metropolis should be tired to protect strangers and for other people who want to stay in the hotels
4. Management should organize in service training for their staff to improve on their human relation with their guest.
5. Efficient, effective and un-interrupted supply of electricity to the hotels should be encourage by the Tamale Metro Assembly
6. Hotel managers should make sure that the environment of the hotel looks clean and niece to attract more guest
7. Management of hotels should motivate their staff to work hard to attract more guest to the hotels
8. Leadership training should be organized managers of hotel in the Tamale Metropolis to enhance their leadership style and for productivity.

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