

# Customer Satisfaction in Tourism Industry

Hesham Abdulhmed Atabeb

\* Phd

DOI: 10.29322/IJSRP.9.01.2019.p8566  
<http://dx.doi.org/10.29322/IJSRP.9.01.2019.p8566>

**Abstract-** The tourism market, on the other hand, is extremely dynamic and shows a high degree of competitiveness (World Economic Forum, 2013). It is necessary to continuously monitor and evaluate the existing tourist offers, as well as constant efforts in reaching the standards of tourist offer and setting new ones development goals, such as the expansion of the tourist season, the creation of tourism products that enable them involvement of wider market segments, further development of infrastructure, etc. Such development is necessary to be harmonized at all levels, from local, regional to state level. In that view participants who make tourist offer of tourist destinations must have marketing activities to satisfy tourists and their expectations, and accordingly, it is necessary to constantly adjust the existing one tourist offer of a tourist destination in relation to the selected market segment.

## I. INTRODUCTION

Implementation of detailed research can gather enough information for the development of tourist destinations in terms of improving the quality of the attribute of the tourist offer of the tourist destination and creating a recognizable one brands of tourist destination. The outcome of such positive movements in the end result is inflow visitors and creating a satisfied tourist. Because of their varied technical demands, educational requirements, location, and conditions, the type of person attracted to employment in the tourism industry also can be very different, making it hard to categorise tourism industry workers. That said, broad classifications are provided by the ILO and ISCO (1988) and the Standard Occupational Classification (SOC) (HMSO), such as (ILO, 1988):

1. Hotel and accommodation managers;
2. Restaurant and catering managers;
3. Travel and agency managers;
4. Receptionists/telephonists;
5. Chefs;
6. Waiters, waitresses;
7. Bar staff;
8. Travel and flight attendants.

## II. QUALITY IN TOURISM AND TOURIST SATISFACTION

According to the definition of the World Tourism Organization (UNWTO, 2014), the quality of tourism is considered is the result of a process that implies satisfaction with

all legitimate needs for products and services in tourist destinations, the satisfaction that comes with meeting the requirements and user / tourist expectations, as well as satisfaction with price and value. The organization also defines quality determinants in tourism such as safety, since it is final the tourist product must not pose a danger to people's lives or property risk, it is meant to respect the standards of security and protection prescribed by law. Furthermore, hygiene and compliance with the prescribed sanitary regulations are one of the basic determinants of quality in tourism. The cleanliness standards of accommodation, catering and other facilities should be respected in order to achieve the required level of quality. Removing physical, communication and all others the obstacle, or the establishment of accessibility of the destination, is extremely important in achieving the required quality levels. Comprehensibility, transparency and indigenoussness of the tourist offer important quality determinants in which account is taken of the truth and accuracy of the information about the offer which is offered, as well as the originality of the offered content, while respecting the characteristics of culture and tradition destinations. All the stated quality in tourism complement the need for coherence tourist activities with an environment in which the local population lives and with the natural environment. Quality in tourism and sustainability are inherently interconnected (UNWTO, 2014) and in that sense can set up a broader concept of quality in tourism that implies a conventional application quality management in tourism as a base for achieving quality with the addition of natural and cultural environment. The above items represent the overall quality of the tourist experience, or experiences of tourists. In other words, while quality is directly observed through activities tourists, sustainability is a framework of action and management processes that take place in the background and enable the achievement of a high quality tourist offer and keeping or encouraging the guest on a return visit.

The level of satisfaction and, in particular, the experience of tourists when visiting a tourist destination, constitute the final product of a tourist destination (Middleton, 1994; Smith, 1994). Satisfaction is primarily the reason why tourists visit tourist destinations and is a pleasure the determinant of the quality of the tourist visit, as well as the quality of the tourist offer itself tourist destinations, that is, the capacity and performance of tourism entities and employees in frameworks for providing satisfactory services to users, i.e. tourists.

Customer satisfaction measure is used to determine the conclusion as to how the final product responds on the demands and needs of a certain group of users (Hill, Alexander, 2003). Accordingly, User satisfaction can be defined in other ways: satisfaction is the result of the comparison expectations of users /

consumers and actual perception of the attributes of the final product. To the above, the pleasure of acting when expectations are exceeded or when they are satisfied (Crompton, Love, 1995). In literature related to tourism and catering, satisfaction is being required to be viewed as a posture that arises after experiencing a certain experience (Pearce, 2005) and how the emotional state that arises as a result of the experience of a tourist product (Crompton, Love, 1995). Tourists, like other service users, have initial expectations about the quality of their services is offered in a specific tourist destination. Expectations are formed mainly through information available through commercial messages, brochures, mass media and informal ones information obtained from friends, relatives and close people. The extent to which it is formed expectations of completion in the final will determine the level of satisfaction of tourists. If it's all experience during or after a visit to a specific tourist destination fulfills or exceeds the initial one tourist expectations, the level of tourist satisfaction will be felt. But if perceived experience fails to meet or exceed the initial expectations of tourists, then it will be considered that the satisfaction of tourists has not been achieved. It can be said that a satisfied tourist will recommend it beforehand tourist destination to others, and such a form is the cheapest and most effective form of marketing and promotions.

Furthermore, the satisfaction of tourists contributes to the increase in the retention rate of tourists through their loyalty and patronage, which in turn helps in the realization of economic goals such as an increase in the number of tourists and total revenues (Hapenciuc, Condratov, 2007). Consequently there is a positive association between the satisfaction of tourists and long-term economic success tourist destinations (Hapenciuc, Condratov, 2007). But the overall satisfaction of the tourists is based not only on the quality of the tourist offer, but also on the price and perceived value tourist product and / or service. Since the tourist's satisfaction is a tourist destination can greatly affect the choice of destination of potential tourists, the satisfaction of tourists is seen as an important indicator of the performance of the tourist destination and its financial position results. The satisfaction of tourists is considered one of the primary variables maintaining competitiveness in the tourism sector, since it affects the choice of destination and the consumption of products and services and the decision to return to a tourist destination (Kozak, Rimmington, 2000). From all of the above, one can emphasize the exceptional importance of customization tourist offers in tourist destinations to the needs and expectations of potential tourists. If there is obvious incompetence or inability to adapt to market segments, it comes to the gap between the expected value and the subsequent experience experienced by the tourist in tourism destination, which results in discontent of tourists and reduces the chances of his returning return / re-purchase.

### III. SATISFACTION OF TOURISTS RELATED TO THE QUALITY OF THE TOURIST DESTINATION

The satisfaction of tourists can be related to the very quality of the tourist destination, that is, quality of the entire tourist offer in a particular destination. Tourist destination owns quality, that is, a tourist destination is considered a quality if the whole tourist service, or offer, meets the needs of tourists and ultimately fulfills their expectations. Today's expectations of tourists and potential

visitors to tourist destinations are higher than in previous periods. The diversity, contrast, and wealth prevail in the needs of contemporary tourists content and forms, innovations and innovative products with emphasis on quality. Achieving above elements also presuppose achieving a new quality in all aspects of the tourist offer. The existence of a relationship between the quality of service, that is, the quality of a tourist product and satisfaction users, tourists, can be seen in relation to how the increase in the quality of the tourist offer affects increasing the tourist's satisfaction with the tourist destination, i.e. her tourist offer and ultimately by its success, in particular, an increased number of visitors / nights and financial results. Such quality development contributes to individual components destinations, especially the image of the tourist destination and the very profitability that is being realized loyalty of tourists and oral transmission. This contributes to the increased inflow of new tourists who are attracted by a stable and high reputation of quality experience (Suneeta, Koranne, 2014).

Most tourists are attracted by the archaeological and other historical heritage and were able to overlook the lack of infrastructure at these sites. Egypt gains more than 28% of all foreign receipts from tourism (Tohamy and Swinscoe, 2000), and that 34% of all those visiting Egypt's museums and antiquities as the main attraction. This confirms the need to satisfy tourist expectations at cultural sites, and that tourists are likely to be more attracted to such sites in their initial visits to the country. It also suggests that tourists are likely to be motivated to visit countries particularly by its archaeological sites, and hence, special attention to making these accessible and comfortable, is needed.

### IV. CONCLUSION

Tourism today becomes an important activity both on the national and global level, the tourist destination operates in the environment of continuous technological and information development, and the needs of people (tourists) are changing very rapidly. Tourists appear as users of services, consumers, who satisfy their needs both with material and intangible assets. Many companies believe that their consumers are generally satisfied because the percentage of complaints is very low. However, complaints are a very unreliable indicator of customer satisfaction. Research shows that only 4% of dissatisfied consumers complain, only 4% of complaints come to decision-makers, while average dissatisfied customer informs about nine negative people about their negative experience, and an average satisfied consumer informs about his positive experience only five to eight people. Satisfied customers is the key to any success. The success and profit of each hotel is closely linked to the satisfaction of guests, which is one of the main conditions of their loyalty. In the time ahead of us the satisfaction of hotel guests will be a leading indicator of the hotel's business performance. For a hotel company, the development of direct relationships with customers is very important and affects their choice in the buying process. But it is equally important for the hotel company to learn from consumers in this way in order to promote sales and strengthen their loyalty. In this context, hotel service users are seen as an important strategic source for a hotel company.

Quality is the key to achieving customer satisfaction. Overall satisfaction "products" of loyal consumers. A higher level

of satisfaction is most often achieved through the continuous improvement of the quality of service. The elimination of shortcomings in the tourist offer and the increase in the quality of the tourist product becomes a strategic variable in the struggle for the market segment in the increasingly demanding, tourist market. The importance of tourist satisfaction makes it necessary to measure tourist's satisfaction and the factors affecting it. Sustainable growth of tourism industry depends on a good plan for related services and facilities. Measurement of satisfaction helps the tourism industry managers to understand the motivations and behaviors of visitors and use it to increase industry performance. Hotels, shopping malls, temples are some examples of destinations where safety can be improved by government. Furthermore, acting immediately, such as police reports and search for lost items when something happened could reduce dissatisfaction. The Government must also take serious action against misuse of gullible tourists. Improving accessibility of tourist facilities is another important factor. Shopping malls, museums, restaurants; cafes and eating-places and other facilities must be available during the holiday season to make sure that tourist have access to them. Access to information centers, help-lines and internet/email must be provided 24 hours a day. Similarity, accessibility to different variety of food is important, as food is one of the dissatisfactory attributes. Providing better information about the conditions of infrastructure, transportation, and accommodation, such as, huts, hotels, motels, water quality and features of tracks could help visitors be better prepare for what they may encounter. Other contexts that could increase tourist satisfaction and would help visitors, include increase information centers providing information categorized as national or local/regional, reports on weather conditions, local events and 'survival' information. Another area of increasing satisfaction is better provision of interpretative and educational information. Interpretative information about sites, their features, geographical and historical information about the area, the culture and environment, accessible nightlife and entertainment, and attractions other than mainstream or adventure activities are crucial. The quality of the presentation of the information is also identified as an area for attention, with better organization of areas, text/labelling, audio-visual presentations (seating, frequency, quality). Suggestions also include use of models and displays, up-to-date photos, pamphlets

and maps with more information on them. The staff-tourist interface is important in managing the general atmosphere of the experience, training and development and getting the right people is critical. Providing high standards of service, with staffs, which are friendly, helpful, approachable and locally knowledgeable, remain important. The service must be quick, fair and useful to respond to the tourists' needs.

#### REFERENCES

- [1] Crompton, J., Love, J. L. (1995) The Predictive Validity of Alternative Approaches to Evaluating Quality of a Festival, *Journal of Travel Research*, Vol. 34, pp. 11–24, in: Nowacki, M. (2013) *The Determinants of Satisfaction of Tourist Attractions` Visitors*, Poznan, Active, pp. 18-19
- [2] Hapenciuc, C. V., Condratov, I. (2007) Theoretical Framework for Quality Evaluation of Tourism-Related Websites Services, *Economy Informatics*, Vol. 1-4, pp. 52-58
- [3] Hill, N., Alexander, J. (2003) *Pomiar satysfakcji i lojalności klientów*. Krakow: Oficyna Eko-nomiczna Grupa Wolters Kluwer. pp. 355, in: Nowacki, M. (2013) *The Determinants of Satisfaction of Tourist Attractions` Visitors*, Poznan, Active, pp. 18-19
- [4] Kozak M. and Rimmington, M., (2000) Tourist satisfaction with Mallorca, Spain, *Journal of Travel Research*, 38, pp. 260-269
- [5] Middleton, V. T. C. (1994) *Marketing in Travel and Tourism*, Oxford: Butterworth-Heinemann. str. 487
- [6] Pearce, P. L. (2005) *Tourist behaviour: Themes and conceptual schemes*. Clevedon, Channel View, str. 256, u: Nowacki, M. (2013) *The Determinants of Satisfaction of Tourist Attractions` Visitors*, Poznan, Active, pp. 18-19
- [7] Smith, S. L. J. (1994) The Tourism Product, *Annals of Tourism Research*, Vol. 21(3). pp. 582–595
- [8] Suneeta, B., Koranne, S. (2014) Conceptual Study of Relationship between Service Quality and Customer Satisfaction, *International Research Journal of Social Sciences*, Vol. 3(2), pp. 9-14, available at: www.isca.in, 18. 4. 2014
- [9] Tohamy, S. and Swinscoe, A. (2000) *The Economic Impact of Tourism in Egypt* (Cairo: Egyptian Centre for Economic Studies).
- [10] UNWTO (2014) *Quality in Tourism*, available at: sdt.unwto.org/en/content/quality-tourism, 18. 4. 2014.
- [11] World Economic Forum (2013) *The Travel & Tourism Competitiveness Report 2013*, Geneva, World Economic Forum, pp. 10, available at: www.weforum.org/issues/travel-and-tourism-competitiveness

#### AUTHORS

**First Author** – Hesham Abdulhmed Atabeb, Phd