A GUIDELINE OF MANAGEMENT AND SERVICE QUALITY FOR SMALL HOTELS BUSINESS IN BANGKOK

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Abstract - This paper aims to study the management and quality of services of Bangkok small Hotels in the form of qualitative research. The sample population is those who are involved in hotel services. Management staff, etc., 5 people. The researcher will provide in-depth interviews. The content analysis will be used to determine the readiness of hotel management and analysis to develop the management and service quality of Bangkok smallHotels. The results showed that the management and service quality of Bangkok small Hotel Those who are involved in hotel services will need to plan their operations and meet regularly, taking the guest's comments as part of improving or developing their hotel.

Keywords - SuanSunandhaRajabhat University, Small Hotel, Service Quality

I. INTRODUCTION

The hospitality industry is a large and rapidly growing service industry. The industry is based on the cooperation of a wide range of businesses, such as food and beverage businesses, transportation businesses, tour operators. Currently, the tourism industry is an industry that plays an important role in the economy of every country in the world, because it can generate income for the country rather to find a court. It is also possible to create jobs for the people of the country as well. The main income of the hotel industry is the provision of guest rooms. At present, travel is more convenient and faster. The tourists are traveling and overnight to use the hotel room more. Therefore, hotel rooms are important for satisfaction.

And the impression of the customer. Customers return to the hotel room again. At present, the accommodation. Growth has increased. As a result, hotel operators should study how to develop, manage and analyze trends in hotel rooms. To provide their services with a high standard and cost-effective, they should create the most comfortable and satisfying customer needs and quality of service is at the heart of success. Therefore, the quality of service is an important weapon in gaining competitive advantage. It will help to create a good image. Customers are willing to pay more in exchange for superior service. It is one of the reasons that customers are loyal to the hotel, because loyalty is one of the reasons for the repeat purchase and may lead to more purchases. To use the service. Based on the above factors, the organizers have recognized the importance of quality of service, therefore, they are interested in the development of management and service quality of boutique hotel in Bangkok. Relevant personnel in the hospitality department and the services include procedures for performing duties, good service Features and troubleshooting.

II. OBJECTIVE

1) To study the development of small hotels in Bangkok.
2) To guideline the management and service quality of small hotels in Bangkok.

III. RESEARCH METHODOLOGY

Research on the development of hotel management and service quality in small hotels.
The research method consists of document research and qualitative research, in-depth interviews, as well as survey research.

Step 1: Study and collect relevant documents for research.

1) The researcher studied relevant documents and research such as the history of the Thai and international institutions. Management Process And quality of service.
2) Synthesized as a guideline for conducting research.
3) Summarize the synthesis of the documents for further research.
4) A draft document on guidelines for hotel management and service quality development in small hotels in Bangkok. Synthesized to attend group discussions with individuals or lecturers in the field of tourism and services. Suggestions and other guidelines.

Step 2 Explore the components of the hotel management and service quality management in Bangkok.

1) Study the relevant research papers to develop the research instrument as in-depth interview. A question for the interview. Open style The same issues and interviews were conducted to study the management and service quality of the small hotel in Bangkok. The population is responsible for the management of the hotel. The researcher will provide in-depth interviews.

2) The researcher analyzes the data by means of content analysis and document the group discussion. After collecting data for in-depth interviews.
3) The researcher organized a group discussion on Use the brainstorming method. (Brainstorming) from the experts. Faculty of Tourism and Hospitality Suan Sunandha Rajabhat University Related to the management approach to the management and quality of service in Bangkok small Hotel.

This is important to management. Suan Sunandha Rajabhat University had a brainstorming session to find out how to improve the management and service quality of the hotel. In Bangkok, the most effective.

Step 3 presents a guideline for the development of hotel management and service quality in the Bangkok small Hotel.

1) As a result of the Brainstorming Conference, the results are summarized and written as a guideline for improving the management and service quality of the small Hotel in Bangkok.

IV. RESULTS AND DISCUSSION

Results of data analysis in research, development, management and service quality of boutique hotels in Bangkok. The researcher divided the data analysis into qualitative data analysis by interviewing administrators, faculty, staff and related persons. In hotel services.

Data analysis from in-depth interviews, administrators, faculty staff And those involved in the various departments in the hotel services. From interviews with administrators, faculty, staff, and staff involved in hotel services, five were used as a guideline for the development of hotel management and service quality in small hotels in Bangkok. The researchers analyzed the content of the interviews.

The data is classified according to the concept of research. The point is to see the concept of people involved in hotel management. Include the idea of seeing each other and different opinions on the issue, and provide details support the issue. Finally, the researcher reviewed the answers to the research questions. The results of the interview were as follows.

The first interview. Dr. Supasak Shadowprasertwong. (Managing Director, I sleep Hotel Silom)
1) The receptionist is like a friend, a friend, a customer, a customer, a problem solver, and the right knowledge to the customer. (Travel Information) Employees must pay attention to and remember the specific needs of the customer, as well as the correct coordination.
2) Trust is going to happen.
a) Must be straight, such as punctuality in service.
b) Must have honesty, such as recover lost, not Over Charge
c) Must be fair

3) We provide a questionnaire to determine the customer's needs.
4) Make an impression when customers Check in-Welcome drink
a) Serious problem, customer problem
b) Deliver products and services timely. (Not overbook)
c) Check in time to follow up after sales service.
d) Service beyond expectation in some occasions (birthday surprise)
5) We have to pay close attention to customer service when customers have problems to listen and help. (When the customer needs sympathy and understanding)
6) Policy planning will be developed and updated every 1 year by using Customer Center. Customer focus is important, using information derived from internal / external SWOT analysis.
Prepare annual plans and policies.
7) Employees must have a systematic thinking attitude, positive thinking and ready to tackle immediate problems .Happens to support the emotions of the customer to solve the problem consciously and timely.
8) The format is also available at the hotel as well.
9) Have an internal audit system. Managers will supervise the work of the employees and will evaluate the performance every three months.
a. Will receive feedback through the reviews through the Internet.
b. CCTV can watch the work of employees 24 hours a day.
10) Budget estimates are forecast based on sales of 20-25%

The second interview Ms. kamonwan (receptionist suansunandha hotel)
1) the dress code of employees. (to create a unique)
a) Check equipment and facilities before sending customers.
b) Find the latest in customer service.
2) The staff must provide clear information to guests. The reception staff should be trained and introduced to the new staff. Include old employees to know the goods and services available. To build credibility for tourists.
3) Improve the use of Call Center services that customers often think of first. If problems arise, call center should understand all the services that are clear and able to communicate to solve problems for customers as quickly as possible.
4) Ensure every booking with the hotel. Will not miss by the date and time booked. No booking will be made to ensure that the room.

5) We need to listen to our customers' opinions with care, not to ignore the problems encountered by customers and to solve problems for our customers.
6) The hotel organizes corporate policies every year using customer satisfaction surveys.
7) Able to communicate Maybe add a third or fourth language. Employees must be passionate about the service and be ready to make changes and always serve the customer with a personality that is good.
8) The hotel has regular meetings, seminars, workshops and conventions.
9) Listen to guest feedback on problems and solve problems for customers, whether customers are satisfied or not, through channels such as Facebook, Booking, Traveloka, etc.
10) The budget is forecast every year.

The third interviewer Mr. Panyapatoomsomboon (reception manager, theater residence)
1) To express opinions on the development and improvement of service quality in the hotel business.
a) In the first stage of service, all employees in each department must perform their work in accordance with the sop (standard operation procedure), which defines procedures for systematic work.
b) The use of information technology inside the hotel and outside the hotel to increase efficiency to meet the needs of more customers.
c) Include inquiries of customers during the period of stay in the hotel or when the customer leaves the hotel (guest comment and complaint).
d) Checking the feedback from customers through internet website.
e) Creative activities are organized in the hotel to provide customers with more activities.
f) There are inquiries and inspection hotels in the same area.
2) Reliable service is the sincerity of giving the truthful information of the hotel to customers in the room and in other facilities as well as providing useful information to customers. Most likely
a) In response to customer needs to improve the quality of service to customers satisfaction is subject to the rules of the hotel as well. In case the requirement is beyond the rules of the hotel, the highest authority in the hotel must decide. Responsible customer responsibility
b) To provide directions to customers with the opening time of the place.
c) Usually, one guest per room will be in the second room. In the case of a customer, more than that must be presented in the extra bed with charge or baby cot without charge.

3) In cases where guests may have accidents in the hotel, they must assist the guests in coordinating the guests to the hospital.
4) Services need to assist guests in most situations. For example, guests at weel chair must provide special assistance. Or guests cannot communicate in the language, need to coordinate with customers to impress the customer.
4) Ensuring customer safety is a must in terms of security, such as the equipment in the room, the efficiency of work. As well, it has been pointed out to customers about such a fire exit is located in the visible area. It has 24-hour staff to coordinate customer needs.
5) Planning is a policy that every member of every department participates in and follows, such as organizing important festivals at that time, so that customers can participate in the activities. To the customerthere will be good memory with our hotel and will make customers come back again.
6) All employees in each department are equally important, but different in the content of each department's work is important. Service staff must have service mind calm and listen to clients to help as much as possible. Need help with a colleague in the event of seeking help from a colleague who needs to look like an open mind. Listen to your colleagues' feedback. Always
7) In every department, there will be a meeting. The department may be a weekly meeting or monthly meeting. To get a summary of the work to improve performance, guest comment or guest complaint. Every meeting
8) Employees must abide by the rules of the hotel, have an understanding of the work system in the department, and be able to provide customer service and make the most of customer service. As appropriate, as an example, and as a case study.
9) budget management can be classified as follows.
a) The budget of the personnel that both in the department need to have personnel.
b) Budget for basic equipment and necessary equipment in the department.
c) Budget for other major festivals.

The Fourth Interviewer Ms. Srikanyaon Santia (receptionist, Bossotel Inn)
1) Employees must pay attention to their customers and ready to provide services willingly to correct problems immediately and accurately.
2) To build credibility for our customers, all employees and other departments in the hotel must be honest, such as picking up and disposing of lost goods. This will make the impression and reliability of the hotel even more.
3) All employees must be able to meet customer needs accurately and promptly, such as bringing customers to the hospital. If the customer is sick, etc., the customer will feel that the hotel is ready to provide assistance at any time, the customer stays in our hotel, then they must feel relaxed and feel safe.
4) To assure the customer that the hotel will have to talk and plan the operations of all sectors of the hotel. Whether it's a security department or a customer information department, there's a quick fix to the problem.

5) Some services are something that customers need and want, such as extra beds for children.
Wheelchairs, etc., employees need to deliver service and problem solving to their customers sympathetically.
6) Hotel policy planning The hotel provides a guest satisfaction survey with a feedback box and a discussion forum for all staff to express their opinions and problems. Edit for policy and improvement.
7) All employees must be willing and willing to provide good customer service and good English language skills so that they do not interfere with service and customer support.
8) In every department and every year, there will always be meetings and follow-up of action plans for the development and planning of services.
9) Employees must abide by the rules established by the hotel to ensure that the operations are in the same direction.
10) The budget of the hotel must always be in place to share ideas, suggestions, and parts of each department in the hotel to allocate the correct budget.

The fifth interviewer: Ms. Panchayon Chonlichit (Front Office Manager, Lemon tea Hotel)
1) Maintain brand value. The standard service. When customers mentioned hotel name Must think about service quality.
a) Improve work process. Easy to operate. By analyzing the service process as well as the data. Considered to be prepared. To reduce the time and work.
b) Improve the service. Appropriate and consistent.
c) Pet Supplies Equipment and Facilities To be clean and modern.
2) Check and inform customer information from various aspects. Also, let employees share their views on how to maintain the service level. The quality has changed according to the service. Changed
a) Provide employees with quality, quantity, and time of service agreed upon with the customer. The hotel has provided the service right from the first time.
b) When customers have problems. The hotel is sincere to solve the problem for customers.

3) All employees know the quality of service to meet the needs of customers. And the staff to meet the needs of customers willingly and ready to serve. For example, employees must tell their customers exactly when they can be available, and they are ready to provide timely service.
4) Enhance skills in service and knowledge in various fields. And security. Include risks in various aspects with employees.
a) Focus on expressing the customer's confidence in the service, and feel secure. When entering the hotel,
b) employees are knowledgeable and can answer customer questions. And choose the right thing. Or recommend a safe place to customers.
5) Providing views and attentions to customers. Pay attention and serve each customer with different needs. To provide customer satisfaction service. The staff takes care of individual customers. Or employees understand the specific needs of each trade.
a) The hotel will focus on the customer's attention is key.
6) Targets to improve the work required, the value of performance indicators (Hpi) is how much. By collecting data. To compare the metrics before and after the operation or compare with other hotels and consider It is good to set goals at what level to be satisfied.
7) Not necessarily the first thing to look at. Employees who apply for a job have a lot of heart. Tested by interview. Interview with at least 2-3 people and interviewers will scramble to ask the mood. Because we think the service is good. Must come out of mind and good mood. Cannot control emotions. Service is not good, followed by. English is the first language. No need to add a third or fourth language, just communicate with a savvy customer. Dare to speak English with customers.
8) Make the service is standard and consistent. Set clear, achievable and consistent service goals.
With customer requirements
9) All employees must understand and accept service quality goals.
Monitoring the performance of the work on a regular basis.
10) Organize budgets for seminars on topics related to services to employees.
Set up a budget for organizing a social event for employees to have fun during the holidays.

CONCLUSION

The researcher reviewed the literature. And collects relevant research papers.To develop an in-depth interview. The analysis of the data in the form of Content Analysis found that the development of management and service quality of small hotels in Bangkok. Planning and meetings should be planned regularly to ensure better and more effective service development.
Guidelines for the development and improvement of service quality in terms of the tangible service of the hotel. Employees must pay attention to their customers and ready to serve willingly to correct problems immediately.
To develop and improve the quality of service in terms of reliability, trust in the service of the hotel to enhance the quality of service.
Trust is going to happen.
a) Must be straight, such as punctuality in service.
b) Must have honesty, such as recover lost, not Over Charge
c) Must be fair. Dr. Supasak

The development and improvement of service quality to meet the needs of customers to improve the quality of service of the hotel should improve the use of call center services that customers often think of first. If problems arise, call center should understand all the services that are clear and able to communicate to solve problems for customers as soon as possible.

The way to develop and improve the quality of service in the empathy of the hotel that service needs to help guests in the most situations. For example, guests at wheel chair must provide special assistance. Or guests cannot communicate in the language, need to coordinate with customers to impress the customer.

Planning and policy in the hotel to improve the quality of service and meet the needs of customers. Planning is a policy that every member of every department participates in and follows, such as organizing important festivals at that time, so that customers can participate in the activities. GOOD MEMORY will be available to our customers.

Employees must be willing to volunteer and be willing to have good personality and good command of English so that they do not interfere with the service and help the customer. Srikanya on the front of the hotel (receptionist Bossotel Inn) The structure of management is organized in a way that all employees understand the organization. All employees should strictly follow the quality guidelines for the factory and the customer.

Guidelines for Employee Control Controlling the hotel to improve the quality of service and better meet the needs of customers.

a) Make the service is standard and consistent.

b) Set clear, achievable and consistent service goals.

c) With customer requirements

d) All employees must understand and accept service quality goals.

e) Monitoring the performance of the work on a regular basis.

Budgeting in the hotel.

a) Organize budgets for seminars on topics related to services to employees.

b) Set up a budget for organizing staff meetings to provide leisure among employees. To reduce conflict and dissolve negative behaviors caused by work, etc.

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