

Quality in State Owned Motels: A Study of Haryana Tourism Corporation

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Introduction

Due to the tremendous economic potential of the tourism industry, most of the states of India have started attaching great importance to it now days. Haryana, a small north Indian state has been devoid of too much tourist attraction by the nature. Under such situation, it was left to man made efforts to develop the state from tourism point of view. Haryana Tourism Corporation (HTC) was enacted by the Government of Haryana with a view to develop tourism prospects in the state. HTC conceptualized the idea of highway tourism by starting a motel in 1974. Today HTC runs 43 tourist complex/motels/resorts dotted all over the state. These complexes, named after birds, provide wide services ranging from providing rooms and restaurant facilities to conference halls, recreation facilities, hopping facilities and so on .

Service sector in general and hospital industry in particular are guided by the principle of customer satisfaction . one of the best ways to ensure customer allegiance ,defence against competition and sustained growth and earnings in service sector is by emphasizing on and imparting service quality .the same is all the more true in case of tourist complexes run by HTC witnessing in this industry and these motels are finding it increasingly difficult to establish a clear-cut differentiation in product quality. The present study is essential a periscope on selected motels of HTC regarding their endeavour to impart service quality to their customers.

Objectives

The specific objective of this study is:

- To Know the expectation of the customers regarding service quality in the tourist complexes being run by HTC.

- To know the perception of the customers regarding the actual service quality being provided to them.
- To see if there exists a significant difference in between the expected quality.
- To give some practicable suggestion to enhance the services quality and hence customers satisfaction in the tourist complexes of HTC.

Hypothesis

H0: There is no significant difference in the expected and actual service quality being rendered by tourist complexes of HTC.

Research Methodology

To compare the expected and actual service quality being rendered by the tourist complexes of HTC a survey of 300 customers from three complexes namely Kingfisher Ambala, Parakeet Pilpi and Oasis, Karnal has been undertaken. The customers have been approached personally on random basis. Their responses have been processed and analysed with the help of Chi-Square test and presented in the basis of Weighted Average Score calculate keeping in mind responses of customers on various dimensions of service quality.

Research Trust

The focus of the study has been on examining the following parameters of service quality.

- Reliability: Ability to perform the promised service dependable and accurately.
- Assurance: Ability of the employees to convey trust and confidence.
- Tangibles: Appearance of physical facilities, equipment's, personnel and communication material.

- Empathy: Ability to provide caring and individual attention to customers.
- Responsiveness: Willingness to help customers and provide prompt service.

Findings

The responses from respondents are summarised and explained with the help of relevant tables.

Reliability

Reliable services are essential for creating confidence in the minds of customers. The service companies should leave no stone unturned in dependable and accurately performing the promised services. The performance of Haryana Tourism Complexes on reliability front have been discussed with the help of table 1 and table 2.

Table 1: Observed and Expected Frequencies on Reliability Front

| Dimensions of Reliability | Observed Frequencies (O) | Expected Frequencies (E) | O-E |
|---|--------------------------|--------------------------|--------|
| Ability to keep promise | 1070 | 1450 | (-380) |
| Concern for problems solving | 900 | 1425 | (-525) |
| Performing the service right the first time | 1125 | 1440 | (-315) |
| Providing the service at the time agreed on | 1300 | 1490 | (-190) |
| Keeping error free records | 1070 | 1490 | (-420) |

Source: Customer Survey

Table 2: Testing and Hypothesis

| | |
|--|---|
| Null Hypothesis(H ₀) | There is no significant difference between the expected and actual services of Haryana Tourism Complexes on reliability front |
| Calculated Value of Chi-Square | 504.50 |
| Tabulated Value of for v=4 @ 5 percent level of significance | 9.49 |
| Result | Hypothesis rejected |

Source: Customer's survey

Table 1 and Table 2 depict dismal performance of Haryana Tourism Complexes on reliability front. As clear from table 1, the expectation of customer are far more in comparison to what actually get. The difference between the two is not marginal but immense. There is no surprise that the hypothesis that there is no significant difference between the expected and the actual service quality of Haryana Tourism Complexes on reliability front stands rejected.

The Complexes must make and endeavour to perform the service right and that to at the time

agreed upon. Solving the problems of the customers should be the priority of these tourism complexes.

Assurance

Another important aspect of service quality is ability of the employees of service organisation to create trust and confidence. The performance of Haryana Complexes on this aspect has been explained with the help of table 3 and table 4.

Table 3: Observed and Expected Frequency on Assurance Front

| Dimensions of Assurance | Observed Frequencies (O) | Expected Frequencies (E) | O-E |
|---|--------------------------|--------------------------|--------|
| Behaviour of the employees to impress customer and instil | 1143 | 1500 | (-357) |

| | | | |
|--|------|------|--------|
| confidence | | | |
| Customers feel safe and confident while transacting with employees | 1291 | 1350 | (-)59 |
| Employees are friendly and courteous | 1150 | 1480 | (-)330 |
| Employees possess knowledge to answer question of customers | 1410 | 1480 | (-)70 |
| Keeping error free records | 1070 | 1490 | (-)420 |

Source: Customer's survey

Table4: Testing and Hypothesis

| | |
|--|---|
| Null Hypothesis(H0) | There is no significant difference between the expected and actual services of Haryana Tourism Complexes on assurance front |
| Calculated Value of Chi-Square | 164.42 |
| Tabulated Value of for $\nu=3$ @ 5 percent level of significance | 7.81 |
| Result | Hypothesis rejected |

Source: Customer's survey

Persual of table 3 and 4 does not present Haryana Tourism Complexes in goof light on Assurance front either. The difference between observed and expected frequencies is negative on all the dimensions of assurance. The Chi-Square test again rejects the hypothesis that there is no significant difference between the two. The said difference, however, is less pronounced than the one observed in case of reliability. This is not a matter of joy anyway for tourism complexes. The tourism complexes must bring in professionalism in their

employee Customers satisfaction should be in the core of their heart. This is only way to survive on ensure sustained earnings.

Tangibles

Customers also evaluate the quality of services on tangible like appearance of physical facilities, equipment's, personnel and communication material .The opinion of the customer of Haryana Tourism Complexes has been explained with the help of table 5 and Table 6.

Table 5: Observed and Expected Frequency on Tangibles Front

| Dimensions of Tangibles | Observed Frequencies (O) | Expected Frequencies (E) | O-E |
|--|--------------------------|--------------------------|-------|
| Modern looking equipments | 1460 | 1480 | (-)20 |
| Visually appealing physical facilities | 1470 | 1470 | 00 |
| Appearance of the employees including dress code etc: | 1478 | 1470 | 08 |
| Visual appealing material and tools associated with services | 1450 | 1480 | (-30) |

Source: Customer's survey

Table 6: Testing and Hypothesis

| | |
|--|--|
| Null Hypothesis(H0) | There is no significant difference between the expected and actual services of Haryana Tourism Complexes on tangible front |
| Calculated Value of Chi-Square | 0.91 |
| Tabulated Value of for $\nu=3$ @ 5 percent level of significance | 7.81 |
| Result | Hypothesis accepted |

Source: Customer's survey

A glance at table 5 and table 6 reveals that Haryana Tourism Complexes are doing exceptionally well on tangible front. There is hardly any defence between observed and expected frequencies on two parameters of tangibles. On the other two parameters, the difference between the two is negative but is only marginal. This proves that Haryana Tourism Complexes are upto the expectation of customers on physical facilities, equipments, personnel and communication material etc.

Empathy

Customer care and individual attention help the business to stay competitive. The success of big business houses is nothing except the story of constant care of their customer. How the tourist complexes fare on this front is explained with the help of table 7 and table 8.

Table 7: Observed and Expected Frequency on Empathy Front

| Dimensions of Empathy | Observed Frequencies (O) | Expected Frequencies (E) | O-E |
|--|--------------------------|--------------------------|--------|
| Paying attention to each customer individually | 1070 | 1470 | (-)300 |
| Convenient opening hours | 1490 | 1490 | 0 |
| Keeping customers interest at heart | 1020 | 11490 | (-)470 |
| Understanding specific needs of the customer | 1140 | 1480 | (-)340 |

Source: Customer's survey

Table 8: Testing and Hypothesis

| | |
|--|---|
| Null Hypothesis(H ₀) | There is no significant difference between the expected and actual services of Haryana Tourism Complexes on empathy front |
| Calculated Value of Chi-Square | 287 |
| Tabulated Value of for v=3 @ 5 percent level of significance | 7.81 |
| Result | Hypothesis rejected |

Source: Customer's survey

Conspicuous examination of table 7 and 8 reveals that Haryana Complexes enjoy a good image for their convenient opening hours. However, on the other aspects of empathy, they are not able to meet the expectations of customers. There is a lot of scope for further improvement on this front.

Responsiveness

Responsiveness as a matter of fact, signifies willingness of the service provider to help customer and provide prompt service. Taking utmost care of customers, giving due attention to their requests and quick disposal of their queries, complaints and problems are some of the parameters to judge the efficiency of an organisation. The performance of Haryana Tourism complexes on responsiveness front is explained with the help of table 9 and 10.

Table 9: Observed and Expected Frequency on Empathy Front

| Dimensions of Responsiveness | Observed Frequencies (O) | Expected Frequencies (E) | O-E |
|---|--------------------------|--------------------------|--------|
| Employees tell exact time of service delivery | 1400 | 1480 | (-)80 |
| Employees give prompt service to customers | 1320 | 1480 | (-)160 |
| Employees are always willing to help | 1070 | 1490 | (-)420 |

| | | | |
|--|------|------|--------|
| customers | | | |
| Employees are never busy to help customers immediately | 1062 | 1470 | (-)480 |

Source: Customer's survey

Table 10: Testing and Hypothesis

| | |
|--|--|
| Null Hypothesis(H0) | There is no significant difference between the expected and actual services of Haryana Tourism Complexes on responsiveness front |
| Calculated Value of Chi-Square | 253.25 |
| Tabulated Value of for $\nu=3$ @ 5 percent level of significance | 7.81 |
| Result | Hypothesis rejected |

Source: Customer's survey

An evaluation of table 9 and 10 makes it quite clear that Haryana Tourism Complexes are found wanting on the front of responsiveness. Negative difference between expected and actual score is a testimony to this fact. Here it is necessary to point out that the justice delayed is justice denied. Thus, necessary steps should be taken by the complexes to dispose of all the matter in time to create necessary confidence in customer.

Conclusion

To sum up, it is said that there is positive relationship between quality of services and customers' satisfaction. Haryana Tourism Complexes are found wanting the aspects of reliability, assurance, empathy and responsiveness. The customers, however, have shown their satisfaction on the Tangible aspect. Haryana Tourism Complexes should take notice of the fact that merely creating physical facilities is not enough to please customers. They must also perform the promised service dependably, accurately and timely.

References

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