



# The factors affecting the standard quality of services in tourism: A case study of Malaysia hotels

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## Abstract

Malaysia's service industry, including tourism, has been booming since the mid-1990s. Significantly, the tourism industry has grown significantly since 1970, with a significant increase in foreign exchange revenue, employment opportunities, and potential tourism attractions. The expansion of Malaysia's hotel industry has stimulated the growth of the country's tourism industry, owing to increased availability and hosting opportunities, food, drink, and other services. This trend puts the hotel industry's ability to please customers in jeopardy. The study's aim was thus to boost quality service standards and related factors in Malaysia's tourist hotels. The hospitality industry in Malaysia began to grow early on, but it was largely state-owned. It was distinct from the traditional approach to the tourism and hospitality sectors, which was mainly known for the use of private funds. The study's aim was thus to improve quality of service standards in Malaysian tourist hotels. A cross-sectional descriptive survey was conducted. This study suggests that good management practices be implemented because they play a significant role in ensuring service quality, and that before designing a service or product, guests' expectations should be understood.

Keywords: Standard Quality, Management Practices, Services Quality, Tourism Industry

## 1.0 Introduction

The Malaysian economy relied heavily on trade in commodities such as rubber, cocoa, palm oil and timber until the mid-1990s, when the country was gradually experiencing the manufacturing sector emerging. During this time, the service industry, like tourism, was also booming. Significantly, the tourism industry has grown since 1970, with significant increases in foreign exchange revenue, employment opportunities, and potential tourism attractions (Goldsmith & Mohd Zahari, 2017). The expansion of the hotel industry in Malaysia has stimulated the growth of the tourism industry in the area due to increased availability and hosting option, food, drinks, and other services. The hotel industry faces difficulties in achieving customer loyalty as a result of this

expansion. Customers have complained that the equipment's regular production does not match the amount charged. As a result, the study aimed to improve the quality of service levels and related factors in Malaysian tourist hotels. The hospitality industry's contribution to Southeast Asia's economic development has been measured in terms of job creation and GDP growth (GDP). The hospitality industry has been a significant source of economic diversification in most Southeast Asian countries. The hospitality industry in Malaysia grew rapidly in the early years, but it was largely regulated by the government. It was a departure from the conventional approach to dealing with the hospitality and tourism sectors, where private sector funding is well established. Malaysian markets have opened. Many state-owned companies have been privatized, including the hospitality industry. The tourism industry has been growing since the turn of the century. Then it progressed to visiting friends and family, and then to business and leisure trips abroad. These figures demonstrate that tourism is as important to the global economy as agriculture or mining (Goldsmith & Mohd Zahari, 2017).

### 1.1 Background of the Study

This study Theoretical ized the customer retention of three-star hotels in Malaysia by assessing the hotel's room service efficiency and customer consumption emotions, moderated by customer satisfaction. This will inspire writers to consider the benefits and value of room service, as well as their sense of customer preference in delivering the same service during their next stay in a middle-class hotel (Syaqirah and Faizurrahman, 2014). According to Poon (2005), variables that measure different levels of satisfaction between Asian and Western travellers were measured during their stay in Malaysian hotels. They look at the most important tangible and intangible aspects of the hotel industry (Poon and Low, 2005).

YEAR	ARRIVALS	RECEIPTS (RM)
2019	26.10 million	86.1 Billion
2018	25.83 million	84.1 Billion
2017	25.95 million	82.1 Billion
2016	26.76 million	82.1 Billion
2015	25.72 million	69.1 Billion
2014	27.44 million	72.0 Billion
2013	25.72 million	65.4 Billion
2012	25.03 million	60.6 Billion
2011	24.71 million	58.3 Billion
2010	24.58 million	56.5 Billion

Figure 1: Tourist Arrivals and Receipt to Malaysia from 2010 - 2019

Sources: Tourism Malaysia, 2020

Over the years, the Malaysian Government has made bold and continuing efforts to make the country an enticing destination for international tourists. Malaysia's Ministry of Tourism played a critical role in the success of the 2007 Visit to Malaysia 2 Year. By the end of 2007, Malaysia had welcomed nearly 20.9 million foreign tourists, contributing RM46.1 billion (USD 14.3 billion) in tourism revenue to the country's economic growth. In 2008, the number increased once more. YB Dato Sri Azalina Othman, Minister of Tourism, proudly announced a 5.1 percent increase in visitor arrivals in January 2009, translating to 22,052 million tourists in our country (Mustafa, 2009). That indicated that the government's 2008 allocation of RM858 million to tourism initiatives had paid off. This steady increase in tourist arrivals brings with it new expectations and challenges, especially for hoteliers. This is reflected in the increased availability of hotels and rooms to meet demand, as well as an improvement in average hotel occupancy rates by locality (Malaysia Hotels Association, 2008).

### 1.1.1 Standard Quality of Service

Quality standards are characterized as documents that include criteria, specifications, guidelines, or features that can be regularly used to ensure materials, products, processes, and services are fit for their purpose. Standards provide organizations with the common vision, understanding, procedures, and vocabulary they need to meet stakeholder expectations. Standards provide organisations and consumers around the world with an objective and authoritative structure for interacting and doing business because they provide comprehensive definitions and terminology (Minami, 2012).



Figure 2: Principles of Quality Standards

A service standard helps to describe what a customer should expect from a service and how the service provider can implement it, e.g. in terms of timeliness, quality and appropriateness. Production of such

standards has so far been minimal. The European Commission aims to prioritize and facilitate the introduction of voluntary European service standards, as stated in the June 2016 Standardization Package. The Commission is also collaborating with CEN to enhance the consistency of performance evaluations, service contracts, and management procurement. A service's quality determines the requirements that it must fulfil to be judged fit for purpose. Descriptions, quality of service measurements, and their standards can be included in the specification, as well as a delivery period, such as the standard for addressing consumer complaints (Minami, 2012).

### 1.1.2 Tourist Hotels

In 2015, Malaysia's hotel industry witnessed around 72 million people staying at properties across the country, including nearly 69.87 per cent domestic tourists. Commercial accommodation, such as hostels, bed & breakfasts, etc., is the top option for foreign travellers to Malaysia, with about 94% of arrivals using commercial accommodation in 2015.

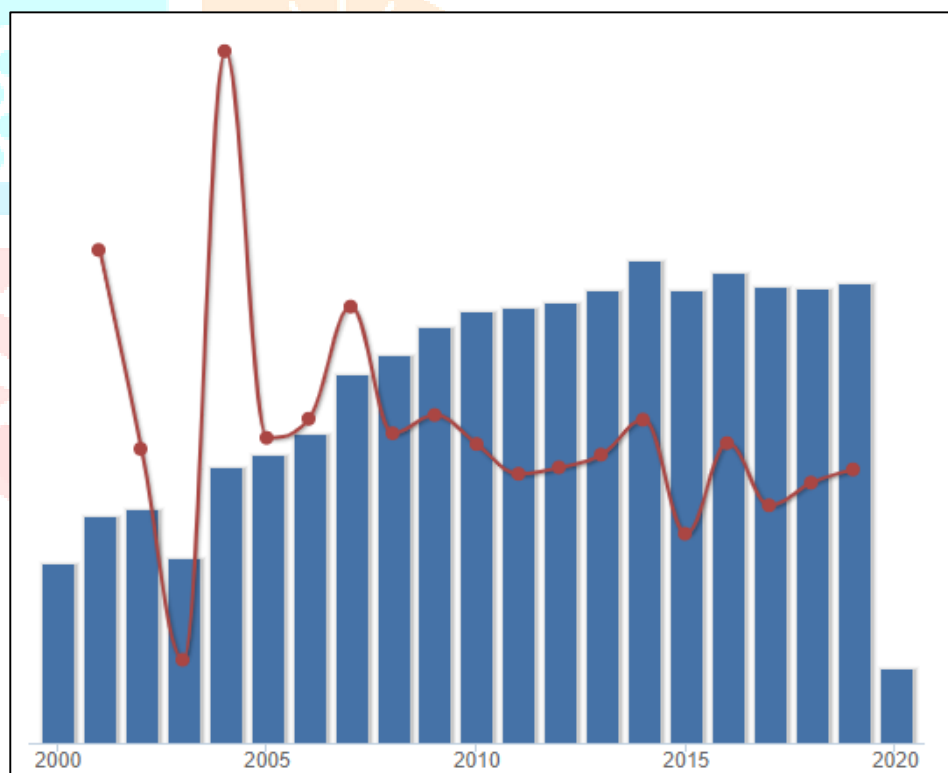


Figure 3: Malaysia Hotels Supply from 2000 – 2020

Sources: My Tourist Data

While hotel demand slowed in 2016 as arrivals fell, long-term hotel demand remains strong because Malaysia remains a popular tourist destination with many gateway cities such as Kuala Lumpur, George Town, and Johor Bahru. Previously, the travel segments Commercial and MICE were fueled by vast primary and secondary industries specializing in oil and petroleum products. Changes could be possible as a result of the low performance in the oil market, and new motors are needed from the finance sector. According to the Malaysian Tourism Office, there were 4827 classified hotels with 284.415 rooms reported in 2015. From 2013

to 2015, Malaysia's hotel supply expanded at a CAGR of 13.7 percent, reaching 5 hotel words. 22.7 percent of Malaysia's existing hotel supply (by number of hotels) is branded and associated with a foreign company, with the rest being privately owned businesses. Most of the branded hotels are in Kuala Lumpur, near famous tourist attractions in coastal areas like Langkawi and Penang, as well as major cities in eastern Malaysia like Kota Kinabalu and Kuching (HVS, 2016).

### 1.1.3 Hotel performance

Hotels in Malaysia encountered mixed results during 2014 in the three main performance indicators monitored by STR Global, the sister company of 'HotelNewsNow.com' Occupancy decreased by 0.6% to 66.7%, the average daily rate increased by 3% to 340.96 Malaysian ringgits (\$110.07) and revenue per available room increased by 2.3% to 227.36 ringgits (\$73.40). According to STR Global, hotel supply is expected to increase by 7 per cent by 2015. Malaysia is a country with a diverse range of cultural attractions as well as rapidly growing cities with skyscrapers and multilane highways. Malaysia's street life is vibrant, whether it's the country's jam-packed festival calendar or its capital city, Kuala Lumpur, which is home to large malls and narrow alleys with lively and colorful markets. Malaysia's cheap, delicious, and varied cuisine, as well as its charming and often eclectic mix of Moghul, Malay, Victorian, and ultramodern architecture, are not the only reasons for its steady stream of tourists. Moreover, the white-sand beaches of famous western coastal islands such as Pulau Langkawi and Pulau Redang, as well as the lush rainforests of Borneo to the east, have enchanted generations of visitors. With so many diverse and seductive attractions, Malaysia has enough for everyone.

### 1.1.3 Tourist in Malaysia

Malaysian hospitality industry is rising rapidly in line with its tourism market. This is seen in the growing number of new hotels opened in Malaysia and rooms offered. Over the past nine years, the availability of hotels in Malaysia has increased by 60 percent, from 1992 to 2000. The number of rooms available increased from 124,413 to 168,844 in the same year. About 160,000 rooms are currently available to guests in the hotel industry. The average hotel occupancy rate in Malaysia is 60%, with occupancy rates reaching 70% in popular tourist destinations such as Langkawi, Penang, Pahang, and Labuan (Malaysia, 2009). Domestic tourism is also a significant part of Malaysian tourism, accounting for nearly 90% of domestic leisure trips.

## 1.2 Problem Statement

The tourist hotel operation requires compliance with international standards to ensure that service is provided. Despite the fact that the hotel has tried to achieve these standards in Malaysia industry, complaints still arise about the quality of service offered. Malaysia has a long history of hotel industry growth, according to studies, but this may make it difficult for the country to fully realize its potential. Low service levels have been a source of concern among tourist visitors. The aim of this study was to determine the quality of service standards and related factors in tourist hotels in Malaysia, which is well-known as a tourism hub and gateway to world-famous tourist attractions.

### 1.3 Research Objectives

In this research study, the objectives include the following below:

RO1: To determine service quality standards and to decide the attitude of hotel managers towards their tourist guest in Malaysia.

RO2: To develop the role of management practices in providing quality services in Malaysian tourist hotels.

RO3: To examine the factors of services that affect the quality standard of services in Malaysian tourist hotels.

### 2.0 Literature Review

Literature was reviewed under the following headings: Managers and designing service quality in the hotel; guests' perception of service quality of tourist hotel, measuring service quality and SERVQUAL model; skills requirement for service employees; management practices and service quality in the hotel; and, at the end of the chapter, there is a conclusion. In 2008, the tourism industry provided 238.2 million jobs and 922 million tourist journeys, including both international and domestic travel. These figures demonstrate the value of tourism to the global economy and its position as a globalization agent (Weaver & Louton, 2006). According to Muhammad and Henderson (2003), developing countries have benefited from the industry's rapid growth in terms of economic benefits such as income and employment formation, foreign exchange earnings, and inward investment. Tourism generates significant revenue for governments while also encouraging increased infrastructure spending, which helps to boost the overall standard of living in the countries involved. This includes Malaysia, where tourism has overtaken manufacturing as the leading source of foreign exchange (Malaysia Budget, 2009). Tourism is expected to overtake manufacturing as the largest foreign exchange earner in the future. The tourism industry's growth has fueled growth in other related industries, such as food and beverage, lodging, entertainment, and shopping, thanks to its interconnections. (Poon & Low, 2005).

The Theoretical system work shows interlink between the quality of service and the variables that directly influence the quality of service delivery. Customers' desires and preferences should be considered by management and employees, and a method of locking in the services and products requirements of customers should be provided. Customers' needs are translated into service or product specifications, which are then passed on to eligible service personnel. The training provides technical, operational, and aesthetic skills, which are used to provide high-quality services. Management activities encourage the provision of high-quality service in a favorable market climate.

### 2.1 Background of Standard Quality of Services and Related Services

#### 2.1.1 Services Quality

The term Service Quality is an association of two different words; „service“ and quality. Service means “any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything”. Quality has become a strategic weapon for increasing operating efficiency and improving business results. Service quality refers to a service provider's ability to satisfy customers in a timely

and effective manner so that he can improve business results. In the service sector, too, "efficiency" is a critical component of business performance. That's because it's become clear that it has a stable relationship with sales, market share, and consumer loyalty. Several previous studies and writers have pointed out that the quality concept in the service sector differs from that in the goods sector. Intangibility, inseparability from the supplier, heterogeneity, and other inherent characteristics of services are the reasons for this care. As a result, a distinct framework for quality explanation and evaluation has emerged. The word "service quality" is more difficult to define and assess. A number of scholars attempted to describe it and provided meanings from various perspectives. The term 'service quality,' according to Philip Kotler and Gary Armstrong, refers to a company's ability to keep a customer. That is, customer satisfaction, in their view, is the best indicator of service quality (Ramya, 2019).

#### ❖ Customer satisfaction surveys

Under this method individual customers or corporate customer may be asked to rate their specific and overall impression of service delivery. For this a questionnaire or interview schedule can be used. Besides this, focus group interviews and other market research techniques can be utilized for this purpose.

#### 2.1.2 Management Practices

The concept of best management practices is neither new nor consists of a single definition. Such best practices are differentiators amongst the least and most effective organizations; meaning, they characterize high performers. The concept is naturally utilized across types of organizations, institutions, industries and sectors (Bendixsen and De Guchteneire, 2003). Nonetheless, any best practice is developed, applied, and interpreted in light of the context (Hall and Jennings, 2008), which includes the organization's management, structure, operations, climate, and people. Best practices are "successful programs or model projects that make an excellent, sustainable, and creative contribution to the problem at hand," according to Bendixsen and De Guchteneire (2003). Determining best practices entails a sort of benchmarking of others' achievements and mistakes, what has succeeded and what hasn't, and what has made others high performers (Jennings Jr., 2007).

- ❖ **Tourist:** Tourism is traveling for leisure or company, as well as touring theory and practice, the company of attracting, hosting and entertaining visitors, and the business of tour operations. People "traveling to and staying in locations outside their natural environment for no more than one consecutive year for leisure and no less than 24 hours, business and other purposes," according to the World Tourism Organization, which goes "beyond the conventional definition of tourism as being limited to holiday activity only." Tourism can be either domestic (within the traveller's own country) or international, with both incoming and outgoing effects on a country's balance of payments.
- ❖ **Customer/Guest:** In commerce, trade, and economics, a consumer (sometimes referred to as a client, buyer, or purchaser) is the purchaser of a good, service, commodity, or concept-obtained from a seller, distributor, or supplier via a financial transaction or money exchange or some other useful

consideration. The economy of early societies was focused on the exchange of favors. Later, as trade expanded, less lasting human relationships emerged, based more on temporary needs than on long-term social desires. Despite the fact that such distinctions are no longer semantically significant, some (short-term) sectors prefer clients, while more stable, repeat business operations prefer clients. A customer is a person or company who receives, consumes, or purchases a product or service and has the option of selecting from a variety of options and suppliers. The primary goal of any company is to attract customers or clients and persuade them to purchase what they have to offer. They're also attempting to convince them to come back. At the heart of marketing is a clear view of what the customer needs and values.

### 2.1.3 Standard Quality

Quality standards are defined as documents that provide requirements, specifications, guidelines, or characteristics that can be used consistently to ensure that materials, products, processes, and services are fit for their purpose. Quality is a broad term with many meanings. For others, quality is synonymous with dominance and perfection, while for others, it is a guarantee that there will be less defective facilities or goods. Otherwise, product features are related to quality (Alzhrani, Alotibie, & Abdulaziz, 2016). The bulk of these concepts are concerned with consumers and their happiness (Takalo, Abadi, Vesal, Mizaei, & Nawaser, 2013). Standards define best practices for a wide variety of programs, as well as the procedures and structures that support them.

### 2.1.4 Tourist Hotels in Malaysia

Malaysia is a federation consisting of Sabah and Sarawak, also known as East Malaysia and the southern part of the Malay Peninsula, formerly Malaya which is also known as West Malaysia (Cheah, 2002). With its intense contrasts, Malaysia's diversity is one of the country's main attractions (The Tourist Development Corporation of Malaysia, 2013). According to the Malaysia Tourism Satellite Account (2013), the number of domestic tourists increased by 15.5 million from 115.5 million in 2010 to 131.0 million in 2011. According to Saaid, Malaysia's Executive Director, the hotel industry has the potential to expand due to tourism's contribution (Jaafar, Toh & Sukarno, 2011). According to Business Dictionary (n.d.), a hotel is a commercial establishment that offers guest services, meals, and accommodation, with the minimum requirement being that the institution have at least 6 bedrooms and 3 rooms with bathroom facilities. A hotel can be categorized as either an economy or a luxury hotel based on the quality of service it provides. An economy hotel, also known as a budget hotel, meets the basic needs of customers by providing clean and tidy rooms (Abhijeet, 2013).

Malaysia was once ranked 9th in the world for tourist arrivals. Malaysia is ranked 25th out of 141 countries in the 2017 Travel and Tourism Competitiveness Report. The government pushed for increased tourism in Malaysia in order to diversify the economy and make it less reliant on exports. As a result, tourism has grown to become Malaysia's third largest source of foreign exchange revenue, accounting for 7% of the country's GDP in 2005. Tourism Malaysia, or the Malaysia Tourism Promotion Board, is the government body in charge



of promoting tourism in Malaysia (MTPB). On 20 May 1987, the Ministry of Culture, Arts and Tourism (MOCAT) was established and TDC moved to this new ministry. In 1999, Malaysia launched a worldwide marketing campaign called "Malaysia, Truly Asia" which was largely successful and brought in over 7.4 million tourists. The extra revenue generated by tourism helped the country's economy during the economic crisis of 2008.

Some of the tourist in Malaysia include the followings below:

- Genting Highland Hotel
- First Worl Hotel
- Hilton Garden KL
- Oasias Suites KL
- Datai Lankawi
- AVI Pankor Beach Resot Lumut



Figure 4: Genting Highlands

Accommodation in Malaysia is good value: basic double rooms start at around RM45 (£9/US\$14), while mid-range en-suite rooms can go for as little as RM100 (£20/US\$32), including breakfast. With a little shopping around, you may well turn up a plush, four-star hotel room for RM250 (£50/US\$80). The cheapest form of accommodation is a dormitory at a hostel, guesthouse or lodge. These generally exist in well-tourist spots, such as Kuala Lumpur, Georgetown, Kota Bharu, Cherating, Kuching, Miri, Kota Kinabalu and Sandakan. At the other end of the scale, luxury hotels offer a level of comfort and style to rank with any in the world. Many mid-range and top-bracket hotels also offer promotional discounts that slash twenty percent or more off the rack rate; either check online or simply ask if you turn up without a reservation. Discounted long-term rates anything over two weeks are also often available.

## 2.2 The Managers and Designing of Service Quality in the Hotel

### 2.2.1 Theoretical Background

According to Bitner and Hubbert (1994), service quality is “the customer’s overall impression of the relative inferiority and superiority of the organization and its services”. This signifies that customer is the single judge of service quality. Customers view service quality in two aspects; the process and the output quality. While hotel room service quality is a key factor of customers’ satisfaction and retention, consumption emotion also plays role along the trail. Consumption emotion is defined as a set of emotional responses elicited specifically during product usage or consumption experiences, as described either by emotional experience and expression or by the structural dimension of underlying categories (Russell, 1979). It is distinguished from the related phenomenon of mood (Gardner 1895). Hence, satisfaction is not the pleasurable of the (consumption) experience, it is the evaluation rendered that the experience was at least good as it was supposed to be (Hunt, 1977).

### 2.2.2 Theory to Support my Studies (SERVQUAL)

SERVQUAL represents service quality as the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions (Parasuraman et. al., 1988). It is argued that the model is not a generalized measure for all services; so it has to be customized for specific services, whereas it was designed to serve as a generic measure. The application of the instrument to four different service industries indicated that it is not possible to use statements exactly. Similar observation about the unsuitability of the instrument in diverse service industries were indicated in other studies.

While evaluating two models SERVQUAL and Servperf (Cronin and Taylor, 1992) concluded that SERVQUAL is based on satisfaction rather than attitude paradigm and also the analysis of structural model confirms few industries rather than being generic. The model is also criticized on being too much inductive and failing to draw concepts from different cross disciplines, industry specificity would require a deductive approach (Kar, 2018).

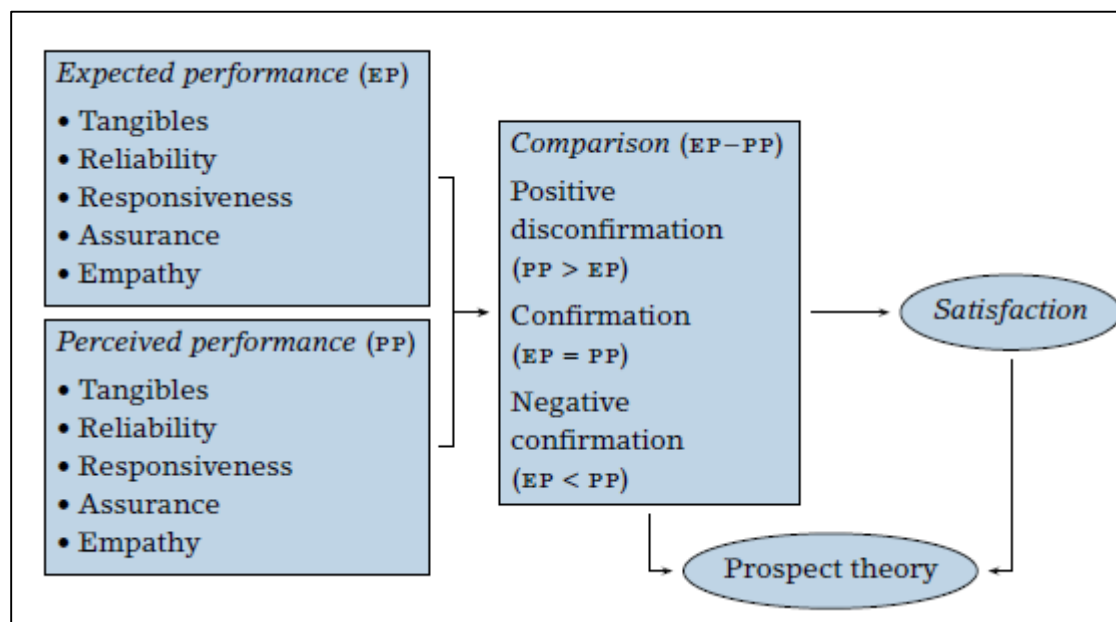


Figure 5: SERVQUAL Model Development  
Parasuraman, Berry and Zeithaml (1988, 1991)

Even though serval receives substantial empirical support, there are with difficulties with it. The critical analysis includes the ambiguous definition of expectation, the instability of the dimensions as well as the lack of applicability across industries. The criticism leads to a lively discourse in the scientific literatur). Despite the counterarguments the developers do not find the criticism strong enough to abandon the scale because it is still the only general, diagnostic, and adaptive measure of service quality. The development of servqual took place with customers in the insurance industry and has been applied to many other industries (Ueltschy et al. 2007). However, in the insurance industry, it has been used only to a limited extent. Therefore, it is necessary to prove the reliability and validity of servqual in the insurance industry (Burb, 2016).

### 2.3 Guests' Perception on Service Quality of the Tourist Hotel

For service firm to provide the quality service, it is important to understand the way guests assess the quality service, parameter used in their assessment and the way quality can be Theoretical ized. There are various models proposed by researchers; having similarities to each other (Kandampully, 2007). As far as perception is concerned, measuring service quality depends much on the subjective manner. What is best to one individual does not guarantee that another individual will accept that evaluation.

Grönroos (1984) identified two dimensions which guests use in assessing the service quality which are technical and functional qualities. The suggestion based on the fact that service quality is combination of technical quality such as room and bed in a hotel and functional quality which includes appearance of the hotel receptionist and waiter. Later incorporated the aspect of corporate image in Grönroos (1984); the main argument was a guest perceives service quality of the firm from the technical and functional quality and this is influenced by corporate image. This is elaborated by Figure 2.1 as adapted from Kandampully

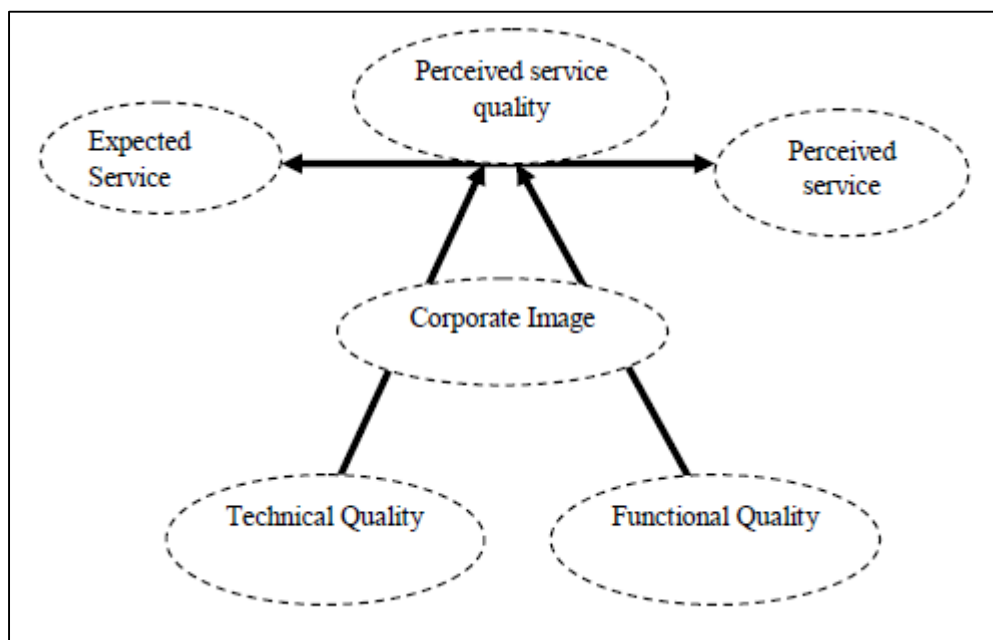


Figure 6: Perceived Service Quality and Corporate Image

Source: Kandampully (2007).

## 2.4 Service Quality Gaps

The service quality is the function of gaps between the guest expectation of the service quality and their perception of the actual service delivered. In simple understanding, a gap is the difference between what one wants and what one gets (Kandampully, 2007). Although some researchers have shown seven gaps of service quality (Tsang and Qu, 2000), this study focused on five gaps which were initially identifies by SERVQUAL model pioneers.

The fourth gap is the difference between service delivery and external communication. This gap is also referred to as a communication gap (Gabbies and O'Neill, 1997). The information delivered to guests through various media such as website, email and brochures, adverts and television becomes a company's promise to its guests. The guests expect, on consuming services of that company must conform to the media information. This gap, therefore, may arise due to: marketing department having insufficient information about service quality specifications; exaggeration of what the service firm offer; improper planning of marketing strategy of hotel services; and exaggeration tendency of guest inherited from exaggerated publicity of quality of service that organization offers.

Gap five is the sum of differences of other four gaps, and it is a deviation between expected and perceived service. This gap arises as a result of overall discrepancies in design, marketing and delivery of service. To close that gap, expectation and perception must match when guest expectations are met; service quality is perceived satisfactory. If the expectations are not met then, service quality is perceived as less than satisfactory and when it exceeds the expectations, service quality is perceived to be more than satisfactory. In actual fact,

guests evaluate quality of service in both the service delivery process and service outcome (Kandampully, 2007).

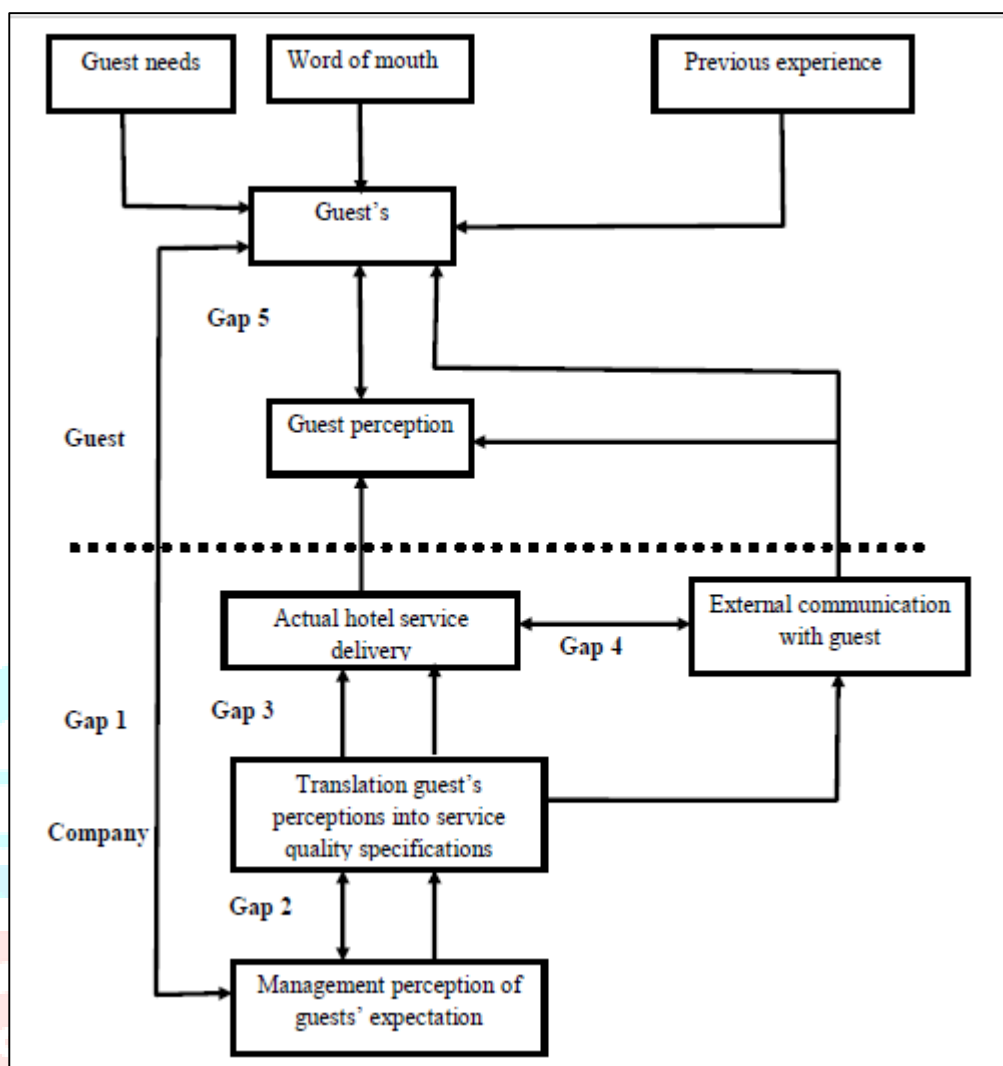


Figure 7: Service Quality Model

Source: Adapted from (Tsang & Qu, 2000; Zeithaml et al., 2006; Gržinic, 2007)

## 2.5 Measuring Service Quality and SERVQUAL Model

Literature has shown how guests evaluate the service quality offered by an organization. For the service organization to get feed-back from the guest on extent of service excellence, it is vital to understand how to measure the perceived service quality by the guests. However, before measuring of the service quality, it will be meaningful to define the service quality both in scholars' perspective and in the context of this study. Service quality has been defined as a gap between the guest expectation and the guest perception of service received (Parasuraman et al., 1985). The same scholars in their research in 1988 redefined service quality as a global judgment or attitude related to the overall excellence. The term judgment used in this definition refers to perception of the guest against his or her expectation (Nadiri and Hussain, 2005). The use of expectation as the means of benchmarking service quality in hospitality industry has been debated by several researchers (Kandampully et al., 2001). This arises from the suggestions that expectations may not exist or be clear enough in respondent's mind to act as a benchmarking against perceptions assessed (Kandampully et al., 2001). This

study therefore has defined the service quality as a level at which service performance of the hotel meets the customers' perceptions.

## 2.6 Skills Requirement for Services Employees

Service firms such as hospitality and retails are labour intensive with employees experiencing direct and frequent contacts with the customer. It is only through focused development support of all employees with an emphasis on high-quality and high-skills that the hospitality industry can reach its full business potential. Thus, for the hotel industry to be able to deliver service quality which is expected by customer, it is necessary for the employees to acquire required skills to become service oriented. The types of skills required in the hotel industry are divided into three categories. These are technical skills which concerns product knowledge, Interpersonal skills which deals with social behavior of individual during service encounter. The last is aesthetic skills which generally focus on looking and sounding of individual. Though literature indicates that most of the employers are now focusing on recruiting employees with interpersonal and aesthetic skills (Nickson et al., 2005), there is need for employees to be competent in technical skills (Hai-yan and Baum, 2006).

## 2.7 Management Practices and Service Quality in the Hotel

The influences of management practices in ensuring that organizations deliver quality service expected by guests cannot be ignored. Researchers have indicated the relationship between management practices and organization performance of a service firm (Pfeffer, 1998). Management practices are important in promoting service excellence. This is through communicating with the employees to emphasize the norms and values related to service quality and excellence (Hartog and Verburg, 2002). Borucki and Burke (1999) argued that, if an organization is to deliver quality service then the internal environment and subsystem must be well coordinated and managed to facilitate the achievement of the wished standard of service. Schneider et al., (1998) pointed out the same argument that service climate rests on certain basic issues which are quality of internal service existing in an organization and human resource management. These provide the fundamental facts that management practices have significant contribution to achieving the service quality excellence in an organization.

## 3.0 Theoretical Framework

In this research study, the Theoretical framework in include the following below:

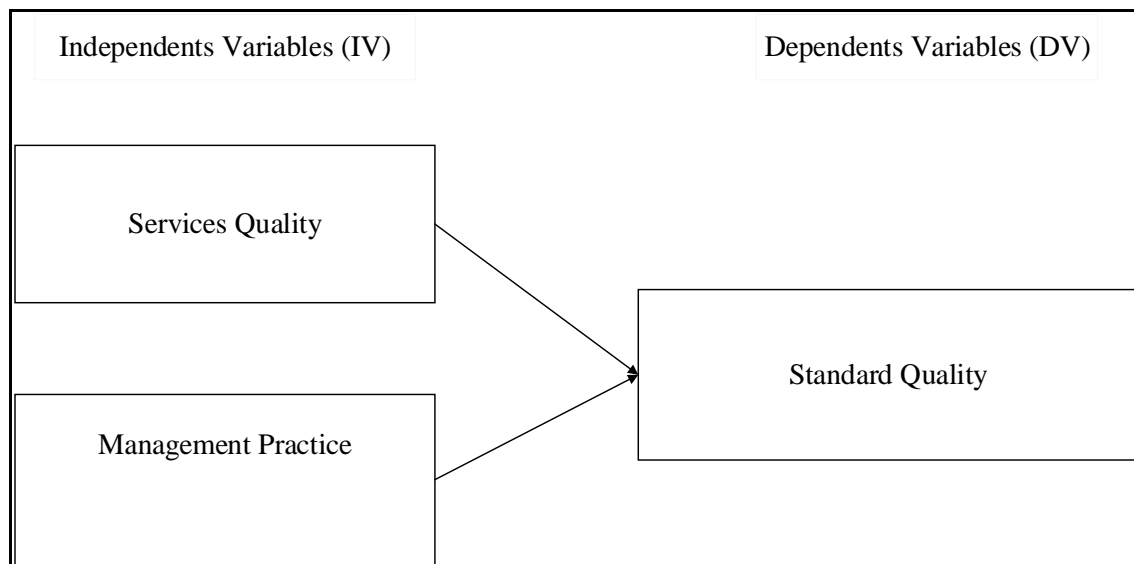


Figure 8: Theoretical Framework

The Theoretical system work shows interlink between the quality of service and the variables that directly influence the quality of service delivery. Customers' desires and preferences should be considered by management and employees, and a method of locking in the services and products requirements of customers should be provided. Customers' needs are translated into service or product specifications, which are then passed on to eligible service personnel. The training provides technical, operational, and aesthetic skills, which are used to provide high-quality services. Management activities encourage the provision of high-quality service in a favourable market climate. When the situation in the Theoretical sense occurs, the visitors' expectations are almost identical to the managers' expectations, thereby providing the hotel guests with the best service.

#### 4.0 Recommendations

##### 4.1 Recommendation for policy

Hotel managers and visitors had very different perspectives on the service quality levels provided. This disparity in expectations between hotel managers and guests stemmed from the managers' inability to adhere to service quality requirements that they had agreed to provide to their guests through different sources of knowledge. As a result, the establishment of a Quality Assurance Program for Accommodation and Catering Establishments in Malaysia is required. This will ensure adherence to the "Stars Standards" and will be used as a yardstick to evaluate the hotel's results.

The evaluated service quality criteria attribute related to employee competency did not meet the guests' expectations. Employees were found to be lacking in both technological and interpersonal skills, both of which are critical in providing high-quality service. This may be because the curricular used in hotel schools does not concentrate on developing these skills in prospective employees. As a result, the study suggests that hotel school curricula focus on ensuring that the skills needed to work in the hotel industry are adequately addressed.

## 4.2 Recommendation for Practice

The importance of management practices in the delivery of high-quality facilities in hotels cannot be overstated. Management strategies play an important role in ensuring the delivery of high-quality service, so hotel managers should ensure that they are implemented properly.

The disparity in expectations between hotel managers and guests stems from the fact that when planning service or product quality, managers did not factor in customer requirements. As a result of this research, it is recommended that the needs of the guests be identified before the design of the service or product.

## 5.0 Future Scope

The scope for this research study title the factors affecting standard quality of services and related service in tourist hotels: A case study of Malaysia hotels, will be conducted in Malaysia. Targeted few classified hotels within the country.

## 6.0 Conclusion

This summary for whole article which include all points stating with the introduction the background of factors affecting standard quality of services and related services in tourist hotels in Malaysia. A problem statement has stated and also research objectives and Theoretical Framework are then listed based on the problem statement. Future study scope also the chapter two will involves a comprehensive review of previous research work relevant to the factors affecting standard quality of services and related services in tourist hotels in Malaysia. Also, in depth synthesis and critical evaluation on the individual variables and their interconnectedness extensively analysed, evidenced by scientific previous empirical research reported or published has been made. Hence, wide reading is expected. Literature review is also meant to act as a platform to support the methodological thesis part. Furthermore, it will conclude with a valuable recommendation. The study looked into the standard of service in four areas of the hotel: the general hotel product, the front desk restaurant and bar, and the guestroom. Each research topic had attributes for which respondents were asked to rate their satisfaction on a five-point Likert scale. Employees and managers assessed how their everyday tasks impact the level of service provided to hotel guests. Based on each objective, a conclusion has been reached. This study has shown the importance of expertise in performing tasks, and managers must recognize that formal professional education imparts a cognitive ability that is critical in developing interpersonal skills. Interpersonal skills have been identified as critical skills that employees must possess for the company to achieve service quality.



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