

## Analysis of the quality of hotel services in the canton of Sucre

Análisis de la calidad de servicios hoteleros en el cantón Sucre

Lilia Villacis Zambrano\*  
 José Ricardo Macías Barberán\*  
 William Renan Meneses Pantoja\*  
 Mayra Espinoza Arauz\*

### ABSTRACT

The hotel sector of canton Sucre has deficiencies in its infrastructure, especially in old buildings, the hotels were not built with all the technical standards. Additionally, they have deficiencies in quality standards and in the preventive maintenance of their facilities, which constitutes the greatest difficulties in offering the destination to the national and international market. The purpose of the study was to establish an improvement program to increase the quality of hotel services and positively influence the economic and tourist development of the city. The methodology used was descriptive, qualitative and quantitative methods with a sample of 30 tourists, which were tabulated through the SPSS Statistic, drawing conclusions that allowed analyzing the flaws of the hotels. The results obtained allowed verifying the deficiencies in the hotel infrastructure, little training for the personnel who work in hotel establishments. So they do not have the technical knowledge in Hospitality, therefore it does not guarantee the quality that must be offered to tourists, intensifying since the 2016 earthquake and recent rains

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\* Doctora en Ciencias Administrativas Universidad Laica Eloy Alfaro de Manabí Bahía de Caráquez, Ecuador. [lilia.villacis@uleam.edu.ec](mailto:lilia.villacis@uleam.edu.ec). <https://orcid.org/0000-0002-2888-6363>

\* Ingeniero Civil. Master en Educación y Desarrollo Social. Docente Universidad Laica Eloy Alfaro de Manabí. Bahía de Caráquez, [jose.macias@uleam.edu.ec](mailto:jose.macias@uleam.edu.ec). <https://orcid.org/0000-0002-2857-6867>

\* Master en Innovación y Marketing Turístico. Docente Universidad Laica Eloy Alfaro de Manabí. Bahía de Caráquez, [william.pantoja@uleam.edu.ec](mailto:william.pantoja@uleam.edu.ec). <https://orcid.org/0000-0001-8080-9990>

\* Master en Gestión Empresarial. Docente Universidad Laica Eloy Alfaro de Manabí ULEAM. Bahía de Caráquez, [mayra.espinoza@uleam.edu.ec](mailto:mayra.espinoza@uleam.edu.ec). <https://orcid.org/0000-0003-1207-9804>

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## INTRODUCTION

Tourism in Ecuador as an industry is a growing sector, increasingly present in the country's economy, and for many localities is a source of employment and economic, social and cultural development. (Ministry of Tourism, 2019). However, this industry is affected by the poor quality of hotel services and the inadequate infrastructure of these establishments. These are the main reasons for this research. In recent years, tourism activity has grown significantly in many cities of the country.

People's motivation to travel has grown, as they want to learn more about the culture of the people and their roots. (Conforti, Gonzáles, & Endere, 2014). Although this does not happen in the canton of Sucre, the influx of tourists in this locality is almost null. From this concern arises the need to investigate and analyze whether the poor quality of hotel services and the infrastructure of the hotels in this area are one of the reasons why the influx of tourists and the economic development of this city are seriously affected and limited. The study is supported by indicators that were analyzed from the research project entitled Design of a Historical-Archaeological route for the development of the destinations Pedernales, Jama, San Vicente and Sucre. Funding Entity: Universidad Laica Eloy Alfaro de Manabí, completion date between 2016- 2020, which allow to rescue and enhance the quality of services provided in the hotel branch, tourist sites that the city has and that serve as a thread in customer satisfaction. (Universidad Laica Eloy Alfaro de Manabí, 2016 - 2020)..

It is very important for the hotel sector, the contribution that will be given to solve this problematic situation, since, if these errors are corrected or minimized, Sucre canton would become an attractive tourist destination in the province of Manabí and in the country. (Ministry of Tourism, 2020). With these actions, the inhabitants of this town will benefit, since, if the volume of tourists increases, it will have an impact on the economy for people directly or indirectly engaged in activities related to tourism. Thus, the key objectives of this research are: to investigate and to show how the quality of hotel services affects the economic and tourism development of the city. The same that will contribute to the archaeology project Design of an Archaeological-Historical tourist route in the cantons Sucre, San Vicente, Jama and Pedernales of the province of Manabí within the places we are thinking of taking the hotels in the area.

From the private sector, there are no investments in plans to improve the hotel quality system; moreover, for the authorities, the hotel sector in this city is not a priority, which is reflected in the lack of action. In this context, the quality of services is occupying a primordial place, associated with the changes that are taking place in the life of society, becoming a competitive factor for small and medium-sized enterprises and leading to the use of instruments or tools to guarantee quality, which can only be achieved in a stable, systematic and continuous manner through proper management. (Soto, 2011).

The quality of service is a concept embraced by organizations in recent years, given the need to be competitive in the face of the expansion of the supply of different services in the market. For the traveler, this concept is global, meaning that all the experiences generated in a visit lead to the definition of a service that must necessarily address the

issue of quality, which is linked to the results perceived by a traveler at the time of using a hotel. (Such, Zapata, Pereyra, & Risso, 2009)..

The SERVQUAL model is considered as its base proposal, which is why this model has great relevance in the measurement of the quality of services performed in organizations, constituting a key element in the proposal of this work. (Morillo, 2007). This research is carried out in the canton of Sucre in the province of Manabí, Ecuador, and its objective is to analyze the quality of hotel services in that canton. Hotel services refer to the set of elements that make up the establishment with all its particularities. By particularities we refer to the physical characteristics that give a hotel its own identity, such as its architectural style, furnishings, decoration, room size, among others. Hotels offer a variety of services according to their location, category, rates, etc. The more heterogeneous their services are, the greater the capacity to capture the largest possible share of the different market segments. (Morillo, 2007).

Complementary services such as travel agency, secretarial services, laundry service, among others, can be added to this. The more services offered by the establishment, the greater the offer it can make, so it can accommodate the diversity of guests with different requirements. (Kotler, Bowen, Makens, Garcia, & Flores, 2011). In order to offer an excellent service to customers, it is essential to carefully select its human resources with subsequent training in the knowledge and application of technical and protocol regulations. The hotel industry must have people who are motivated or who have a vocation for guest service, since they will be responsible for the responsible care of guests. Also, special attention must be paid to the corporate image.

According to Eduard Deming (1989) Quality is translating the future needs of users into measurable characteristics, only then can a product be designed and manufactured to give satisfaction at a price the customer will pay; quality can be defined only in terms of the agent. It has a worldwide reputation for establishing process control techniques for quality as the way to compete successfully in the new economic era. (Deming, 1989).

Nowadays there is a lot of competition and it is becoming more and more important to know customer satisfaction since there is a direct relationship with customer loyalty and, therefore, with the organization's revenues. Customer satisfaction and customer loyalty are essential components to increase the competitiveness of organizations and can only be achieved by identifying their needs and expectations. In addition to knowing which quality factors are most relevant to satisfy them. (Lopez, 2011). By analyzing and measuring the degree of customer satisfaction with the products and/or services offered, the hotel industry obtains basic feedback to establish improvement plans related to the external customer. In other words, a satisfied customer is equal to recommendations to third parties.

Roughly speaking, quality means product quality. More specifically, quality is quality of work, quality of service, quality of information, quality of process, quality of people, quality of system, quality of company, quality of objective. (Ishikawa, 1986). The number of tourist arrivals to the country is increasing, but in the absence of quality services and qualified personnel, visitors prefer other destinations.

It is important to carry out this analysis in the canton of Sucre, because if so, both the inhabitants and the city's leaders will have a clearer idea of the corrective measures that need to be applied in hotel establishments. This action can stimulate investment or improve the quality of the city's hotels, both in terms of the hotel industry and in terms of the spaces used to provide tourist services.

The benefit will be reflected for all tourism service providers, as they will be able to count on quality services suitable for all types of customers, thus improving the quality of service is a basic strategy to frame the organizational structure and functionality within parameters that consider the expectations and needs of customers, the importance of human resources to respond to these demands must be decisive to ensure the quality of services to offer as much as excellence, total quality, continuous improvement, customer satisfaction have become common vocabulary of those who are part of an organization. (Chiavenato, 2009).

Current and future customers have changing needs, which require constant observation of the business environment in order to know who they are, where they are, how they should be served, and what they think about the service and attention they receive. (Jones, 2008).

## **MATERIALS AND METHODS**

The research concerning the analysis of the quality of hotel services in the canton of Sucre used the descriptive method, which seeks to detail the significant properties of people, groups, communities or any phenomenon that is subject to study, hence it is required to know the context, traditions, beliefs, practices, through an accurate description of the ways of interacting of the selected population, the selection of the representative sample was made, not taken at random, that is the non-probabilistic type by convenience, that some experts from the Delphi method where the sample was 30 people.

The qualitative method aims to establish a formal conversation to know the different types of knowledge that people have according to the tourism techniques they know in the city of Bahía de Caráquez, for that a series of questions were asked to then interpret the answers obtained according to the object of study. The descriptive statistical method was used, which has as its objective the description of the study event, it was carried out that inhabit the city of Bahía de Caráquez taking a higher percentage of young people to identify the interest and knowledge they have in what corresponds to the subject.

The development of this research is structured in 4 phases:

Phase 1. Conduct a literature review based on the state of the art and research practice.

Phase 2. To investigate the level of knowledge of the analysis of the quality of hotel services in Bahía de Caráquez.

Phase 3. Verify the quality of hotel services in Bahía de Caráquez.

Phase 4. Analyze the level of quality of hotel services in Bahía de Caráquez in terms of customer service.

Phase 5. Propose training to improve the quality of hotel service The following instruments were used to carry out this research:

The scientific reading is a source of bibliographic information for the conceptualization of a referential study gathering contributions from various authors and the analysis of techniques that allow the evaluation of levels of knowledge of the quality of hotel services in Bahía de Caráquez.

It was applied to experts in tourism techniques; for this purpose, SPSS 21.00 statistical software was used to process the survey and analyze the results obtained. In order to obtain information on the quality of services in the canton of Sucre, a survey was conducted with the owners of places that offer tourist services and customers, from which a sample of 30 people was extracted, especially hoteliers.

## RESULTS

Thirty percent of the population indicated that the hotels provide the same information on schedules, 27% said that they do not provide the necessary information, 20% chose the option of better, 16% of the population said that they do provide the necessary information, and 7% chose the option of much worse because they do not feel that they do not have the necessary information.

Table No.1 Schedules

Brinda información sobre horarios de servicios		
Mucho Peor	2	6,67
Peor	8	26,67
Igual	9	30
Mejor	6	20
Mucho Mejor	5	16,67
	30	100

Table No. 2. Prompt services

Promptly provides service to customers		
Much Worse		6,67
Worst		26,67
Same		33,33
Best		26,67
Much Better		6,67

Thirty-three percent of the surveyed population chose the same option, 27% the better option, 27% of the population chose the worse option, 7% chose the much better option

because they said the service was light, and 6% chose the much worse option because they did not think the service was adequate.

Table No. 3. *Customer support*

They are always ready to help customers		
Much Worse	1	3,33
Worst		23,33
Same		33,33
Best		23,33
Much Better	5	16,67

33% of the population choose the same option, 23% choose the better option, 23% choose the worse option, 17% choose the much worse option because they say they do not help customers and 4% choose the much better option.

Table No. 4. *Interest*

Cares about looking after your interests		
Much Worse	1	3,33
Worst		30,00
Same		30,00
Best		26,67
Much Better		10,00

30% of the surveyed population chose the same option, 30% chose the worse option, 27% chose the better option, 10% chose the much better option and 3% chose the much worse option because they did not see the concern.

Table No. 5. *Quality of service*

Evalúe de manera general la calidad de servicios brinda		
Mucho Peor	0	0
Peor	2	6,67
Igual	15	50
Mejor	5	16,67
Mucho Mejor	8	26,67
	30	100

Fifty percent of the population choose the same option, 27% select that the service is currently much better, 16% opt for the better option and 6% do not like it and take the worse option.

## DISCUSSION

It is evident every day that quality imposes in all forms and services provided to the community, even more so when the government in years (INEC, 2015) tourism has increased. In the INEC Yearbook of arrivals and departures. Yearbook of arrivals and departures INEC. Currently the province of Manabi has one of the best roads in Ecuador, the road system has been changed almost 100% with first class roads as in the big cities of the country, this has allowed tourism to increase in a dizzying way, investment in new tourism projects, hotels, restaurants, travel agencies and most importantly training in human talent at the service of tourists, this leads to a commitment to work for the quality of services to be provided to tourists.

For some researchers such as (Quintero, 2018), when they talk about perception of quality from local actors they say that the visualization by the inhabitants around the change of the territory, that is, it is the level of satisfaction with tourism development. The residents are those who first of all know the reality of the canton and for whom a better infrastructure is assigned for their growth in quality of life, of course for this it requires good relationship with the tourist and the development of their source of work that in every instance it is their own will that makes tourism grow and be maintained.

Therefore, it should not be forgotten that satisfying customer needs and expectations is the most important element of quality management and the basis of a company's success. The customer becomes a source of strategic information on product quality as demonstrated in surveys. The mission is no longer to be better than the competition; the mission now is excellence through measures to correct errors in the tourist service. To this end, it is necessary to describe possible solutions for each service through suggestions for improvement, on the basis that the service provided must be imbued with quality, covering the interests of the client.

## CONCLUSIONS

There are aspects that need to be worked on in the quality of service given that the attention has to satisfy the needs of the client and it is essential to work more from the professional aspect highlighting abilities and skills in customer service, flexibility and accessibility at the time of welcoming visitors as it leads to satisfaction and consequently loyalty on the part of the client.

Through the measuring instrument, results were obtained where the level of quality remains the same in most of the responses, but it is preferable to continue cultivating the training of the staff that welcomes visitors. Therefore, it is concluded that the service is not at the highest level and therefore there are deficiencies in the quality of service.

The quality of hotel services in the canton of Sucre was evaluated through tools such as surveys using the descriptive method, which seeks to detail the significant properties of people, groups, communities or any phenomenon under study.

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