

Complacency of the consumers of the hotel services ways of increasing to complacency

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Abstract — The Important problem to activity of the hotel enterprise is a maintenance high degree to complacency of the consumers. The Notion to complacency of the consumers is closely connected with such notion as quality of service, loyalty of the consumers, competitiveness of the enterprise, comfort of stay in hotel. In spite of the fact that notion and methods of the estimation to complacency of the consumers of the hotel services are considered it is enough actively, hitherto is not determined main trends of increasing to complacency. For study of the bases of increasing to complacency of the consumers are used two main approaches: with standpoint of the waiting the consumer and approach, founded on estimation by consumer of the features of the product. The Methodological base of the study has formed the diagram Isikavy and model of the estimation to value of the hotel services Noriaki Kano, on base which were chosen two strategies of increasing to complacency of the consumers: reactive (founded on study of the waiting the consumer) and active (founded on shaping relations consumer to existing or new characteristic of the hotel product). When use the reactive strategy of increasing to complacency of the consumers were chosen groups element, influencing upon complacency (neutral, obligatory, desired, surprise and inverse) and is given their feature with standpoint of the estimation by consumer and possibility of the influence upon complacency. When undertaking the empirical study is realized that main feature of the service, influencing upon estimations of the guests, are in the first queue obligatory elements, on desirable and surprise elements to consumers call attention only under their correct execution. In shaping the active strategy of increasing to complacency of the consumers of the hotel services necessary to pay attention information on hotel product, provided to consumer, as well as organizations of the interaction with consumer in system marketing communication, choosing efficient directions of the shaping the consumer preferences and selecting corresponding to methods. Considering that need of the consumers constantly develop, also must develop and ways of the satisfaction of these need. Complacency of the consumers - not constant purpose, which possible reach, on the contrary, complacency necessary to obtain constantly, improving strategies, ways and methods of her(its) achievement.

Keywords — *hotel product, consumers, complacency of the consumers, competitiveness, quality of the services, loyalty of the consumers.*

I. INTRODUCTION

The Hotel product is a complex product, which the main feature are impossibility to touch, impossibility of keeping, inconstancy of quality, simultaneity production and

consumptions. Except this, hotel product includes material and not material forming [26, p. 255]. Considering big influence upon structure of the servicing the materiel, possible speak of hotel product, in structure which enter the accomodation, feeding, home facilities, business-facilities, transport service, facilities relationship and others.

In turn if hotel service it is considered as process of the servicing the consumer, so and result of this process, that hotel product is most often considered only as result. Thereby, ways of increasing to complacency of the consumers of the hotel services must take into account not only features of the hotel product, but also particularities of the process of the service in hotel.

The Maintenance high degree to complacency of the consumers - an important problem for many organization. The Long-run objective of any hotel enterprise victory in "fight for client" and stable financial standing to account of the constant guests and attraction new. The Advantage in competitive fight can be a location, price policy, competencies personnel, assortment of the value-added services, reputation of the hotel, safety, quality of service. The Given competitive advantage can actas the element of increasing to complacency of the consumers. The Competition is the most important and necessary electoral mechanism, finely adjusting market relations between producer of the services and consumer. At reduction demand for facilities of the accomodation not all enterprises suffer equally: the most problems exist beside that, whose activity inefficient, facilities rather inferior, but cost of the services often value-added and etc. Hotel enterprises, possessing excellent service and identical prices, even at crisis time can prosper and remain afloat.

Importance of the study of the questions to complacency of the consumers of the hotel services is connected with the following:

- a high degree to complacency links with level of loyalty of the consumer, desire to use the service of the enterprise once again and influences upon volume of the consumption [13, p. 97];
- a high estimations of the consumers influence upon choice of the potential guests and, on the contrary, dissatisfaction (the low estimations) of the consumers influence upon care potential consumers [21, p. 360];
- complacency of the consumers is stright connected with profit and efficiency to activity of the hotel enterprise [19].

However in spite of the fact that notion and methods of the estimation to complacency of the consumers of the hotel services are considered it is enough actively, hitherto is not determined main trends of increasing to complacency, which are defined for concrete category of the consumers and concrete hotel enterprise. Thereby, possible speak of need of the revealing the main trends of increasing to complacency of the consumers of the hotel services.

The Achievement to complacency of the consumers and quality of the hotel product it is important not only for consumers themselves, but also for hotel enterprise, since promotes the achievement to competitiveness to account:

- the organizations of the permanent relations with consumer;
- the reduction of the expenses on attraction of the new consumers;
- deduction of the consumers under temporary reduction quality even and offers rival [10, p. 18].

II. REVIEW DOMESTIC AND FOREIGN LITERATURE

Notion to complacency of the consumers is considered in interaction with such notion, as loyalty, quality of the services, competitiveness and others

Most often notion and contents to complacency is considered in intercoupling by loyalty of the consumers (A.M. Vetitnev, G.M. Romanova, A.A. Torgasheva [11], G.G. Generalova, E.E. Lushnikova [13], T.Y. Gerpott [14], Yu.V. Lukiyanova, Yu.E. Nikoliskaya [21] and others.). Under complacency of the client is understood collection ranked estimation separate features of the services, in which are infused individually perceived and expected qualitative features [1, 13]. The Studies show that complacency of the consumers influences upon their desire to arrive once again [11] that is to say forms the recurrence of the hotel business.

Complacency of the consumers is considered as factor quality of service (L.V. Baumgarten [10], O.I. Lihtanskaya and S.V. Belova [20], L.S. Morozova [23, 24], I.V. Trusevich, E.V. Kuznecova [24], A.A. Zemskova [23], E.O. Saint [30] and others.). Complacency of the consumer is defined by correlation of his(its) waiting and real quality gained facilities [30, p. 471]. However, mechanisms, being the basis of quality and complacency, different. The quality - a particularity facilities, which causes beside consumer feeling complacency, as well as absence that or other defect, which intensifies complacency [23]. V. Zaytamli and M. Bitner consider that notion "complacency of the consumers" vastly more broad, than notion "quality", since perceived by consumer product quality depends on his(its) price and quality, as well as integer of the row larval and situational factor [10, 12].

Competitiveness of the enterprise also is a notion, connected with complacency of the consumers (D. Dicson, R.C. Ford, B. Laval [2], J. Huh, M. Uysal, K. McCleary [4], B. Ozdemir, A. Aksu, R. Ehtiyar, B. Iizel, R.B. Iizel, E.T. Iigen [6], M. Korzay, M.D. Alvarez [5], I.V. Rozdoliskaya, Y.A. Besedina [29], N.G. Sosnina [31], M. Ratkovich, G. Grubich [28], and others.).

With position State standard to Russia ISO 10001-2009 and State standard to Russia ISO 10004-2012 complacency of the consumers is defined as perception by consumer degree execution of his(its) requirements, as well as divergence

between waiting the consumer and feature of the provided toed product or facilities [15, 16, 17].

Complacency by hotel product is also valued consumer with standpoint comfort of the residence: S.A. Ramzina, N.S. Shaburova [27], D. Dickson, R.C. Ford, B. Laval [8], A. Yuksel [25]. Select several forming comfort: information, home, economic, aesthetic, comfort to safety, psychological. Than above comfort, that greater complacency feels the consumer.

For study of the bases of increasing to complacency of the consumers are used two main approaches: with standpoint of the waiting the consumer (the theory not-acknowledgements [3]) and founded on estimation by consumer of the features of the product (the approach on base of the result [7]). The Theory not-acknowledgements is founded on comparison of the waiting the consumer with his(its) actual experience, thence complacency links with excess of the waiting. For increasing of complacency necessary to define and value the possibility of the realization of the waiting the consumer. In practice, this causes the certain difficulties, since waiting the consumer not concrete and have a no features, which it is measured, but they are bound with reception positive emotion and impressions.

III. METHDOLOGICAL BASE OF THE STUDY

In process of the study factor, influencing upon complacency of the consumers were used diagram Isikavy [32]; the model of the estimation to value of the hotel services Noriaki is Smoked [9, 20, 22].

Four groups of the reasons stand out in diagram Isikavy, influencing upon quality of the product: person, machine, method, material. In modern literature of these group of the reasons often complement the factor surrounding ambiances, management and others [33].

The Professor Noriaki is Smoked was chosen four groups factor, which influence on perception by consumer provided to facilities [9, 22]: obligatory (critical) factors, surprise (the attractive factors), neutral (indifferent) factors and inverse factors. The Obligatory factors form the essence provided to facilities and must be satisfied in the first place. To he pertain: speed to registrations and extracts, comfort situations of the number, purity, attentively attitude of the personnel. Non-execution of the requirements of the consumers to obligatory factor leads to sharp reduction of complacency. The Surprise factors are not expected by guest, to he pertain presence of the value-added services or additional services, which capable to select the hotel enterprise on background rival. The Neutral factors do not render the essential influence on complacency of the consumers, for instance, design of the interior, colour of the uniform of the personnel etc. The Inverse factors possess the ambiguous influence: they cause the satisfaction beside one consumers, and indifference or discontent beside other [26].

Much it is important to understand, what elements, influencing upon complacency, will be required by consumer. So, consumers speak of that element only, which characterize the desired quality of the hotel product, but base and surprise elements are not spoken, but sometimes not even they are realized consumer that complicates their identification. Thereby, exactly features expected quality influence upon

value of the hotel product in eye of the consumer and his(its) complacency [9, 18].

IV. RESULTS OF THE STUDY

For study request consumers were used questionnaire methods, questioning, analysis review in network internet. Cost(stand)s to note that by means of these methods of the study possible to value only parameters desired quality hotel product. The Study other element possible at joining of the questionnaire methods with methods of the marketing studies and methods of the economic analysis to activity of the enterprise that gives the good results at influence on complacency of the consumers of the concrete hotel enterprise, but can not be applying on broad circle of the consumers because of spottiness of the consumer preferences.

On base of the approach with standpoint of the result is tracked influence to complacency on shaping standard quality of the hotel product moreover as material, so and not material of his(its) features. Consumer must come up to anticipations In ideal standards quality. Thereby, possible speak of attribute notion complacency consumer and quality of the hotel product.

On base of studied information possible to select two strategies of increasing to complacency of the consumers: reactive (founded on study of the waiting the consumer) and active (shaping relations consumer to existing or new characteristic of the hotel product).

The Reactive strategy expects the following directions of increasing to complacency: 1) study need and request of the consumers; 2) organization production and service in accordance with requirements of the consumers; 3) ensuring the interaction with consumer for tracing the change level to complacency.

The Active strategy expects the organization to marketing activity and sort of shaping consumer preferences by means of use different channel marketing communication.

As a result called on with the help of questionnaire methods of the study of the preferences of the consumers of the hotel services, was revealed that suppressing majority of the consumers (72,4% polled) have a possibility of the choice of the facility of the accommodation at completion trip. The Main channel of the selection to information on potential place of stay is a network internet (this channel has shown a preference 93,1% polled). However amongst used channel also are present: information in printed matters (6,9%), media and and video advertisement (6,9%) and recommendations friends and familiar (3,4%). Amongst information channel in network internet the most popular sites of the facility of the accommodation (58,6%), sites of the reservation the hotels (48,3%), cartographic facility (37,9%), as well as advertising references (13,8%) and mobile exhibits (3,4%). Amongst the most popular cartographic resource in network internet is first Google Maps, Yandex.Cards, 2GIS, Bing maps, Karty@mail.ru.

When use channel to marketing information necessary to take into account not only that, what elements of the service are guaranteed consumer, since exactly their he will price at the first queue, but as well as that elements, about which is not spoken, but which are themselves itself being understood. This so named base forming quality of the hotel product, they are

prescribed in normative document on hotel service and hang from national particularities of the consumption. Exactly so can appear the reasons to dissatisfactions when servicing foreign tourist, possessing their own especial requirements to element of the service "by default".

For each hotel service in structure stage hotel cycle possible to select their own elements, influencing upon complacency of the consumers. Natural is division element, influencing upon complacency of the consumer and production to strategies of the influence on their realization (the table 1).

TABLE I. FEATURE ELEMENT, INFLUENCING UPON COMPLACENCY OF THE CONSUMERS

Parameters of the estimation	Elements, influencing upon complacency				
	<i>neutral</i>	<i>obligatory</i>	<i>desired</i>	<i>surprise</i>	<i>inverse</i>
influence upon complacency of the consumer	do not render influences	affect weakly, usually at requirements	affect it is enough powerfully	deep influence	hang from category of the consumer
influence upon choice of the facility of the accommodation	hang from category of the consumer	are not realized and are not expected	are realized and проговариваются consumer	do not render influences	are expected by default
estimation when performing the requirement	are not valued	are not valued	positive reaction	positive reaction	hang from category of the consumer
estimation at requirements	are not valued	negative reaction	negative reaction	are not valued	hang from category of the consumer
without fall execute	can fall into factory standard	binding on performing, are adjusted by state and branch	binding on performing, not are always adjusted by normative requirements	not obligatory	hang from category of the consumer
possibility of the influence on the part of predpriyatya	are formed enterprise	register in normative document, form standard of the service	necessary to organize performing the requirements and trace complacency	it is important to trace complacency if influence falls, element necessary to change	it is important to trace complacency
relationship with price in perception of the consumer	are not bound	are not bound	that, for that pays consumer	are given over paid	hang from category of the consumer
ВОЗМОЖНОСТЬ	easy	are	are	are	are changed

Parameters of the estimation	Elements, influencing upon complacency				
	neutral	obligatory	desired	surprise	inverse
изменения требований	can be replaced	changed aside increase the requirements	changed aside increase the requirements	changed aside increase the requirements	aside increase the requirements

Cost(stand)s to note that obligatory elements register in normative document, rule, legislative acts and are binding on performance all hotel enterprise. The Desired elements hang in greater degree from category of the consumers and influence upon type of the hotel enterprise, assortment of the value-added services etc. Surprise and inverse elements powerfully hang individual need of the consumers and can be perceived as positively, so and neutral, or even negative.

The Main features of the service, influenced upon estimations of the guests following: observance of the conditions of the reservation (86%); the registration, not exceeding on time five minutes (65%); the absence of the problems during residence in calve (78%); the absence mistake when exposing the count (73%). In given list is absent such factor, as purity of the number that can speak of that that this feature pertains to obligatory element, required by default, to which reaction appears at requirements only. Possible confirm that consumers in the first place perceive correctness of the execution obligatory element service and pay attention to the other elements only at strictly their execution. The Positive estimation base element influences upon consumption of the value-added services: 57% consumers, used by value-added services of the hotels, have positively valued the quality base element.

At estimation different element hotel product enterprise can find that some features have a small influence upon complacency of the target category of the consumers, consequently, on their provision in vain are spent the facility. So it is important to trace not only complacency of the consumers, but also economic effect from realization of the hotel product.

To advantage enterprise possible to refer absolutely miscellaneous facilities and condition of stay in hotel such as: free visit the sanitary complex (under his(its) presence), status of the hotel (the name), the price, transport accessibility or транспорт and etc. Also follows to note that narrow directed measures, oriented on marketing only or on financial recovery only, probable whole will not give the desired effect of increasing to complacency of the guests.

Zachastuyu, at development of the strategic decisions, necessary to take into account all factors, influencing upon position of the enterprise. This means that measures on increasing level to complacency of the guests must be complex and targeted not only on creation external image to hotels, but also on shaping in consciousness of the guest person impressions about calve and his(its) service, typical only him, as well as development amongst personnel of responsibility for reputation of the enterprise and success to his(its) activity.

One of the most complex and long-lasting ways of increasing to complacency of the guests - a study of need and request of the guests. For this possible ask their own guests to fill the questionnaire, or leave the review on put the

enterprises. For stimulation to participation in анкетировании, possible develop the more attractive questionnaire for guests or change form itself questioning. For instance, use the more modern variant electronic questioning.

One of widespread and efficient ways of increasing to complacency of the guests is an improvement, improvement quality hotel service. Often quality of the service and material basis calve (the registration number, presence of the restaurant and pool, preparation number to chek in guests and other), plays the main role in perception of the services calve. So professionals of the hotel deal try to realize waiting the guests from residence, anticipate these waiting and raise the quality of the provided toed services.

Learning the personnel to contact with guest, including conflict-management, which is an effective way of increasing level to complacency of the guests. One of the most serious negative factor, influencing upon complacency client the inability of the personnel to answer the claim, complaints and communicate with conflict guest. So it is necessary attentively to analyse, in what moments of the interaction employee and guests most often appear the conflicts or disputable situations. Necessary to define the circle an employee, which in the first place face with problem-solving guest, and conduct for them short rate on control conflict and behaviour in conflict situation. Very effectively tell to personnel, what act in like situation, in which they can get each day. Also very effectively undertaking different training and seminar for increasing professional calibre of the staff such as rates of english, telephone etiquette and so on.

The Simplification client access to calve and his(its) service. Sometimes reason discontent guests is concluded in that that appear the difficulties with aquisition of the services or with reception of information on calve and his(its) service. In other words, can be violated way to communications calve and his(its) consumers. At enterprise can not realize that creates the difficulties for guests itself. To reveal the possible problems necessary to realize: What the telephone system works? There is own site of the hotel and insofar he suitable in use? It Is Registered hotel in the known system of the reservation? As average duration of the waiting at bell in hotel? Comfortable geographical position of the hotel? As transport accessibility of the enterprise? Easy find the hotel new consumer? Insofar suitable zone to registrations in hotel? The Answers to these questions can prompt the way of the improvement of the service and, as effect, increasing to complacency client.

The Assortment of goods or list of the hotel services renders the big influence upon amount of the guests. Broad and claimed assortment of the services probable whole will raise the level to complacency of the guests. So, for instance, guest in calve knows that he can conduct business meeting in conference hall, visit the pool, tasty eat in restaurant of the hotel, his(its) waiting, probably, will are confirmed, hereunder level to complacency noticeably it increases. The Constant reinforcement of the positive experience of the guest all forming excellent service this is a beautiful method of the stimulation him(it) to new visit in given hotel. Complacency of the consumers is a best factor that that guests was brought back into hotel and will recommend him(it) other.

V. DISCUSSION RESULT STUDIES

Discussion result studies occurred within the framework of appearances on scientifically-practical conference:

- IX International symposium "Subjective welfare and emotional safety to personalities", Ekaterinburg, Russia, 2018, July 12-13;
- International scientifically-practical conference "Modern studies natural and social-economic systems. Innovacionnye processes and problems of the development naturally scientific formation" Ekaterinburg, Russia, 2018, October 25-26;
- HH International scientifically-practical conference "Linguistics, translation and intercultural communication", Ekaterinburg, Russia, 2018, November 22-23.

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Understanding need of the guests possible to make out scheme action on improvement of the service, increasing quality proposed services. To the main strategy of increasing to complacency of the guests, pertain reactive and active strategy. Choosing that or other strategy, hotel enterprise defines the main trends and selects the corresponding to methods of increasing to complacency of the consumers.

Certainly, complacency of the consumers of the hotel services indissoluble is connected with such notion, as need, quality of the services, competitiveness of the enterprise, loyalty of the consumers. Thereby, than above quality of the services in calve, that more beside hotels competitive advantage, and more so satisfied guests, and amount of the regular customers will inevitably grow.

Thereby, the main trends of increasing to complacency of the guests are:

1. The Adherence taken standard and rules of the rendering the hotel services;
2. The Fortification of the financial standing, by improvements of management financial resource hotel enterprise and improvement of the material base;
3. Increasing to efficiency of the use the trained potential of the hotel enterprise to account of the literate trained politicians and improvement undertaking of the system of the education (increasing to qualifications of the personnel);
4. Undertaking the all-round analysis of the assortment of the value-added services and prices on facilities and service, use the different methods of the pricing;
5. The Improvement of the condition of the containing a number fund, regular undertaking repair, change outdated element interior on modern, answering stiletto of the hotel enterprise, level his(its) services and modern directions of the design, equipping number according to presented to him requirements and regular qualification of the containing a number fund;

Costs to note that exists intercoupling between need of the person and possibility of their satisfaction. For present-day market it is enough is saturated different service and possesses the miscellaneous a service level. So, considering that need of the person develop, also must develop and ways of the satisfaction of these need. Complacency of the consumers - not статичная purpose, which possible reach, on the contrary, complacency necessary to obtain constantly, improving strategies, ways and methods of her(its) achievement. Only in

this case possible achievement enterprise competitive advantage.

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