

THE ROLE OF HOTEL SERVICES QUALITY AND THEIR IMPACT ON THE ADVANCEMENT OF TOURISM FOR THE GUEST : REVIEW ARTICLE

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Article history:		Abstract:
Received:	11 th August 2025	<p>The role of services is a topic that has received widespread attention among those interested in the hospitality industry, to the point that it has become one of the factors influencing guest purchasing behavior and purchasing power compared to their expectations. Therefore, providing distinguished hotel service means that the quality level matches guest expectations. From this standpoint, hotel organizations must work to enhance guest tourism, given the effective value it plays in shaping opinions and guest perceptions of the hotel service provided.</p> <p>The idea of this article was to present some recommendations and enrich the theoretical knowledge of decision-makers in the article community, which included all five-star hotels in Baghdad (Al-Rashid, Al-Mansour, Palestine, Ishtar, Babylon, and Baghdad). A questionnaire was adopted to extract information from its primary sources, and it contained (24) questions. The validity and reliability of the questionnaire were then verified, and it was distributed to the article sample, which numbered (250) respondents.</p> <p>This article included topics such as the role of hotel services and discussed tourism for the guest, as well as reviewed the practical reality of the article. The study concluded that there is a correlation between the role of hotel services and their impact on the advancement of tourism for the guest.</p>
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INTRODUCTION:

Over the past century, global developments have brought about fundamental changes in the hospitality sector. Among the most important features of the competitive environment of hotels are volatility, rapid change, openness and transcendence of borders between countries (Prabhu et al., 2019). One of the most important of these developments is the emergence of the term "guest tourism", which has become associated with all aspects of hotels and the environment in which they operate. To the extent that guests now make decisions about their hotel experience based on their personal and perceptual impressions of hotels and the environment (Andovar et al., 2020). It is well known that the hospitality sector is one of the fastest growing sectors in the world, which has attracted the attention of many countries due to its contribution to supporting and advancing the national economy, developing hotel services and encouraging investment in this field (Anwar and Ghafoor, 2017).

Service quality affects guest satisfaction in hotels through good service delivery and performance. Guest satisfaction has many benefits, including building a strong relationship between the hotel and guests and increasing their loyalty (Anwar and Balcioglu, 2016). Coyle and Dale (1993) examined the evaluation of service quality in the hospitality sector from the perspectives of suppliers and guests. Service quality is an approach that increases the efficiency, competitiveness, and flexibility of a hotel and is a method that fully ensures guest satisfaction and loyalty (Abdullo and Abdurahman, 2015). Guest service in the hospitality sector is one of the key and important business processes that leads to the growth and attraction of potential hotel guests (Ali, 2020). According to Goffin and Price (1996), they emphasized the importance of customer service, which can increase service quality, sales, growth and profits (Hamid and Anwar, 2018). According to Damit et al. (2019), the key to maintaining competitive advantage depends on providing quality guest services, which leads to guest satisfaction (Anwar and Ghafoor, 2017). Service quality is determined by

the gap between expected service and perceived service (Prabhu et al. 2020). Service quality plays an important and effective role in adding value to the service experience. Service quality was defined by Anwar and Kalimis (2017) as the ability of a hotel or motel to meet the expectations of guests (Prabhu et al. 2019). Service quality can be considered as the quality or performance of the service provided to meet the expectations of the guests (Anwar and Qadir, 2017). Service quality is the extent to which the guests' expectations and perceptions of the service are met. It is considered as the evaluation of the service provided to the guest in various aspects compared to implicit or explicit standards (Abdullah and Rahman, 2015). The hotel is considered a social phenomenon due to the various activities that guests engage in, such as entertainment (Andawar et al., 2020), business, education, vacation and other activities. Hotel guests contribute significantly to the social and economic growth of both developing and least developed countries. In addition, hotel guests are also considered an attractive growth option in many countries around the world. Service quality in the hotel sector considers the overall quality of the hotel and its differentiation in all areas, while meeting the needs and desires of guests in terms of quality (Abdullah, 2019).

Hence, the importance of our article comes as it will address the study of hotel services in the city of Baghdad based on what it contains of five-star hotel organizations. Therefore, the success of the hospitality industry stems from interest in a specific aspect of hotel services and their role, to be a basic key for the rest of the hotel organizations that need a role and development in the future.

The Role of hotel services quality:

Many writers and researchers have discussed the term "developing hotel services" as a fundamental pillar in the development of the hospitality industry. Developed tourism countries have recognized the important role of hotel services, as they contribute to added value and provide job opportunities and tourism investment. Accordingly, the role of hotel services quality can be discussed through the following:

First: Service Quality Concept:

According to Abdullah and Afshar (2019), quality is a concept that can be described as both abstract and abstract. It is important to distinguish between goods and services provided to customers, as each has different characteristics. The former is tangible, i.e. a thing; the latter is intangible, i.e. a real action (Abdullah and Rahman, 2015). One of the most important characteristics of non-quality services is that they are actions, not things. Therefore, service companies do not have products, but rather clear communication methods. Services are intangible; therefore, it is difficult for suppliers to identify and measure by customers (Ali et al., 2021). Since service delivery in the hospitality industry is based on honesty and genuine human involvement, attention must be paid to people management, especially the interaction between customers and employees, which is called service encounters. The success or failure of a restaurant business depends on the combined effects of service encounters with customers (Abdullah, 2018). Several important definitions of service quality have been proposed by different researchers. Service quality can be defined as the difference between customers' expectations of a service provider and their evaluation of the service (Saleh et al., 2021). Another definition proposed by (Othman and Abdullah, 2016) states that service quality is the difference between customers' expectations of the service before the service encounter and their perception of the service provided to the customer. The most recent definition is provided by Jevan (2002) (Abdullah and Othman, 2016), where service quality is the customer's evaluation of the expected service quality and the actual service quality provided (Abdullah and Othman, 2021). Defining quality is a bit more complex than defining consumer satisfaction because different researchers in the field have given different definitions. Quality focuses on consumer perception; therefore, it is everything that is perceived by the buyer or consumer (Abdullah and Abdulrahman, 2015). According to Anwar and Abdullah (2021), there are two main variables that influence consumer perception: expectations and quality standards. Expectations refer to what customers expect from a service provider (Anwar and Abdullah, 2021; Shukor, 2015).

Second: Characteristics of Hotel Services: Services are characterized by a set of characteristics that make them completely different from tangible goods. Generally, the characteristics of hotel services are defined as follows:

1. Non-transferability of ownership: This represents a clear characteristic that distinguishes hotel services from goods, as the guest has the right to benefit from a particular service without owning it.

2. Interdependence: A hotel service is unique in that both the service provider and the guest benefiting from it coexist during the production and delivery process. The interaction between the service provider and the guest in the hotel directly affects the level of guest satisfaction and the elevation of their convictions (Sufyan 2017: 13).

3. Intangibility: Because hotel services are intangible, it is impossible for the guest to physically sense, taste, or experience them before using or purchasing them (Interview: 2011: 20).

4. Understanding and knowing the guest: The management of hotel organizations must continuously work to understand and know the needs of the guest so that they can meet them in the required manner, as continuously knowing the desires and needs of the guests enables the provision of a service that is compatible with the requirements of its guests (Al-Naimi: 2005: 16-18).

5. Courtesy or Affection: Service providers can sometimes gain guest satisfaction by complimenting or flattering them in a polite and respectful manner. Some guests enter hotel organizations for the purpose of entertaining themselves, so it is necessary to find someone to receive and welcome them with warmth and pleasure.

6. Communication: This is one of the determining factors for success and the primary requirement for creating a positive organizational climate. At the same time, it can be considered the process through which relationships are built between service providers and guests. Hotel organizations should pay attention to achieving this characteristic, as most guests may not have sufficient knowledge about the nature of the service provided. Service providers are required to disclose and promote the services and their nature (Faruk, 2015: 127).

7. It requires personal effort to promote: Purchasing hotel services depends on the guest's need, knowledge, and experience, and thus the motivations for this service. It requires the management of hotel organizations to choose people who have experience and knowledge in analyzing guest behavior with the aim of convincing them of the hotel service provided (Al-Malkawi: 2012: 34).

8. Lack of uniformity and consistency in the method of presentation: This depends on the skill or proficiency of the provider, the location and time of presentation, and the difficulty of standardizing it. This requires hotel management to carefully select and train employees, diversify service delivery processes, and monitor guest satisfaction (Al-Zoubi, 2013: 70).

9. Repetition: The common steps that prepare a guest room for sale or prepare a specific food or beverage are repeated each time these items are sold. This routine, i.e., "operating procedures," allows for some standards. At the same time, this can create numerous challenges, as it is important to always focus on the individual needs of guests, and also because standards provide less opportunity for creativity in the decision-making processes used to perform the required work (Kannah, 2013: 29).

From this, we understand that the characteristics of hotel service are key to indicating the role of the organization's performance and its evaluation from the guest's perspective.

Guest Tourism:

The intense competition in the global hotel market and the knowledge explosion have brought about a qualitative shift in the direction of administrative leadership in hotel organizations. They have become more interested in guest tourism to achieve their realistic aspirations and desires. Through this topic, we can discuss the nature of the guest's mental image as follows:

First: The concept of tourism: The Lisan Al-Arab dictionary states that tourism is "the appearance of something, its form, the reality of something, and its description" (Ibn Manzur: 1944: 473). (Andothers: Gary) referred to it as the sum of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time (252: 2014: and others, Gary). In the same context, (and others: Kim) referred to it as a set of perceptions that the beneficiary of the service forms about something in hotel organizations (217: 2003: and others: Kim). According to (Lafta), tourism is "a set of accumulated knowledge, experiences, and expertise that form in the minds of consumers and draw a certain impression through several means of communication that affect their behavior towards a company linked to their emotions, attitudes, and social customs" (Lafta: 2016: 55).

Given that hotel organizations operate in a changing world, it is necessary to focus on the nature of the strengths and weaknesses of tourism. This depends on the degree of communication between the hotel organization's management and the market segment, and the extent of their interest in or influence by its activities. It is difficult for guests to form an image of something they are unfamiliar with (Ajwa: 1983: 4). In short, promoting hotel services is the most visible way to affirm the organization's culture compared to other marketing functions (Boudiaf: 2017: 56).

Accordingly, the formation of tourism resources is of two types: the first is an image based on the individual guest's experience, and the second is an image based on what others say about the services provided by hotel organizations (Shaqir: 2012: 2).

In light of the above, it becomes clear that the essence of tourism is based on the nature of the strength of the relationship and its impact between the guest and the management of hospitality organizations, considering that tourism for the guest is a set of knowledge, experiences and accumulated expertise about the services provided to him. If the management of the organization is able to create a positive impression on the guest during the hotel experience, it will affect their purchasing behavior for hotel services and repeat visits.

Second: The Importance of Tourism: Its importance is linked to the reputation of the organization and the hotel itself in the competitive market environment. It constitutes its spirit and identity, and upon it lies its social and economic standing. It is a cognitive process with mental impressions that are strengthened in the minds of guests (Lafta: 2016: 55). The mental image has an impact on the organization, and we mention it as follows:

- A. Stimulating sales of hotel services.
- B. Establishing goodwill for the hotel organization.
- C. Creating an identity for users.
- D. Achieving a competitive position (Shabr: 2014: 71).
- C. Convincing authorities of the importance of its role in society.
- H. Helping the hotel organization attract the best talent to work for it.
- G. Assisting in supporting marketing efforts (Lafta: 2016: 55).
- D. Facilitating the identification of potential marketing opportunities.
- d- Knowing the extent of guests' satisfaction with the services offered (Al-Malkawi: 2012: 147)

The reality of the hotel services sector in the city of Baghdad: The hotel sector is one of the requirements of modern civilization, so no city advanced in tourism can dispense with this important sector, as hotels play the main role in tourism development, in addition to their importance in supporting the national economy, and the city of Baghdad has a group of hotels divided according to class, sector and management revenues.

First :Statistical analysis of the role of hotel services quality axis: The analysis shows that the strongest paragraph in response intensity is paragraph (5), which stated (the organization's management is interested in diversifying hotel services quality to enhance the possibilities of increasing profits, reducing risks, and supporting the competitive position in the hotel market) with an arithmetic mean of (4.36) and reflected a high degree of support and response intensity. This is evidence that interest in diversifying hotel services, represented by accommodation, food, beverages, and their global varieties, providing banquet and party halls, organizing conferences, focusing on business services, providing health and sports services, diversifying residential units (rooms), organizing artistic events, holding cultural festivals, and festivals for tasting people's food, and organizing national forums and official and social occasions will enhance the possibilities of increasing profits, reducing risks, and supporting the competitive position of the hotel organization. The standard deviation of the paragraph was (0.875), and the value of the standard deviation indicates the extent of low dispersion of the respondents' answers to that paragraph and thus the homogeneity of the opinions of the sample members regarding Its content.

Measuring the significance of the axis of the role of hotel services quality: - It appears through the analysis that the value of the arithmetic mean for the axis as a whole reached (4.01) and the standard deviation (0.416), knowing that the hypothetical mean is equal to (3), and the results of the t-test showed the presence of statistical significance at the significance level (0.05) due to the fact that the calculated t-value is equal to (17.246) and is greater than its tabular counterpart of (2.010) with a degree of freedom (48), which indicates that the respondents see the reality of hotel service in the researched organizations as needing a role in terms of quality and reliability, as well as adopting strategic policies in the role of human resources and training them and activating communication strategies with the market segment, and maximizing the role of hotel marketing.

Second :Statistical analysis of the axis of the advancement of tourism for the guest:

The analysis shows that the most prominent paragraphs of the questionnaire in terms of the intensity of response is paragraph (9), which reads (the availability of an organizational climate that encourages creativity and innovation and the feeling of confidence of employees, in addition to their feeling of pride in belonging to it) with an arithmetic mean of (4.24) and reflected a high degree of support and response intensity and indicates that the interest in the working individuals is the main axis that reflects the vision and philosophy of the organization and through which tourism is enhanced for the guest, because the working individuals are the ones who provide services to the guest, and therefore they understand the means and communication channel between the two parties of the relationship (the guest and the organization), and communication with the market segment, and the standard deviation of the paragraph reached (0.916), The standard deviation value indicates a degree of dispersion in the respondents' answers to this paragraph, and thus the homogeneity of the sample members' opinions regarding the paragraph's content, despite the presence of a slight difference in opinions.

Measuring the significance of the axis of guest tourism: The analysis results showed that the arithmetic mean value of the axis reached (4.03) and the standard deviation (0.417), noting that the hypothetical mean is equal to (3). The results of the t-test also showed the presence of statistical significance at a significance level of (0.05) because the calculated t-value equal to (17.448) is greater than its tabular counterpart of (2.010) with a degree of freedom of (48), which indicates that the respondents see that focusing on guest tourism is a basic necessity, and it needs studies and analysis to enhance the organization's image among the market segment.

Third :the impact of the role of hotel services quality on the advancement of tourism: In this paragraph, the impact of (the role of hotel services quality) on (the advancement of tourism for the guest) will be studied according to the simple linear regression equation to determine the type of impact and the (F) test extracted from the variance analysis table to determine the significance of the impact and the coefficient of determination(R^2) to show the efficiency of the model and the proportion of the impact of the independent variable on the dependent variable as in the following model:

$$Y = a + \beta_i X_i$$

Y: Dependent variable (guest tourism).

X: Independent variable (role of hotel services quality).

B: Regression coefficient.

I: The symbol for the independent variable is equal to 1,2,3,.....50

The results of Table (1) showed a significant effect of the role of hotel services quality in the advancement of tourism for the guest. It achieved the value of (F) calculated from the variance analysis table, which amounted to (45.48), which exceeded its table counterpart, which amounted to (5.53), and the value of the determination coefficient (R^2) reached

approximately (0.48). This value indicates the percentage of explanation of the role of hotel services quality for the total deviations in the variable of the advancement of tourism for the guest, which was close to half of the deviations. The regression equation for the impact of the role of hotel services quality on the improvement of tourism for the guest can also be written as follows:

Guest tourism growth = 1.22 + (0.70) the role of hotel services quality . The value of (β) reached (0.70) and indicates the direct effect of hotel services quality on guest tourism growth. That is, whenever hotel services quality increase and develop by one unit, guest tourism will increase by (70%). This result is an indication of the acceptance of the second main hypothesis, which states that "there is a significant effect of the role of hotel services quality on guest tourism growth."

Table (1) The impact of the role of hotel services quality on the advancement of tourism for the guest

Nature of article variables		values				significance
independent	Certified	(α)	(β)	(R^2)	(F) The accountant	
The role of hotel services quality	With the advancement of tourism for the guest	1.22	0.70	0.48	45.48	There is an effect

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