

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Research conclusions

(I) Analysis of indicators

From the analysis of the comprehensive indicators, we can see that the customers are quite satisfied with the health conditions of the budget hotels in Bangkok and the services provided by the hotels. This is in relation to the "rooms" and "bathrooms" in the facilities and equipment in the analysis of the following specific indicators. The customer evaluation of the “Taiwan Service” in the service is basically the same. The downside is that many customers point out that the facilities and equipment of the hotel are not very satisfactory and the average is the last. Therefore, the hotel manager must pay sufficient attention to the improvement and update of facilities and equipment.

From the analysis of specific indicators, we summarize from the following three aspects:

(1) In terms of facilities and equipment, we can see that the customer's evaluation of relevant indicators has not reached an ideal level, and the overall score is only about the average value. Among them, the customer's evaluation of the main facilities provided by the hotel is slightly better, such as “bathroom” , “room” , “bed” , etc. However, the evaluation of some auxiliary facilities is very different. Many evaluations are to complain that the hotel does not provide Expected standards, such as "air conditioning," "hot water," "TV," etc.

(2) In terms of services, due to a large number of samples mentioning customers staying at the hotel, there is a lot of inconvenience in parking. Therefore, based on the previous research, this article gives a certain analysis of this “parking service” from the score. As a result, most customers think that hotel parking services are far from meeting their expectations. Therefore, hotel managers should attach great importance to the hotel's ability to provide a matching parking area. Even if not, it should be equipped with some parking spaces through relevant means in order to better facilitate customers' travel. In addition, the quality of the breakfast provided by the current budget hotels in Hangzhou is not satisfactory. From the perspective of the number of reviews, the customers pay more attention to the quality of the hotels, but their ratings do not even meet the average expectations. Therefore, hotel managers should realize that for budget hotels, breakfast service is the only service that is second only to the guest room in the limited service. It is a more sensitive point of consumption for budget hotel customers and there is room for improvement.

(3) In terms of the surrounding environment, "geographical location" and "surrounding traffic" are highly valued by customers, and their emphasis is higher than that of "breakfast services", in which "geographical location" ranks among all indicators. Second, the second only to the "room" concern index, it can be seen that the surrounding environment is the hotel manager to enhance hotel occupancy.

The rate must not be underestimated. Overall, the location of the hotel and its surrounding facilities have become a very critical factor, because a good site selection is not only conducive to the social service of the hotel's non-core business, but also have customers.

(II) Empirical Analysis Conclusions

From the results of the correlation analysis, it can be seen that "bed", "room", "soundproof", "total station service", and "breakfast" The three indicators of "service" and "geographical location" have a strong positive correlation with the overall evaluation at the level of 0.05; "bathroom", "network", "air conditioning" and "peripheral traffic" are at the level of 0.01 and the overall evaluation has High positive correlation;

From the results of the IPA analysis, we can see that at present, Hangzhou economy hotels have achieved good results in terms of "room", "total station service", "geographical location", "bathroom" and "surrounding traffic" and are able to achieve better results. Meet the needs of customers. However, there are serious shortcomings in the "acoustic insulation" of the hotel. From the analysis of the specific indicators mentioned above, it can be seen that the importance of "sound insulation" ranks fourth in all indicators, but the score is the third to last, only 2.4. Around the point, much lower than the customer's average expectation, there are high attention factors and high fullness.

The high degree of inconsistency in meaning factors indicates that the hotel's investment in this area is very inadequate and there is a lot of room for improvement. It requires the hotel manager to start improving, and in the case where the customer pays so much attention, once the improvement is done, it can greatly improve the customer's Overall satisfaction.

(III) Results of analysis of indicator differences in customer attributes

The purpose of the customers' travel is different, and the angle of concern for the products provided by the hotel will also vary greatly.

Physically speaking, casual customers want to be able to get comfortable and high-quality hotel services, to achieve the purpose of physical and mental relaxation, spiritual pleasure; and business customers prefer the hotel to provide convenient services. In addition, from the point of view of concern, business and leisure travelers generally have the same degree of attention and satisfaction with the indicators of hotel service quality, but there are some differences. Due to the different purpose of travel, different needs, etc., the expectations are different, resulting in a certain degree of difference in their level of satisfaction. Overall, the purpose of travel is different, and the customer's attention to the hotel will be more obvious. Business travelers pay more attention to the convenience of the service while leisure travelers pay more attention to the comfort of the service.

(IV) Result analysis of the index difference of the hotel brand

Comparing and analyzing Bangkok's 8 influential chain hotels, the scores between hotels were not significantly different, with a score of 3.5 or higher. This shows that customers are in good health, environment, service, and facilities of most hotels. Satisfaction level. Among them, Home Inns is in a leading position in the rankings, followed by Ibis. At the end of the rankings are the Seven Days chain.

(v) Overall conclusion

Overall, customer satisfaction with the hotel did not reach an ideal level. The satisfaction of various services was between 2-4 points, and the distribution was relatively even, slightly higher than the average score. The degree of concern is quite different. The customer pays high attention to those hotel products that are closely related to rest quality. At the same time, the difference in the purpose of travel will lead to a certain degree of difference in the degree of customer attention and satisfaction with the products provided by the hotel.

The "City of Angels" in Bangkok, the "Northern Rose", the "Pearl of the Andaman Sea", and the "Snorkeling Site" are all well-known destinations for Thai tourists. According to donkey mother travel network data, after 80 is the main force to travel to Thailand, visa policy is favorable, relatively close distance, beautiful scenery, relatively low prices, friendly and friendly local residents have become a few to attract Chinese tourists to Thailand tourism Big factor. Destinations such as Bangkok, and Mai are the most popular among the people. It is understood that the 10 countries that have visited Thailand most are China, Malaysia, Laos, South Korea, India, Japan, Russia, Cambodia, the United States, and the United Kingdom. Foreign tourists spent in Thailand and brought about 142.64 billion baht for Thailand, an increase of 24.38% over the same period in 2016. The 10 countries that have the largest income for Thailand are China,

Russia, Malaysia, Australia, the United Kingdom, South Korea, the United States, Japan, India and Germany.

From the previous sample, some customers mentioned that "the decoration of the hotel is very tasteful. The use of bed sheets and curtains is in harmony with the overall style of the room. The overall layout is simple and not simple." This shows that the unique franchise-style hotel grid is very Welcomed by customers. Thailand is one of the most famous tourist destinations in the world. The fascinating tropical scenery, islands, "heroes" and unique Buddhist culture are important attractions for tourists. Hotel industry is one of Thailand's tourist destinations. With the sluggish consumption in Southeast Asia and more tourists coming to other countries, the number of budget hotel chains in Thailand has decreased. According to reports in Thailand, Super 8 International Economy Hotel is the world's largest economy hotel. Improve the local customs, customer opinions and needs in the survey. There are over 8 hotels in 307 cities in China. As Super 8 Hotel is so successful in China, it shows that the Chinese have a higher degree of satisfaction with Super 8 Hotel. From the point of view of the text, budget hotels that entered Thailand, such as airport hotels, attractions hotels and shopping centers, can satisfy the traveler's leisure and leisure aspirations. The Super 8 brand does not blindly enter the Thai market. A comprehensive study has been conducted on the development status and future development trend of China's budget hotels. It believes that this market is indeed promising and made such a decision. The Super 8 has been working on it. We provide every guest with a clean room, standard and friendly service. Most hotels in Thailand lack brand strength, especially two- and three-star hotels, and these areas are areas that the Super 8 can provide.

If a hotel with a good hardware infrastructure can add an attractive brand, then this hotel will be able to make a profit. Super 8 officially hopes to help more Thai hotel owners to increase the hotel's popularity and increase occupancy rates through franchising, and ultimately achieve a win-win situation. At present, most economy hotels have positioned their customers as low- and mid-level employees, while Mr. Bailey has different opinions. He believes that the current state of budget hotels is 50% of business guests and leisure guests, so it is difficult for budget hotels to target only business guests or leisure guests according to the characteristics of each city. Specific analysis, such as the popularity of Thailand is a tourism-oriented city, so there are relatively more casual guests, Bangkok, Thailand is not only a tourist city, but also a commercial city, then the customer must be two parts of business guests and leisure guests. Get up and make up.

References the hotel service quality factor, the hotel service guarantee witness and the hotel room service's substantive have a greater impact on customer satisfaction. This information is also felt in interviews with customers. With the deepening of the branding and chaining of economy hotels, through brand recognition, the globally mature online reservation system, uniform decoration standards, and uniform service processes and standards, customers can enjoy guaranteed service quality. Improve the quality of service in any hotel chain in the world. customer satisfaction. On the other hand, with the post-1980s generation and the younger generation becoming the main consumers of budget hotels, they prefer personalization and innovation. The traditional single room decoration style cannot meet the needs of customers, as well as some special room design. Can better attract young customers.

In the survey, the customer first responded to the situation in Thailand in the hotel. Hotel cleanliness addition to the common issues we are concerned about when choosing a hotel, there are special issues to be aware of when choosing a hotel in Bangkok, Thailand. For example, Bangkok is located in the River Delta, surrounded by the sea, many tourists to Thailand will reflect the Thai hotel is too humid, there is an unpleasant smell in the house, so when we travel to Thailand to choose a hotel, the hotel ventilation is good, solar The conditions are good or bad, moisture-proof equipment is not complete, these are the points that customers consider. In terms of management strategy, Super 8 does a good job. Through my research, we mentioned the following three points: 1. Super 8 to enter the Thai market, need to address the above customer needs. 2. Room decoration style innovation. 3. Build a global budget hotel. The best brand image.

5.2 Strengthening Facilities and Equipment

In this study, it was found that facilities and equipment are the most problematic areas for economic hotels at present. The author believes that the following aspects can be started:

(1) Perfect room facilities and equipment

From the analysis results, the customer is most concerned about the "room", the room layout, decoration, facilities and equipment are all closely related to the customer's overall impression of the hotel. Therefore, budget hotels should proceed from their own circumstances and, on the basis of ensuring the quality of major products and services, take seriously the individualized needs of customers, such as providing rooms equipped with computers and increasing the speed of rooms. In addition, air-conditioning, 24-hour hot water, etc. should also be provided as much as possible, especially in winter. For many customers mentioned that the economical hotel's

facilities and equipment are too old, the hotel should always pay attention to and promptly replace those facilities and equipment that cannot be used normally or even have adverse effects on customers. The layout of the rooms, although not required to achieve the same level of design concepts and decoration of the star hotel, but it should be as simple as possible, fresh, warm, giving guests a comfortable environment. Compared with the sound insulation problems reflected in the research results, we can find that the quietness of the room cannot be attributed to the noise of the hotel corridors, the noise generated by the operation of the equipment and the noise generated by the hotel's external environment. In response to the noise problem in the corridor, the hotel can be improved from both the staff and the customer. The staff should be “three light”, that is, the speech is light, the action is light and the walk is light. At the same time, some brands are placed in the corridor of the hotel to remind the customer and the staff. Pay attention to lowering the sound. For the noise emitted by the equipment operation and the noise of the external environment, the hotel shall regularly organize the staff to maintain and maintain the equipment, and at the same time, provide a glass with better sound insulation for the windows near the outside.

(2) Improve the cost-effectiveness of facilities and equipment

Hotel managers must understand that budget hotels attract mass consumers who are able to afford affordable hotel products. Considering the purchasing power of these consumers, hotels must pay attention to controlling operating costs. Therefore, budget hotels should provide affordable, clean, safe rooms with the necessary facilities and equipment to reduce or even eliminate ridiculous hotel products. For example, the relevance of some hotels to overall satisfaction is not obvious. Service projects and facilities and equipment reduce the cost of hotel products and achieve cost-effective goals for hotel facilities and equipment investment. From the previous research results also show that customers pay great attention affordable, mainly require a clean, comfortable rest environment, so rooms can be simplified, but the premise is that the investment in those basic facilities and equipment cannot be ignored, to meet the basic needs of customers Because the hotel is a place to rest, so have a comfortable bed, good shower facilities and a quiet resting place.

(3) Add the cultural style of room decoration

From the previous sample, some customers mentioned that “the decoration of the hotel is very tasteful, the bed linen and curtains used are in harmony with the overall style of the room, and the overall arrangement is simple and not simple”, which shows that the unique style of the hotel is very much influenced by the customers. welcome. Therefore, from the economical point of view, budget hotels should try their best to make the hotel's style taste different from other hotels and improve the market

competitiveness of the hotel. In the decoration design should also try to achieve low cost, advocates simple and warm style. But a simple design is not the same as the flow of people without personality, but through a relatively simple decoration to highlight its unique side, because the unique personality style can bring about cultural added value, it can not only attract most of the pursuit of material needs of customers, It can also satisfy those customers who have a unique pursuit of spiritual and cultural levels, especially those who are highly educated and young. At the same time, they increase the return rate of hotels and bring better economic benefits. From the foregoing, we can also see that. There are a large number of leisure travelers. Their main purpose is to travel and leisure, enjoy life, and, after a large number of travelers now have 80, 90, they also put forward higher requirements for the decoration style of the hotel.

To sum up, the positioning and design of the facilities and equipment for economic hotels should be based on the needs of the target customer source market. The functional orientation should be based on the principle of objective demand, and the design should be based on the consumer's living habits. The actual work of the laborers, as well as the regional culture. Efforts should be made to maximize the products and services to answer and exceed the expected expectations of consumers, and always embody the consumer-oriented and employee-centered thinking, while pursuing the best combination of cost, operation and management, and actual Products and services to win consumer loyalty.