

HOTEL SERVICES QUALITY IN DEVELOPING COUNTRIES MEASURED BY SERVQUAL MODEL

Vesna Babić-Hodović

University of Sarajevo, School of Economics and Business,
Trg oslobođenja - Alija Izetbegović 1, Sarajevo, Bosnia and Herzegovina.
vesna.babic-hodovic@efsa.unsa.ba

Maja Arslanagić-Kalajdžić

University of Sarajevo, School of Economics and Business,
Trg oslobođenja - Alija Izetbegović 1, Sarajevo, Bosnia and Herzegovina.
maja.arslanagic@efsa.unsa.ba

Amra Banda

University of Sarajevo, Faculty of Science, Department of Geography
amra.banda@pmf.unsa.ba

Quality assessment represents one of the most challenging issues in services, particularly in the area of tourism and hotel management. This study applies SERVQUAL model to the perception of hotel services quality by guests in the context of one developing country. Main aim of the study is to explore the level of expectations and perceptions of different quality dimensions, as well as their importance, and in that way increase the understanding of what is valued by guests in the hotel's offer. We conduct the empirical research in Bosnia and Herzegovina. Results of the research show that tangibles and empathy are the two dimensions where perceived quality is not at the level of expectations, while reliability, responsiveness and assurance dimensions exceeds the expectations of guests. When it comes to the importance, reliability is confirmed to be the most important dimension. We then look at the relative and weighted gaps between perception and expectations and discuss potential implications for theory and practice.

Keywords: service quality, tourism, hotel services, SERVQUAL, developing countries