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Abstract

This study aims to assess the quality of hospitality services (accommodation services - food & beverage services –staff performance- recreationservices) in a sample of tourist resorts in Safaga City. To achieve this objective, questionnaire was developed and distributed on a random sample of guests in the investigated tourist resorts. A number of 450 forms were distributed and only 396 forms (88%) were valid to analysis. Results of the field study showed that there are many negatives that affect the quality of hospitality services (especially in food and beverages services and staff performance such as Staff uniform was not clean and did not have a good appearance and Staff did not handle guest complaints in a proper manner).

Keywords: : Hospitality service quality, spa resorts

تقييم جودة خدمات الضيافة في المنتجعات السياحية (بالتطبيق على مدينة سفاجا)

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المخلص

تهدف الدراسة الحالية إلى تقييم جودة خدمات الضيافة فى المنتجعات السياحية (خدمات الإقامة - خدمات الأغذية و المشروبات - أداء العاملين - خدمات علاجية استشفائية) لمعرفة مدى تحقيق مفهوم جودة خدمات الضيافة فى المنتجعات السياحية. لتحقيق هذا الهدف قامت الباحثة بتصميم استمارة استقصاء تم توزيعها على عينة عشوائية من السادة العملاء بالمنتجعات السياحية عينة الدراسة بلغ عددهم (٤٥٠) استمارة كان من بينهم (٣٩٦) استمارة بنسبة ٨٨٪ صالحة للتحليل الإحصائي وذلك للتعرف على آرائهم ووجهات نظرهم فى جودة خدمات الضيافة المقدمة إليهم. أوضحت نتائج الدراسة الميدانية أن هناك العديد من السلبيات التى تؤثر على تطبيق مفهوم الجودة و خاصة فى خدمات الاغذية و المشروبات و أداء العاملين لايجيدون حل المشكلات ولا يهتمون بنظافة الزى.

الكلمات الدالة: جودة خدمات الضيافة ، المنتجعات الصحية والاستشفائية

The Research Aim

This research aims to assess the quality of hospitality services (accommodation services - food & beverage services – staff performance- recreation services) in a sample of the four and five star resorts in Safaga city. Through identifying the perceptions of resorts' customers towards quality of hospitality services provided in the investigated resorts.

The Research Problem

The problem of this study lies in answering the following question:

- What are the perceptions of the investigated customers towards hospitality services provided in Safaga resorts?
- What are the positive and negative hospitality services attributes in the investigated resorts?

Review of Literature

An Overview of Resorts

Richardson (2000) explains that a resort hotel should be located in a unique vacation spot that is desirable because of its pleasant physical surroundings, such as climate and scenery, plus its access to recreational attractions. A resort hotel should also provide indoor amenities, entertainment and other facilities to provide a superior quality of service.

Spa Resort Concept

Venter (2006) stated that improvement of health or spa resorts originated from the curative benefits of domestic mineral springs and other associated forms of treatment. Spa resorts depend on site, sport and health programs, beauty and fitness. Services, remediation of rheumatoid and other conditions, stress relief and body relaxation and dietary and weight loss. The programs period might stretch over days, 1 or 2 weeks or longer.

Spa Concept

Madanoglu and Brezina, (2011) agree with Montenson and Singer (2004) stated that, the term “spa” is derived from the Latin acronym “sanities per aqua” or ‘health through water’. It is also regarded as water-based and non-water services that provide many types of treatments such as fitness, beauty, medical and relaxation.

An Overview of Service Quality

The definition of service quality has attracted the attention of many authors; Oakland (2000) perceived service quality as the way of managing business process to ensure customer satisfaction at every stage internally

and externally. Newman (2001) defined it as the degree between customer service expectation and perception. Expectations are the wants of consumers, that is, what they feel a service provider should offer. Perceptions refer to the consumers' evaluation of the service provider. Gefen (2002) mentioned that service quality is the differences that the customers make between quality of the service that they want to receive and what they actually get.

Quality has become essential to the success of every business. The goal of quality is relatively simple and straightforward: to consistently meet or exceed customer expectations by providing products and services at prices that create value for customer and profits for the company (Woods and King, 1996).

Safaga

Safaga is situated on the western seaside of the Red Sea, close to 60 Km south of Hurghada, 80 Km north of Quseir and 160 Km east of Qena. In new times, in 1911, it became vital for exporting phosphate. Now, Safaga seaport is used to serve the pilgrims going to and from Saudi Arabia, to export aluminum and phosphate and to import wheat. The site includes many bays, and Safaga is situated on the largest one of them, opposite Safaga Island, which acts as a naturalistic barrier against great waves. Through the last few years, Safaga has proficient wonderful growth in tourism, and it has become a tourist position (Ahmed W. Mohamed, 2005)

Research Methodology

The Research Sample

The study originated from a need to assess the quality of hospitality services provided in a sample of resorts in Safaga city. Eight resorts were selected to conduct the study. The study was conducted on a random sample of resorts and guests to investigate their perceptions towards hospitality services provided in the investigated sample of resorts are shown in table.

Table (1): The Investigated Resorts

Resort name	Classification	Rooms No.
1- Carribean world soma bay	5 star	516
2- La residence des casades resort	5 star	250
3-Magic life resort	5 star	537
4-Robinson club soma	5 star	300
5- Sheraton soma bay resort	5 star	310
6-Imperial shams abu soma	4 star	322
7- Menaville village	4 star	301
8- Lamar Resort Abu Soma	4 star	316

Source: Egyptian Hotel Guide (2013)

Data Collection Methods

Data in this study was collected through Customers' questionnaire form.

A self-administrated questionnaire was developed and directed to a random sample of customers in the investigated resorts to recognize their perceptions towards hospitality services provided and identify the negative and positive hospitality service attributes in the investigated properties.

Result and Discussion

Analysis of Customers' Questionnaire Forms

A total of 450 questionnaires were randomly distributed only 396 forms (88%) were valid to analysis. Results obtained from valid forms were statically analyzed.

Respondents' Profile

These questions were concerned with recognizing the personal data of respondents as for; gender, age and nationality.

Table (2): The Respondents' Profile

Personal Data	Attribute	Frequency	%
Gender	Male	228	57.6
	Female	168	42.4
Age	Less than 20 years	45	11.4
	From 20 to 40 years	225	56.8
	More than 40 years	126	31.8
Nationality	German or Deutsch	135	34
	Russian	66	16.7
	Austrian	48	12
	Switzerland or Swiss	30	7.6
	British or English	24	6
	Egyptian	60	15.3
	Others	33	8.4
Total		396	100

From the tabulated data in Table (2), it could be noticed that the majority of respondents were males (57.6%). Meanwhile, 42.4% were females.

Concerning the age, the results revealed that 11.4% were less than 20 years; 56.8% in the category from 20 to 40 years. Meanwhile, 31.8% of respondents were more than 40 years.

In terms of respondents' nationality, 34% were German, 16.7% and 12% were Russian and Austrian. Switzerland and British represent 7.5% and 6% respectively. Meanwhile, 15.3% of respondents were Egyptian and 8.4% were Ukrainian, Poland, Kuwaiti, Jordanian, Saudi and Palestinian.

Table (3): The propensity to visit Safaga

This question was designed to reveal the respondents' propensity to visit Safaga.

Table (3): The propensity to visited Safaga

Attribute	Frequency	%
One time	72	33.3
2-3 times	69	31.9
More three times	75	34.8

From the tabulated data in Table 3, it could be noticed that the majority of respondents (34.8%) visited Safaga more than three times. Meanwhile, (33.3%) visited Safaga for one time .The respondents who visited safaga from 2-3 times represent (31.9).

Table (4): The Reason of the Visit

This question was designed to the reason for the visit Safaga City.

Table (4): The reason of the visit

Attribute	Frequency	%
Recreation and sports	141	35.6
Spa	240	60.6
Others	15	3.8

Data in Table (4), revealed that the majority of respondents (60.6%) visit Safaga for spa services and facilities .meanwhile respondents who visit Safaga for practicing recreational facilities and sports represent 35.6% only 3.8%of the investigated respondent visit Safaga for other purposes such as business and attending conferences... etc.

Table (5): The Customers’ Perceptions towards Quality of Resort Services

This question was designed to reveal the respondents' perceptions towards some attributes concerning the quality of hospitality services (accommodation and room facilities - food and beverage service - recreation and entertainment facilities- staff performance) provided in a sample of resorts in Safaga City. A five point Likert scale (Strongly disagree - disagree - neutral - agree - strongly agree) was used to identify level of agreement with the attributes investigated. The range of each level of agreement was calculated as follows:

$$Range = 5 - 1 \div 5 = 0.80$$

- Strongly disagree =from1.00 to 1.80

- Disagree = from 1.81 to 2.60
- Neutral = from 2.61 to 3.40
- Agree = from 3.41 to 4.20
- Strongly agree = from 4.21 to 5.00

The obtained results are shown in the following table.

The Respondents' Perceptions towards Hospitality Services Quality in the Investigated Resorts in Safaga city

Table (5): The Respondents' Perceptions towards Resort Services in Safaga City

Variable	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	STDEV
	No.	%	No.	%	No.	%	No.	%	No.	%		
Accommodation												
Guest was greeted with a smile	102	25.8	141	35.6	111	28	33	8.3	9	2.3	3.75	1.02
Staff was consistently courteous	36	9.1	57	14.4	69	17.4	135	34.1	99	25	2.52	1.27
The staff did not engage in personal chat with guest	54	13.6	96	24.2	132	33.3	90	22.7	24	6	3.19	1.11
Rooms were clean and neat	48	12.1	36	9.1	54	13.6	150	37.9	108	27.3	2.40	1.30
Rooms facilities was fixed and tidy	81	20.5	69	17.4	144	36.4	60	15.2	42	10.6	3.20	1.28
Food and Beverage Service												
Menu was consisted of variety items	45	11.4	75	18.9	90	22.8	135	34	51	12.9	2.81	1.21
Items served were matching with menu description	60	15.2	72	18.2	84	21.2	93	23.5	87	22	2.91	1.36
The price of items was reasonable	72	18.2	75	18.9	105	26.5	84	21.2	60	15.2	3.08	1.31
Dining room was clean and comfortable	75	18.9	84	21.2	114	28.8	81	20.5	42	10.6	3.18	1.26
Variety of cooking methods are offered	42	10.6	57	14.4	93	23.5	99	25	105	26.5	2.60	1.30
Describe menu items was clearly	60	15.2	93	23.5	120	30.3	69	17.4	54	13.6	3.09	1.25
Special meals served speedy	33	8.3	54	13.6	57	14.4	120	30.3	132	33.3	2.33	1.29
Healthy cooking methods for diet and weight loss programs	93	23.5	120	30.3	48	12	72	18.2	63	15.9	3.27	1.41
Food and beverages had a good taste, color and aroma	39	9.8	78	19.7	108	27.3	117	29.5	54	13.6	32.8	1.20

The furniture in food and beverages outlets was clean and dust free	123	31	111	28	84	21.2	60	15.2	18	4.5	3.67	1.18
Staff Performance												
Staff had the knowledge to answer any question and offering suggestion	63	15.9	147	37	150	37.9	21	5.3	15	3.8	3.62	0.92
Staff apologized for any mistake	33	8.3	45	11.4	69	17.4	138	34.8	111	28	2.27	1.21
Staff uniform was clean and a good appearance	45	11.4	36	9.1	39	9.8	147	37	129	32.6	2.35	1.34
Staff had an eye contact and handling guest complaints in a proper manner	60	15.2	96	24.2	99	25	102	25.8	39	9.8	3.11	1.18
Staff treated friendly	45	11.4	78	19.7	162	40.9	60	15.2	51	12.9	3.02	1.14
Staff was wearing name tags	54	13.6	81	20.5	84	21.2	87	22	90	22.7	2.83	1.34
Recreation Services												
Massage and steam rooms were comfortable	30	7.6	60	15.2	75	18.9	111	28	120	30.3	2.37	1.28
Swimming pool was clean and neat	51	12.9	45	11.4	90	22.7	87	22	123	31	2.53	1.37
Beauty salon was professional in all facilities	36	9.1	90	22.7	126	31.8	60	15.2	84	21.2	2.87	1.25
Healthy and fitness center (GYM) was clean and convenient to all guests	63	15.9	81	20.5	87	22	108	27	57	14.4	2.96	1.31
Snorkeling trips and diving were enjoyable and interesting	27	6.8	57	14.3	54	13.6	114	28.8	144	36.3	2.30	1.27
Sand baths were privacy and effective	90	22.7	63	15.9	36	9.1	123	31	84	21.2	2.90	1.48
Water sports facilities (surfing, sailing, kite surfing and stand – up paddling provided as expected	39	9.8	42	10.6	69	17.4	96	24.2	150	37.9	2.28	1.32

As presented in Table (5) it could be noticed that the average of the Accommodation and Rooms Facilities attributes was ranged between 2.40 to 3.75 which mean that respondents' perceptions towards accommodation services ranged between disagree and agree. They disagreed that:

- Staff was consistently courteous (2.52)

- Rooms were clean and neat (2.40)

Meanwhile, There were neutral that:

- The staff did not engage in personal chat with guest (3.19)
- Room facilities were fixed and tidy (3.20)

On the other hand they agreed that guest was greeted with a smile (3.75)

With regard to their perceptions towards food and beverages service it could be mentioned that they were disagree that:

- Variety of cooking methods are offered (2.60)
- Special meals served speedy in appropriate temperature (2.33)

On the other items (7 out of 10), they were neutral where the average ranged from 2.81 (Menu was consisted of variety items) to 3.27 (the Healthy cooking methods for diet and Weight loss programs).

They were neutral that menu items was clearly described (3.09), this result don't agree with that concluded by Abd Elwahab (2003) and Darwish (2016).

Also, they agreed on the furniture in food and beverages outlets were clean and dust free (3.67)

Pertaining to staff performance it could be noticed that they disagreed on:

- Staff uniform was clean and in a good appearance (2.35)
- Staff apologized for any mistake (2.27)

However, they neutral that:

- Staff had an eye contact and able to handle guest complaints in a proper manner (3.11)
- Staff was wearing name tags (2.83)
- Staff treated friendly with guests (3.02)

These results agree with that concluded by Metowaly and Saad (2016) and Darwish (2016).

On other hand they agreed that Staff had the knowledge to answer any question and offering suggestion (3.62)

Concerning recreational service (spa and sport service) it could be noticed that, the majority of the respondents disagree that:

- Massage and steam rooms were comfortable (2.37)
- Swimming pool was clean and neat (2.53)
- Snorkeling trips and diving were enjoyable and interesting (2.30)
- Water sports facilities (surfing, sailing, kite surfing and stand – up paddling provided as expected (2.28)

Meanwhile, they were neutral that:

- Beauty salon was professional in all facilities (2.87)
- Healthy and fitness center (GYM) was clean and convenient to all guests (2.96)
- Sand baths were privacy and effective (2.90)

Recommendations

- 1- It's important to improve food and beverages in Safagaspecially to make services more speedy and provide several food dishes with many cooking methods.
- 2- Tourist resorts management should take care of their room cleanness and processes of check in and check out to make guests more satisfied.
- 3- Conducting several training courses for resorts staff to provide them some information about method of guest treatment and staff cleanness & hygiene.
- 4- Resorts management should communicate more with their guests to get accurate and reliable information for strengthening guest services such as taking care of direction signs to better meet diverse guest needs.
- 5- More services and facilities such as children& business men facilities provided to increaseresort revenue and enhance guest accommodation experience.

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