

A Case Study on Sun-N-Sand Hotel

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Abstract: *The knowledge and understanding of quality standards of guests helps hotel managers improve the quality of hotel services and increase guests' satisfaction with the hotel stay. Different aspects of a hotel offer participate in the guests' evaluation of the hotel experience. The factors that influence guests' satisfaction level are also named "hotel attributes". There exist a large number of factors that influence guests' impressions, but certainly not all of them have the same level of importance for guests. In order to be aware of the strengths and weaknesses of their businesses, hotel management has to identify which improvements in the hotel operations can bring additional value to their guests. One of the most reliable information sources for gaining customer knowledge is undoubtedly the feedback provided directly from customers. If analyzed properly, it can be exploited for the purpose of improving the hotel operations and raising profits.*

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