

Volume 04, Issue 01, 2024,

Publish Date: 25-03-2024

Doi <https://doi.org/10.55640/ijthm-04-01-04>

INTERNATIONAL JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT

(Open access)

The Impact of the Quality System on Guest Satisfaction in Hotels (Study of a Sample of Tourists in Erbil and Sulaymaniyah Governorates)

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ABSTRACT

The researcher here is trying to answer the following central question: What is the effect of the quality system on guest satisfaction in hotels? This study's importance lies in a comprehensive framework for testing the relationship between the quality system and guest satisfaction in hotels in Erbil and Sulaymaniyah governorates. In this study, the researcher relied on the descriptive approach, which is based on collecting information related to the apparent phenomenon through a questionnaire form prepared for this matter. The study reached a set of results, the most important of which is that intense competition forced hotels to pay attention to the quality system to meet the needs of the guests because it is the basic rule on which satisfaction depends. Guest service because it is a measure of the success or failure of hotels. The study recommends a set of recommendations, the most important of which are introducing and educating hotel employees in Erbil and Sulaymaniyah governorates about the concept of quality and how to apply it in hotels, as many tourist service institutions are unable to succeed in improving the quality of their services because their human staff do not have the knowledge or The necessary skills in implementing and managing the service concept and its quality.

KEYWORDS: Quality system, guest satisfaction, tourist services, effect between the study variables.



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INTRODUCTION

Problem of the Study

The issue at hand is essential. Hotels in the governorates of Erbil and Sulaymaniyah provide typical and largely similar tourist services, making it challenging for guests to differentiate between them in terms of price, promotion, quality, and performance. The critical question is: to what extent are hotels in Erbil and Sulaymaniyah governorates aware of the quality system? How strong is the effect between the study variables? Is there an impact of the quality system on guest satisfaction? These are crucial queries that demand our attention.

Objectives of the study:

1. Define the nature of the quality system and guest satisfaction.
2. Determine methods for measuring guest satisfaction.
3. Identify the extent of the influence of the independent variable (quality system) on the dependent variable (guest satisfaction) in hotels (in Erbil and Sulaymaniyah governorates).

Study hypothesis: The study hypothesis can be clarified by the central hypothesis of correlation and influence, which is:

Central correlation hypothesis: There is a correlation between the quality system and guest satisfaction in hotels in Erbil and Sulaymaniyah governorates.

Hypotheses of the Study: a significant effect exists between the quality system and hotel guest satisfaction in the Erbil and Sulaymaniyah governorates.

METHOD

Our research approach is robust and reliable. The researcher employs the statistical method, which provides objective and scientific answers to our research questions and helps us verify the proposed hypotheses. This methodology ensures the credibility and accuracy of our findings.

Sample of the Study: The researcher distributed questionnaires to a random sample of tourists in hotels in Erbil and Sulaymaniyah governorates.

One hundred twenty questionnaires were distributed, and 110 questionnaires were retrieved.

Theoretical framework

First: Quality system

1- The concept of the quality system: The system: "It is a work group consisting of the human element, machines and machinery combined with each other and must be linked by specific relationships and comprehensive laws, and each part of the system's components must have its prescribed role and a specific formula to achieve a specific goal." (Al-Samarrai, 1999, 12). Quality system: "It is a set of procedures and processes focused on achieving the quality policy and quality objectives to meet the needs of the guest/tourist in accordance with the required conditions" (Zahra, 2017, 10).

Tourism service quality is defined as: "It is the compatibility in order to serve the guest's requirements, or the ability of the service to meet his needs exactly as he expected" (Elena, 2006, 11).

The service quality system in hotels differs from other sectors (material productivity) because the guest makes his judgment (satisfaction) about the quality of the tourist service provided: the tourist trip, overnight stay, meal, washing clothes, massage... etc., on the basis of the quality of it provided to him. In addition to the final benefits that the guest obtains from these services, his judgment (satisfaction) with that quality depends on the technical quality of the tourism services, the functional quality of the tourism services, that is, he depends on his judgment (satisfaction) on the quality and quantity of these services, so that they are compatible of his desires and needs (Ahmed, 2000, 106). The quality of service within the scope of hotels is within many areas, namely:

- Speed of reservation.
- Listening to the guest.
- Hearing complaints and addressing them.
- Tact and respect in conversation.
- Good relations.

However, the hotel and the guest's

communication and relationship varies from company to company. The quality system in the hotel guarantees quality in service by fulfilling the promises made to the guest (importantly, satisfying the guest as he is the master of the market in the modern marketing concept, and all institutions seek to implement the needs and desires of the guest), and the quality system in hotels It is done through (Jalda, 2011, 200):

The hotel's human staff interacts with the guests with good relations through polite speech, tolerance, patience, a smile, an upbeat personality, and tact in conversation.

Continuous improvement of service through:

- Patience with the guest.
- Allowing him to see the manager if he requests it.
- Courtesy and good reception of the guest.
- Not complaining about the guest.

Simplifying work procedures within the hotel leads to streamlining the service process to the guest and the methods of providing it while remaining continuously distinguished.

Avoid errors during work and the variables that lead to failure in service, through:

- A trained and experienced human staff capable of avoiding errors.
- Accuracy of work.
- Modern hotel equipment.
- Respect for the guest.

Speed in providing services through:

- Saving time and effort for the guest.
- Reducing the time required to perform the service.
- Professionally sequencing the work.

The operational definition of quality is " the extent to which the product's characteristics suit the guest's needs, that is, the compatibility between the qualities and characteristics of the product or service and the guest's needs."

2- The importance of the quality system: The importance of quality can be determined as follows (Al-Khatib, 2008, 25):

They are satisfying the guest (the subject of the study).

The hotel reaches full and maximum capacity in the shortest time and with the least effort.

The possibility of global competition: Quality gives great importance to the company because

it helps it build a competitive ability, to obtain a market share in the worldwide market.

Quality improves the work environment within the hotel, enhances team spirit, and increases the loyalty of the hotel's human staff.

Quality significantly reduces production costs during its various stages and raises the level of actual performance of services provided within the scope of the hotel.

Enhancing the hotel's reputation, that is, the hotel derives its reputation and fame through the quality of its products, which is the best weapon through which the hotel can compete with other hotels operating in the tourism field.

3- Dimensions of tourism service quality: The dimensions of tourism service quality include the following (Ahmed, 2009, 68):

1- The technical quality of the service: the services provided can be measured by objective methods through the guest.

2- Functional quality of the service: that is, what is related to the process of providing the tourism service, its quality, and the communication relationship between the service provider and the guest.

3- Mental impression (the guest's mental image of the service): what results from the guest's evaluation of both the technical quality of the service and the functional quality of the service.

4- Steps to achieve quality in providing tourism service: To achieve quality steps within the scope of hotels, follow the following:

1- Attracting the guest's attention, interest, and excitement: Attracting the guest's attention, arousing him, and showing interest in him through the positive attitudes displayed by the service provider (before serving, during serving, and after serving), such as mental and psychological preparation to meet the guest, self-confidence, attractive smile, good appearance, Effective positive behavior...etc. These steps act as a stimulus that leads to the emergence of a desire in the guest to obtain the service he wants, in addition to enhancing the permanent loyalty of the guest to obtain the service and obtain it repeatedly (Hamoud, 2002, 217).

1- Creating desire for the guest and determining his needs and wishes: Creating desire for the

guest and determining his needs and desires depends on the sales and marketing skills of the tourism service provider (Al-Daradkeh, 2006, p. 194).

2- Handling the guest's objection and convincing him of the service: Convincing the guest to purchase the service is not an easy matter, but instead requires the service provider to make many behavioral and mental efforts capable of creating the guest's contentment when providing the service, as well as addressing the objection, obstacles, and price that are sometimes an obstacle to the guest's completion. To purchase the service. Some of them believe that the sale will only occur with objection or restlessness on the part of the guest (Hamoud, 2002, p. 217).

3—Ensuring that the guest re-visits the hotel and continues dealing with it: Ensuring the continuity of dealing with the hotel and re-visiting it comes through some sales and marketing services that guarantee the guest's loyalty to the hotel (Al-Daradkeh, 2006, p. 194).

Second: Guest satisfaction

1- The concept of guest satisfaction: Guest satisfaction is a personal judgment in the face of a specific service, evaluation of a transaction, or a specific procedure (the quality of services is represented by guest satisfaction), and it is the goal of the hotel and the primary key to its tourism success, which focuses on maintaining this success, and satisfaction has been realized as a value or feeling. It is related to the extent of his love for the service provided after trying it and whether the guest responds to expectations or not. It is the central axis for evaluating the relationship between the guest and the tourist hotel to convince him that all his services match his expectations, needs, and desires (Al-Taie, 2009, p. 222).

Satisfaction is linked to the guest's expectations and beliefs about the service or product before purchasing. By relying on reference elements and standards, the guest compares the service provider's performance, using expectation as a source of comparison between his expectations of the service and its actual performance (Monique, 1999, p. 73).

The guest's satisfaction with the service or

product brings several advantages to him and the tourist hotel at the same time, which are (Attiya, 2016, p. 243):

1- It is an advantage for the guest, as it describes psychological stability towards the service or product provided.

2- Guest satisfaction achieves a competitive advantage for hotels, as it expresses the stability of the hotel's programs and business plans over time, thus reducing the hotel's financial and administrative burdens.

3—The high level of satisfaction prompts the guest to repeat the process of purchasing or requesting the tourist service or product, i.e., the one who deals with the hotel. Thus, a communication relationship is established between them (the tourist and the tourist hotel), and satisfaction creates an incentive for the consumer to be loyal to the company.

The operational definition of guest satisfaction is " the state of satisfaction of the guest after consuming the tourism service provided to him or the tourism product."

2- The importance of guest satisfaction: Hotels are generally concerned with achieving guest satisfaction and strive to do so constantly because it is a fundamental pillar of their survival by satisfying their needs and desires and achieving their satisfaction. This gives these hotels an excellent competitive position in the market (Bank, 1992, 2). Hotels have realized that their presence and continued work in tourism is directly related to the extent of the guest's satisfaction and acceptance of it through the goods, services, or tourism activities they offer. The guest has perceptions about the value of the service or product, and therefore, he compares this expectation with the actual value of the service or product. If the performance exceeds expectations, the guest will be satisfied, happy, and cheerful and will repeat the visit to the hotel again (Kotler, 2002, p. 194).

If the guest is satisfied with a specific product or service after consumption, the guest becomes more likely to purchase the product or service repeatedly. The satisfied guest is also more likely to tell others (positively communicate about the product or service) about it and convey their experience. The opposite happens in the case of

dissatisfaction (File, 1992, 27). Guest satisfaction indicates the hotel's success in dealing with tourists and its ability to achieve and satisfy their needs and desires (Kotler, 2006, p. 233), as well as maintaining guests and increasing their loyalty to the hotel (Zeithmal, 2000, p. 70).

3- Measuring guest satisfaction: Guest satisfaction is not a tangible, material process that can be measured financially, but rather it is a feeling of satisfaction and acceptance that the guest expresses through a set of behaviors, and is determined by three essential characteristics: (Youssef, 2004, p. 25):

1. Subjective: Satisfaction is subjective, related to the nature of the guest and his feelings towards the service provided.
2. Relative: Customer satisfaction is relative because it varies according to the different levels of desire of the two guests.
3. Evolution: Customer satisfaction evolves depending on the development and change of his desires and needs, as well as the cycle of use of the product or service.

Satisfaction can be measured and monitored through advanced methods, which are (Dhuwaifi, 2010, p. 70):

Suggestion boxes and notification books: The hotel must ask the guest to provide suggestions and criticism about its product. Some tourist establishments have a paper on which the guests can write their comments about the tourist establishment, and sometimes they ask hotel employees to be the carriers of tourists' complaints about services. Some institutions provide numbers for complaints and transfer ideas to hotel management. This method is not sufficient to monitor the opinion about the hotel's activities, as research and studies have shown that the guest does not express his opinion but instead changes the hotel, product, or service directly without the hotel understanding this change, so other methods must be used.

Satisfaction investigations: The level of satisfaction is measured using a periodic investigation method, such as asking the guest direct questions or over the phone and asking

the guest about his opinion about the hotel and services. Satisfaction can be measured directly in screening questions by indicating the best choice or indirectly through expectations and suggested improvements. Measuring the desire to repurchase is also necessary and should be related to satisfaction.

Field study

First: Description of the study sample

1- Gender: The percentage of males among hotel tourists in Erbil and Sulaymaniyah governorates is 80% or 73%. The percentage of females was lower at 30 samples or 27%.

2- Marital status: The percentage of married hotel tourists is 75%, or 68%. The percentage of unmarried people was lower at 35 samples or 32%.

3—Educational qualification: The percentage of holders of a middle school certificate or less than tourists is 53%, or 48%. The percentage of diplomas was 30 samples, or 27%. The percentage of bachelor's degrees was 20 samples, or 18%. The percentage of high diplomas was 3% for three samples. The percentage of master's degrees was three samples or 3%. The percentage of doctoral degrees was 1 sample or 1%.

4- The hotel's tourist location: The percentage of tourists from Erbil Governorate is 90% and 82%. The percentage of tourists from Sulaymaniyah Governorate was lower by 20 samples or 18%.

5—Number of years the tourist has interacted with the hotel: The percentage of tourists (1-2 years) is 80 samples, or 73%. Those (3-5 years old) consisted of 20 samples, or 18%. Those (6-8 years old) represented 10 samples, or 9%.

6- Satisfaction score with the service provided (Are you satisfied with the services provided by the tourist hotel): A high percentage of tourists believe that the service provided is characterized by a degree of satisfaction of (somewhat) 86 and 78%. At the same time, we find that the answers to the religion were "yes" by 24% and 22%. While tourists who were dissatisfied with the services provided to them, their answers were "no" at a rate of 0 and 0%, which indicates the inability of the hotel management to convince tourists of the quality

provided to them and create tourist awareness about the nature and type of services provided.

As shown in the following table:

Table: Shows the characteristics of the sample of the investigated study

Percentage	The Number	Distribute the property	Variables
%73	80	Male	Gender
%27	30	Female	
%100	110	The Total	
%68	75	Single	marital status
%32	35	Married	
%100	110	The Total	
%48	53	Preparatory school or less	Qualification
%27	30	diploma	
%18	20	Bachelor's	
%3	3	Higher Diploma	
%3	3	Master's	
%1	1	Ph.D	
%100	110	The Total	
%82	90	Erbil Governorate	Tourist location of the hotel
%18	20	Sulaymaniyah Governorate	
%100	110	The Total	
%73	80	From 1-2 years	Number of years the tourist has interacted with the hotel
%18	20	From 3-5 years	
%9	10	From 6-8 years	

%100	110	The Total	
%22	24	Yes	Satisfaction score with the service provided (Are you satisfied with the services provided by the tourist hotel(
%78	86	somewhat	
%0	0	No	
%100	110	The Total	

Second: Ranking the relative importance according to the coefficient of variation for the independent variable (quality system} The arithmetic mean is 4.24, the standard deviation is 0.48, and the coefficient of variation is 11.2%. As for (handling the guest's objection and convincing him of the service), D ranked second, with a mean of 3.92 and a standard deviation of 0.57. Thus, the coefficient of variation was 14.6%, which indicates that the sample studied focused

on dealing with the consumer's objection and convincing him of the service, in second place. As for (attracting the guest's attention, interest, and excitement), B ranked third, with a mean of 3.54 and a standard deviation of 0.62. Thus, the coefficient of variation was 17.4%. As for (ensuring that the guest revisits the hotel and continues dealing with it), O ranked fourth with a mean of 3.02 and a standard deviation of 0.61; thus, the coefficient of variation is 20.0%.

Table: Ranking of relative importance according to the coefficient of variation, arithmetic mean, and standard deviation of the independent variable (quality system)

Order Of Importance	Coefficient Of Variation	Standard Deviation	Arithmetic Mean	Dimensions	Paragraph	Independent variable (quality system) X
Third	%17,4	0,62	3,54	Attract the attention, interest and excitement of the guest	B	

First	%11,2	0,48	4,24	Creating a desire for the guest and identifying his needs and desires	W	
Second	%14,6	0,57	3,92	Handling the guest's objection and convincing him to use the service	D	
Fourth	%20,0	0,61	3,02	Ensure that the guest visits the company again and continues dealing with it	O	
	%13,0	0,46	3,50	Quality system (steps to achieve quality in providing tourism services)	X	

Third: Ranking the relative importance according to the coefficient of variation for the dependent variable (guest satisfaction {Y}): The sub-variable (suggestion boxes and notification books) K ranked highest compared to the other sub-dimensions. The arithmetic mean is 3.71, the

standard deviation is 0.52, and the coefficient of variation is 14.1%. As for (Lost Guest Analysis), T ranked second, with a mean of 3.76 and a standard deviation of 0.56. Thus, the coefficient of variation was 14.9%. As for (Guest's Ghost) M, it ranked third with a mean of 3.68 and a

standard deviation of 0.62. Thus, the coefficient of variation was 16.9%. As for the investigation of Satisfaction), P ranked fourth with a mean of

3.56 and a standard deviation of 0.63. Thus, the coefficient of variation was 17.7%.

Table No. (23): Ranking of relative importance according to the coefficient of variation, arithmetic mean, and standard deviation of the dependent variable (guest satisfaction)

Order Of Importance	Coefficient Of Variation	Standard Deviation	Arithmetic Mean	Dimensions	Paragraph	Dependent variable (consumer satisfaction) Y
اول	%14,1	0,52	3,71	Suggestion boxes and notification books	K	
رابع	%17,7	0,63	3,56	Satisfaction investigations	P	
ثالث	%16,9	0,62	3,68	Ghost guest	M	
ثاني	%14,9	0,56	3,76	Lost guest analysis	T	
	%10,0	0,37	3,71	Guest satisfaction (measuring guest satisfaction)	Y	

Fourth: Testing the correlation hypotheses: This study assumed the central correlation hypothesis, which is as follows:

The central correlation hypothesis states that there is a correlation between the quality system and guest satisfaction in hotels in the governorates of Erbil and Sulaymaniyah.

The correlation relationships imposed by the central correlation hypothesis, as the table confirmed the existence of a positive and significant correlation between the quality system and guest satisfaction, where the value of the overall correlation coefficient was $**0.34$, and the calculated T value was 3.76, which is greater than the tabular T value 2,3 with a significance level of 0.01. The correlation coefficient between the quality system and the

dimensions of guest satisfaction is valued in suggestion boxes and notification books, satisfaction investigations, ghosting of the guest, and analysis of the lost guest. The table showed that there is a positive moral correlation between the independent variable, the quality system, with each (suggestion boxes and notification books, satisfaction investigations, guest ghost) ($**0.27$, $*0.20$, $**0.34$) respectively; the values of the calculated T value were (2.91, 2.12, 3.76), which is greater than the tabular T value of 1.6 with a significance level of 0.05. In contrast, the relationship between the quality system and the sub-variable (lost guest analysis) was not achieved. The calculated T value is 1.47, smaller than the tabulated T value of 1.6, with a significance level of 0.05. These

results allow for the main correlation hypothesis, which states (that there is a relation between the quality system and hotel guest

satisfaction in the governorates of Erbil and Sulaymaniyah).

Table: Correlation coefficients and T values between quality system variables in guest satisfaction

Ghost guest Y	Lost guest analysis T		Ghost guest M		Satisfaction investigations P		Suggestion boxes and notice books K		Quality system
	R	T	R	T	R	T	R	T	
R = 0,34** T = 3,76	0,16	1,5	0,37**	4,14	0,20*	2,12	0,27**	2,91	X
	0,14	1,47	0,35**	3,88	0,21*	2,23	0,19*	2,01	Attracting the attention, interest and excitement of the guest B
	0,11	1,15	0,32**	3,51	0,18*	1,90	0,25**	2,68	Creating the guest's desire and identifying his needs and desires
	0,13	1,36	0,31**	3,39	0,13	1,36	0,22*	2,34	Ensure that the guest visits the company again and continues dealing with it. O
The total number of correlations is 12, i.e. 75%.									
N= 110	The T value calculated with a significance level 23 = 0,01					** Correlation with a significance level of 0.01			

	Tabular T value with significance level 0.05 = 1.6	• The correlation has a significance level of 0.05
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Fifth: Testing the impact hypotheses: This study assumed the central impact hypothesis, which is as follows:

Central effect hypothesis: There is a significant effect between the quality system and guest satisfaction in hotels in Erbil and Sulaymaniyah governorates.

This hypothesis was tested through simple regression analysis. A significant relationship

was formulated between the reality of the dependent variable (consumer satisfaction Y), whose dimensions were as follows: (suggestion boxes and notification books K, satisfaction investigations P, ghost of the guest M, analysis of the lost consumer T) And the independent variable (quality system The linear regression equation was as follows:

Table: Linear regression equation and its values

$Y(K1,P2,M3,T4) = a + Bx(B1,W2,D3,O4)$	The equation
Guest satisfaction $Y = 0.55 + 0.67$ (Quality system)	Value

Table: Analysis of the impact of quality system dimensions on guest satisfaction

Dependent Variable Y	P value level of significance	Calculated F value	R2 The coefficient of determination	Constants		Independent variable
				A	B	
	0,000	44,6	0,29	0,32	0,54	X
	0,000	18,8	0,14	0,30	0,38	Attracting the attention, interest and excitement of tourists
	0,000	34,7	0,24	0,32	0,49	Creating a desire for the guest and identifying his needs and desires
	0,000	55,6	0,34	0,35	0,58	Handling the guest's objection and convincing

						him to use the service
	N=110	<p>The tabular F value with a significance level of 0.01 = 4.9</p> <p>The tabular F value with a significance level of 0.05 = 2.9</p>				

The calculated F value reached 89.9, the largest of its tabular values, 4.9, with a significance level of 0.01 and a confidence limit of 99%. This means that the quality system affects satisfaction, as it indicates that the regression equation is suitable for describing the relationship between the two variables. We can observe The constant $a=0.55$, which means that guest satisfaction is 0.55, even if the quality system is zero. The value of $B = 0.67$ indicates that a change of 1 unit in the quality system will lead to a change in guest satisfaction of 0.67.

The value of the coefficient of determination R^2 , which is a descriptive measure used to explain the usefulness of the regression equation in estimating values, and represents the percentage of reduction in errors when using the regression equation is 0.45, which means that 0.45 of the variance occurring in guest satisfaction is variance explained by the system. The quality entered the model, and 0.55 is a variance explained by factors that did not enter the regression model, and a significance of 0.000 in the outputs of the statistical system, which is confirmation that there was a significant effect between the quality system and guest satisfaction in hotels in the governorates of Erbil and Sulaymaniyah. With this result, the hypothesis of this study is verified.

CONCLUSIONS

A set of conclusions emerged from the study, which are:

1- The correlations imposed by the central correlation hypothesis confirmed the existence of a positive and significant correlation between the quality system and guest satisfaction, where

the value of the overall correlation coefficient was $**0.34$, and the calculated T value was 3.76, which is greater than the tabulated T value. 2.3 with a significance level of 0.01.

2- The calculated F value was 89.9, the largest of its tabular values, 4.9, with a significance level of 0.01 and within 99% confidence limits. This means that the quality system affects guest satisfaction, indicating that the regression equation is suitable for describing the relationship between the two variables. We can notice the constant $a=0.55$, which means that guest satisfaction has a value of 0.55, even if the quality system is zero. The value of $B = 0.67$ indicates that a change of 1 unit in the quality system will lead to a change in guest satisfaction of 0.67.

3- The service quality system in hotels differs from other sectors (material productivity) because the tourist makes his judgment (satisfaction) with the quality of the tourist service provided: the tourist trip, overnight stay meal, washing clothes, massage... etc. based on the quality of its provision, for him.

4-Quality of service within the scope of hotels is in many areas, namely: speed of reservation, listening to tourists, hearing complaints and addressing them, tact and respect in conversation, and good relations.

5-The operational definition of quality is: "It is the extent to which the characteristics of the product suit the needs of the tourist, that is, the compatibility between the qualities and characteristics of the product or service and the needs of the guest."

6-The operational definition of guest satisfaction is: "It is the state of satisfaction of the guest after consuming the tourism service

provided to him or the tourism product.”

RECOMMENDATIONS

1-Introducing and educating hotel employees in Erbil and Sulaymaniyah governorates about the concept of quality and how to apply it in the hotel. Many tourist service institutions cannot improve the quality of their services because their human staff lack the necessary knowledge or skills to implement and manage the concept of service and its quality.

2- Hotels are constantly working to develop their services to gain consumer/tourist satisfaction.

3- Work to measure the quality of service regularly, using different measurement methods.

4- Activating the role of the hotel's public relations department by collecting information about tourist complaints and suggestions using various methods.

5- Focusing on consumer/tourist satisfaction is necessary because it indicates the service quality.

6- Offering new, high-quality services to achieve a good market share for the company.

7- The study recommends that attention must be paid to achieving the consumer/tourist's perceived quality, through which it can be compared with the expected quality, to reduce the gap between them by providing a service that meets or exceeds the consumer/tourist's expectations, and thus achieving quality standards.

8-The study recommends that the high quality of the service provided be achieved because if this is achieved, profitability will be guaranteed to some extent, and the company will be able to continue and achieve a good market share.

9- Full attention to the dimensions of quality: through steps to achieve quality in providing tourism service, which is attracting the attention, interest, and excitement of the consumer/tourist, creating a desire for the consumer and identifying needs and desires, addressing the consumer's objection and convincing him of the service, ensuring that the consumer re-visits the company and continue dealing with it.

10- Full attention to methods of measuring

consumer satisfaction: suggestion boxes and notification books, satisfaction investigations, the ghost of the consumer/tourist, and analysis of the lost consumer.

11- Respond to complaints and suggestions from consumers/tourists, retailers/tourist campaign owners, and tour guides to achieve quality service provision.

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