

# THE GUIDELINE TO DEVELOP THE SERVICE QUALITY OF 3-STAR HOTELS IN BANGKOK AREA AFTER THE EPIDEMIC SITUATION OF THE CORONAVIRUS DISEASE 2019

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## ABSTRACT

This research paper is aims to develop the service quality of 3-Star Hotels in Bangkok area after the epidemic situation of the coronavirus disease 2019, which the objective of this paper is to develop the higher service quality of 3-Star Hotels in Bangkok area where was a qualitative research paper selecting the all information from related academic documents, both in academic textbooks and electronic online publications, consisted of 12 people who related with hotel and service sectors as hotel owner, general manager, sales and marketing manager, tourist guide and hospitality lecturer. This paper are using a semi-structured interview form to do the content analyze method. In additional, from this research results, it was figured out that the study of service quality of the hotel for tourists should study the reliability of higher service that response knowledge and service skills of employees in the organization, service access, the service provision is appropriate with communication for safety in service, controlling employees within the hotel organization recognizing and providing importance to hotel customers and preparation for service to guide the service quality the 3-Star Hotels for tourists in Bangkok after the epidemic situation of the coronavirus disease 2019

**Keywords:** 3-Star Hotels, Bangkok, Service quality, Covid19

## INTRODUCTION

The epidemic situation of the COVID-19 virus has caused a large number of people to be infected around the world. Affecting tourism in Thailand and internationally as well as causing the tourism behavior of tourists to change with greater concern for health and safety. The behavior of Thai tourists after the COVID-19 situation has changed in 3 forms: 1. Travel in the country first 2. Traveling in a short distance, can travel by car and 3. Traveling in Unseen tourist attractions, people are not crowded. However, after the situation of COVID-19, the tourism industry still has challenges in adjusting the new business normals (New Business Norms). in order to build confidence among service users, especially Thai tourists who are the main target group of the Thai tourism industry (Borisuth Saenkam 2021)

The pandemic of Coronavirus Disease 2019 (COVID-19) is affecting the global hotel industry but there is still hope that the business will be able to return to normal operations soon. Therefore, it is important to prepare for a return to hotel business in the future. Because the

world has changed, as a result the service management strategy was altered to accommodate the new normal situation. Guests expect more personalized service, so hotel staff must learn new skills to keep up with the changes. This article is to study the service skills Chadmanee Prathumthong and Chisnupong Sirichodnisakorn, (2022)

## OBJECTIVE

A study of guidelines for improving the service quality of 3-star hotels in Bangkok. After the epidemic of the Coronavirus Disease 2019

## METHODOLOGY

subject research Guidelines for improving the service quality of 3-star hotels in Bangkok After the epidemic of the Coronavirus Disease 2019, it is a research and development project with the objective of research. The qualitative research method consists of document research. and qualitative research It is a survey research with details of the research project as follows

Step 1 Study and collect relevant documents for research.

1. The researcher has studied relevant documents and research, such as improving the quality of 3-star hotel services after the COVID-19 epidemic situation, etc.

2. Summarize the synthesis of documents for further research.

Step 2: Explore the components of a 3-star hotel service quality development approach in Bangkok. After the epidemic of the Coronavirus Disease 2019

1, study relevant research documents both in books and electronic publications such as research results, theses, academic writings academic article as well as newspapers, periodicals, magazines, various types of printed media To lead to the development of a tool used for conducting research in the form of an in-depth interview.

2. The interview will ask open-ended questions. Conduct interviews with executives, staff, tour guides, as well as educational personnel who teach hotel tourism. Interview issues and content are the same set to study the approaches to improve the service quality of 3-star hotels in Bangkok. After the epidemic of the Coronavirus Disease 2019

3. Population is the person who participates in the implementation of the guidelines for improving the quality of service in 3-star hotels in Bangkok. After the epidemic of the coronavirus disease 2019, including executives, hotel staff, tour guides, educational personnel who teach hotel tourism. and 12 related persons. The researcher conducted in-depth interviews.

4. The researcher analyzed the data by means of content analysis by bringing the data organized and classified systematically. Then take it to interpret. Connect relationships and draw conclusions from the information gathered, and document the group discussion after collecting the in-depth interviews. These were analyzed to develop a guideline for improving the quality of 3-star hotel services in Bangkok. After the epidemic of the Coronavirus Disease 2019

Step 3 Propose guidelines for improving the service quality of 3-star hotels in Bangkok. After the epidemic of the Coronavirus Disease 2019

When the results of content analysis (Content Analysis) will be summed up and written as a guideline to improve the quality of service in 3-star hotels in Bangkok. After the epidemic of the Coronavirus Disease 2019 Implement the guidelines for improving the quality of 3-star hotel services developed by the researcher by means of a three-sided examination. Triangulation means comparing the findings (Finding) of the studied phenomenon (Phenomenon) from different sources and perspectives. Many researchers assume that Triangulation It is a way to verify credibility. (Credibility, validity) of information

## **RESULTS**

From the interview All 12 interviewees can summarize as issues in the development of service quality of 3-star hotels in Bangkok. After the situation of the spread of the Coronavirus Disease 2019 with content analysis, the following issues are;

Responsiveness, From the interview, it can be concluded that in providing services, the hotel must be as flexible as possible for customers. And in addition, employees must have knowledge and understanding of service, which must be able to respond to various problems that will arise with customers in different situations..

Access, From the interviews, it can be concluded that hotel operators should improve the service of 3-star hotels after the spread of the COVID-19 virus. By increasing the subject of temperature measurement before arrival and changing the payment to online payment By trying to access all payment channels to provide customers with the quickest convenience and to adjust the hotel's own technology to a better standard

Reliability, From the interview, it can be concluded that the hotel still has to comply with safety measures continuously and improve the quality of service in terms of safety and customer service according to the standards of the Center for Disease Control Situation Management. Coronavirus Disease 2019, hotel operators can publicize safety standards on their websites and post announcements around the hotel.

Courtesy, from the interview, it can be concluded that in the operation, employees must be polite and understand what customers want. Appropriate service with distance to customers is also provided to show respect for customers during the COVID-19 pandemic. And employees will be checked by the Antigen Test Kit or ATK every week.

Competence, From the interviews, it can be concluded that the operators surveyed first to see which employees lack knowledge in which areas. Employees should learn to live in the New Normal way and develop services all the time. with training to educate employees Then there are service measures after the COVID 19 situation to ensure that employees have quality service. Employees themselves should understand the purpose of service measures created for better service

Tangibility From the interview, it can be concluded that all employees must be ready to serve employees. Tools to prevent the spread of the COVID-19 virus should be provided and there should be a schedule to clean each area of the hotel. Increased cleaning throughout the hotel to reassure customers.

Communication, From the interview, it can be concluded that employees are able to directly communicate with customers and can tell customers about the measures to prevent

COVID-19 according to the measures of the hotel. Employees must be able to use English to communicate directly with customers in order to establish accurate communication. In addition, the operator must provide documents or have a notice board in foreign languages, which will be supported in many languages.

Security, from the interviews, it can be concluded that employee vaccination is a practice that employees are required by the government to obtain a safety standard certification mark. Vaccines are therefore very important in reducing the risk of infection with the COVID-19 virus, which operators should publicize that all employees have at least 2 doses of vaccination.

Understanding, From interviews, it can be concluded that understanding and giving importance to all customers is something that must be considered. If in part to reduce the risk of the spread of the COVID-19 virus Must pay attention to cleanliness and safety. Ask for cooperation with customers to reduce the risk of infection. Information about living in the New Normal is shared with employees in the organization.

Credibility, From the interview, it can be concluded that the approach for controlling employees to increase efficiency and develop services by preparing work or summarizing customer needs and employees must understand customer problems. All employees must maintain cleanliness. But still fully customer service Currently, employees in the organization have a higher potential for the duties that have been Mol. The staff themselves can work more diverse.

2. The researcher confirmed the accuracy of the interview data by means of a triangle technique. (Triangulation) from organizing a meeting of experts in the form of a group meeting (Focus Group) to study the issue of confidence in the service of small hotels. in Bangkok to customers after the outbreak of the COVID-19 virus as follows:

The issue of confidence that the experts agree that the most important is the safety of the service (Security) is an important thing in the service. Getting vaccinated for employees is a practice that employees are government rules for obtaining a safety standard certification mark. Vaccines are therefore very important in reducing the risk of infection with the COVID-19 virus, which operators should publicize that all employees have at least 2 doses of vaccination. Advertise about cleanliness within the organization. Which various practices are the practices that must be careful and should be followed to the utmost. Organizations must build customer confidence by implementing SHA Standards and SHA Plus Standards for cleanliness and safety. SHA Plus Standards,

The next most important issue of confidence that experts agree on is the control of employees within the organization. (Credibility) All employees should be trained on how to live and take care of themselves after the spread of the COVID-19 virus. Employees should have the knowledge to protect themselves during their duties to reduce the risk of spreading the virus. Organizations should focus on communicating knowledge and advice to employees within the organization. Maintain cleanliness and hygiene Customer service with distance

The third most important issue of confidence that the experts agree on is access to services. Access to services is linked to the issue of controlling employees within the organization. (Credibility) which employees in the organization must have to provide full customer service. Although in the situation of the epidemic of the COVID-19 virus Services are limited in terms of social distancing and contact reduction to prevent infection, but employees must remain

fully serviced. There is a fast service to increase the impression of customers Changing to QR codes for room access at check-in and check-out to reduce contact and provide a highly secure level of customer service. The hotel should switch payment to online payment and access to all online payment methods (E-payment).

## **CONCLUSION AND FUTURE WORK**

From the objectives, results can be discussed in the following important issues. The guideline to develop the service quality of 3-Star Hotels in Bangkok area After the epidemic situation of the Coronavirus disease 2019 as the measures outlined in 10 main points should be followed.

Reliability it can be concluded that the hotel still has to comply with measures related to safety continuously and improve the quality of service in terms of safety. Weera Weerasophon, Chantouch Wannathanom, Boontha Chailert. (2021). Guideline for Management Development and Service Quality of Boutique Hotels located in Bangkok. The result showed that executives, managers, and employees required clear direction, planning, and regular meetings. In addition, guests' comments were collected for hotel service development. The result further showed that hotel service quality depends on factors such as the tangibility, trusts, reliability, responsiveness to guests' requests, confidence, empathy and understanding, as well as executives' capabilities. Responsiveness In the service, the hotel must be as flexible as possible for customers. In terms of providing knowledge and service skills for employees in the organization (Competence), entrepreneurs surveyed first to see what areas of lack of knowledge employees have. Employees should learn to live in the New Normal. In terms of access to services (Access), hotel operators should improve the service of 3-star hotels by adding in the matter of temperature measurement before arrival and converting payment to online payment. Providing appropriate support services (Courtesy) In working operations, employees must be polite and understand what customers want. Providing appropriate service with a distance to the customer to show respect for the customer. Nunthikarn Srisuwan et al. (2022) study Factors Related to Thai Tourists' Decision to Choose Accommodation in Chiang Mai during the COVID-19 Pandemic. The major findings indicated that (1) marketing mix factors were related to Thai tourists' decision to choose accommodation in Chiang Mai in the post-COVID-19 condition with a statistical significance level of 0.05, and (2) the safety standards of accommodation were related to Thai tourists' decision to choose accommodation in Chiang Mai in the post-COVID-19 condition with a statistical significance level of 0.05. Unlike previous decisions made by Thai tourists, they prioritized safety over accommodation prices. Communication (Communication) Employees are able to directly communicate with customers and can tell customers about the measures to prevent COVID-19 according to the measures of the hotel. Employees must be able to use English to communicate directly with customers in order to establish accurate communication. In terms of service safety (Security), employee vaccination is a practice that employees are the government's rules for obtaining a safety standard certification mark. Vaccines are therefore very important in reducing the risk of infection with the COVID-19 virus, which operators should publicize that all employees have at least 2 doses of vaccination. control of employees within the organization (Credibility)

guidelines for controlling employees to increase efficiency and develop services by preparing work or summarizing customer needs and employees must understand customer problems. Currently, employees in the organization have a higher potential for the duties that have been Mol. The staff themselves can work more diverse. Khwanchanok Suwannaphong (2020) Study Service Quality of Hotels in Muang District, Phuket Province to Cater Special Interest Tourists. The received service quality in Muang district, Phuket Province, in overall, was at high level with the mean of 3.41, since the first recognition as a tangible of the service, The special interest tourists with differences in gender, nationality, marital status, and educational level had the expectation for the hotels' service quality in Mueang District, Phuket Province differently of the statistically significant at the .05 level, and The special interest tourists with differences in gender, age, nationality, marital status, monthly income, occupation, and educational level had an awareness of the service quality from hotels in Muang district, Phuket Province by aspects of tangible, reliability, responsiveness, assurance, and empathy not differently. The aspect of caring and giving importance to customers (Understanding) From interviews, it can be concluded that understanding and giving importance to all customers is something that must be considered. preparation for service (Tangibility) concluded that all employees must be ready to serve employees. Tools should be provided to prevent the spread of the COVID-19 virus. In addition, Bua Srikos et al. (2022) has studied the Guidelines for cultural tourism promotion management Suan Sunandha Rajabhat University. The study found that The SWOT as the Strengths have unique products which there is a distinctive emphasis on the palace and the area in the heart of the city however the Weaknesses points was lack of public relations to the tourists. Whereas the Opportunities are to market and promote both educational and cultural tourism in the future and the threats are responsible agencies to support for gain more tourists coming. Guidelines for the management of cultural tourism promotion at Suan Sunandha Rajabhat University as (1) planning and policy (2) organization (3) staffing (4) leadership and guidance (5) coordination (6) control (7) budgeting (8) management Marketing (9) Other kind of Management

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