



summary master thesis

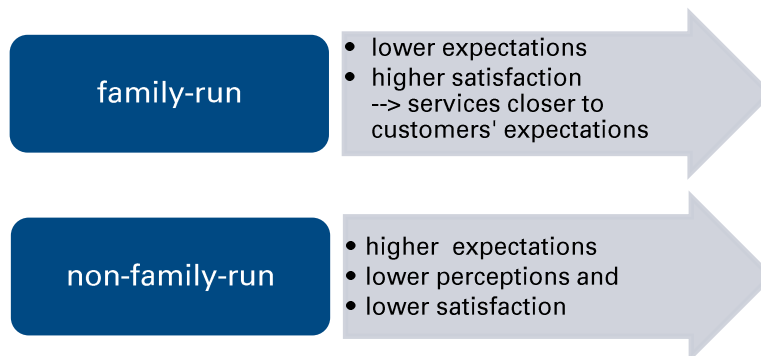
Topic: customer perception of service quality in family-run hotels
Research Question: What is the customers' perceived difference of service quality in family-run vs. non-family-run hotels?
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1 problem definition

In the competitive tourism market, one of the most important principles is the care of a constant relationship with its customers (Power & Barrow, 2006). In order to be profitable, hotels should focus more on how customers perceive rendered services (Segoro, 2013; Orth & Green, 2009).

2 results

- in both hotel categories customers' expectations are always higher than their perceptions
- perception of service quality does not differ by gender
- age, purpose of visit as well as frequency of travel have an influence on customers' perceptions



3 recommendations for family businesses

- regular control checks of equipment (hotel areas, hotel rooms etc.)
- avoiding false promises, providing at least the advertised services

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