

THE QUALITY OF ACCOMMODATION SERVICES AS ILLUSTRATED THROUGH THREE-STAR HOTELS IN THE RZESZÓW DISTRICT

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Abstract:

Nowadays the quality of accommodation services is an important factor which conditions the choice of an accommodation base. The type of a tourist determines additional services which complement the basic service i.e. accommodation. The article analyses accommodation services offered by hotels of a similar standard of services (i.e. five three-star hotels and one four-star hotel), located in the Rzeszów District (powiat). The main **research tool** was the Servqual questionnaire, which is the most reliable and popular method of analysing the quality of accommodation services.

The aim of the study was to compare hotel guests' expectations with what they actually experienced in particular hotels. Thanks to the Servqual method, it was possible to compare the expected quality with the perceived one with respect to accommodation services in six hotels located in the Rzeszów District.

INTRODUCTION

The present day is the time when hotel industry in Poland is in its prime. Hotels are the most popular type of accommodation facilities. However, the more and more intense competition forces entities operating in this sector to diversify their service offer on a specified level of quality and to adjust it to the growing demands of various target groups [Bednarska 2007: 5; Milewski, Pawlicz, Sidorkiewicz 2010: 346-355]. On the contemporary hotel market quality is the economic category which is considered to be the key factor in taking economic decisions by both service providers and recipients [Jaremen 2005: 45]. As a consequence, the quality of accommodation services constitutes **the subject of the research** in the present study. Contemporary hotels offer their guests not only board and lodging but also a wide spectrum of additional services. When choosing a hotel, a tourist is also motivated by such factors as: the tourist attractiveness of the area [Tătar, Gozner, Pawlicz, 2008: 72-82], price, acquaintances' opinion, the Internet, the categorisation of the hotel, the range of a service package, extra benefits (e.g. a parking lot).

The present author's hypothesis is as follows: hotels in the Rzeszów District meet guests' requirements and render accommodation services on a satisfactory level.

THE DESCRIPTION OF THE RESEARCH AREA

The research was conducted in the area of the Rzeszów District. The analysis includes five three-star hotels, i.e. ones which meet the same quality standards according to the accommodation base categorisation specified by the act on tourist services of the 29th of August 1997 [Journal of Laws 1997 No 133 Item 884]. The analysis comprises the following hotels: *** hotel "Cztery Pory Roku" in Rudna Mała, *** hotel "Nowy Dwór" in Zaczernie, *** hotel "Imperium" in Świlcza, *** hotel "Wellness and SPA Nowy Dwór" in Świlcza,

and *** hotel “Odeon” in Boguchwała. All the facilities are categorised, which, to a great extent, contributes to the fact that they guarantee the quality of services. However, a given category cannot be identified with quality and it cannot be taken for granted that facilities of higher categories render services on a higher level [Jaremen 2005, p. 52]. As a result of the fact that the categorisation of all the hotels is the same (three stars), the comparison of the level of rendered services can be deemed reliable and helpful at least in the process of operation of these facilities.

BASIC TERMINOLOGY IN THE FIELD OF HOTEL MANAGEMENT

There is a number of definitions for “hotel management”, which together with “the hotel industry” and “hospitality” can be included in “the general hotel terminology”. The most general description according to Witkowski [2002: 10] defines “hotel management” as service activities which is socially organised and the aim of which is to provide hospitality for guests. Szostak, in turn, [2004: 16] defines “hotel management” as economic service activities which are organised and the aim of which is “to provide the basic existential needs of people who temporally stay away from their household.”

The basic document which regulates and defines the accommodation base in Poland is the above mentioned act of the 29th of August 1997 on tourist services [Act of the 29th of August 1997...]. According to the fifth chapter of the act, accommodation services can only be rendered in hotel facilities, which include hotels, motels, boarding houses, camping sites, excursion houses, youth shelters, and campgrounds. Such facilities have to meet the following requirements:

- 1.) requirements as to the size of the facility, its equipment, and the scope of provided services determined for the category and type, in which the facility has been classified,
- 2.) sanitary and fire safety requirements along with others specified by separate regulations.

According to the act, a hotel is an accommodation facility, which has no fewer than 10 rooms with the majority of single or double rooms. Such facilities offer their guests a wide range of services related to their stay.

THE DESCRIPTION OF THE MAIN ACCOMMODATION FACILITIES IN THE RZESZÓW DISTRICT

The accommodation base in the Rzeszów District includes mostly agritourism farms, which can be associated in the so-called Polish Federation of Rural Tourism (PFTW) “Hospitable Farms” [portal internetowy: www.ppr.pl/arttykul-wiejska-baza-noclegowa]. In the district there are a few significant accommodation facilities of high-standard services. The facilities have no particular certificates except for HACCP certificates,¹ which is a necessary requirement for entities which provide gastronomic services.² Moreover, hotels are not associated in any societies or tourist organisations and their quality can only be confirmed by their categorisation and the guests’ subjective evaluation. A small number of these facilities have won significant awards in contests related to the hotel industry or gastronomy. The biggest number of hotels is located in the Głogów Małopolski Commune with three hotels: “Cztery Pory Roku”, “Pod Borem” and “Antyczny Dwór”, all situated in Rudna Mała. The article analyses only “Cztery Pory Roku” as it can boast the highest popularity. Other communes contain no more than two significant accommodation facilities or only agritourism farms and uncategorised facilities. Other important accommodation facilities are “Nowy

¹ HACCP- Hazard Analysis and Critical Control Point – a system of quality management in gastronomy.

² Since Poland became a member of the European Union (1 May 2004), all facilities rendering gastronomic services have the obligation to hold the HACCP certificate.

Dwór” hotel in Zaczernie (the Trzebowniko Commune), “Imperium” hotel in Świlcza (the Świlcza Commune), “Wellness and SPA Nowy Dwór” hotel in Świlcza (the Świlcza Commune) and “Odeon” hotel in Boguchwała (the Boguchwała Commune).

“Cztery Pory Roku” Hotel, located in Rudna Mała, is one of the most important facilities providing accommodation services in the Głogów Małopolski Commune [portal internetowy: www.glogow-mlp.pl]. The hotel, categorised as a three-star facility [Act of the 29th of August 1997...], has 45 beds in single or double rooms, also offering apartments and half-apartments. The big conference room can accommodate up to 200 people, while the small one – 30. Guests can have the opportunity to use the so-called “interview” or “training cycle” offer. The facility also disposes of its own restaurant named “Cztery Pory Roku”, which offers a wide spectrum of meals. The restaurant has implemented the HACCP norms, which have to be implemented in any gastronomic facility [portal internetowy: www.haccp.net.pl]. The guests can also enjoy “Altana Siwy Dym” (the Grey Smoke Arbour), where outdoor events take place.

“Nowy Dwór” Hotel, located in Zaczernie, constitutes one of the main facilities included in the accommodation base of the Trzebowniko Commune and is categorised as a three-star hotel [Act of the 29th of August 1997...]. The guests can choose among 49 comfortable single and double rooms and two apartments. The facility has its own restaurant with implemented HACCP norms.

“Imperium” Hotel, located in Świlcza, constitutes a part of the accommodation base in the Świlcza Commune, and is one of the most important facilities providing accommodation services in the Rzeszów District. The hotel, categorised as a three-star facility, in 2008 won the main award in the competition “The Role-Model Hotel Enterprise of the Year” in the three-star hotel category. The facility has single, double and three-person rooms of various standard. The facility has its own restaurant, which meets HACCP norms and serves Polish, Old Polish and Russian cuisine. Two special rooms are available: the lower one called “Round” with a bigger area and the capacity of 160 people and the upper one called “Crystal” with a smaller capacity of 60 people [portal internetowy: imperium.rzeszow.pl].

Another hotel, **“Wellness and SPA Nowy Dwór” Hotel**, located in Świlcza, is one of the more important accommodation facilities in both the Świlcza Commune and the Rzeszów District. It has been categorised as a three-star hotel and, apart from accommodation, contains a luxurious spa and a restaurant [portal internetowy: hotelnowydwor.pl/pl/hotel-swilcza]. It accommodates 150 beds (83 rooms): single and double rooms and 4 apartments.

The last facility, **“Odeon” Hotel**, located in Boguchwała, is a part of the accommodation base of the Boguchwała Commune and, also due to its close proximity to Rzeszów, is a convenient accommodation area for tourists who stay in the area of the Podkarpackie Voivodeship. Apart from accommodation, the hotel complex consists of a hotel restaurant and a spa “Odeon”. The facility is categorised as a three-star hotel and encompasses 13 rooms: single, double, three-person and four-person ones, each of them being equipped with the Internet access, a phone and a bathroom.

Table 1 shows the juxtaposition of the infrastructure and amenities available in particular hotels.

Table 1. The description of hotels – a comparative table

Amenities	“Cztery Pory Roku”	“Nowy Dwór”	“Imperium”	“Wellness and SPA Nowy Dwór”	“Odeon”
Standard	***	***	***	***	***
Number of rooms/beds	45 beds	49 room	No data available	83 rooms	13 rooms
Types of rooms	Single, double rooms, half-apartments, apartments	Single, double rooms, apartments	Single, double, three-person rooms, apartments	Single, double rooms, apartments	Single, double, three-person, four-person rooms
Internet	YES	YES	YES	YES	YES
Restaurant	YES	YES	YES	YES	YES
Conference room	YES	YES	YES	YES	YES
Bar	YES	YES	YES	YES	YES
Parking lot	YES	YES	YES	YES	YES
Attractions for children	NO	NO	NO	NO	YES
Sauna	NO	NO	NO	YES	YES
Solarium	NO	NO	NO	NO	NO
Jacuzzi	NO	YES	YES	YES	YES
Gym	NO	NO	NO	NO	NO
Swimming pool	NO	NO	NO	YES	YES
Recreational offer	NO	NO	NO	NO	YES

Source: the author’s own analysis based on Internet portals of the particular hotels and a community interview (Description: YES – a given factor is available, NO – a given factor is not available)

It may be seen from the above juxtaposition that all the facilities have a similar standard and a similar range of services. In most hotels the following amenities are available: Internet access, conference rooms, parking lots and restaurants. Parking lots are not an obligatory aspect with respect to hotels, so it may be inferred that the hotel market (an extremely competitive one) forces hotel owners to undertake certain solutions. Furthermore, in most facilities the guest can choose among single, double rooms and apartments. Table 1 also shows that attractions for children and recreational offers are not popular as out of four hotels, only “Odeon” provides these type of services.

SERVQUAL A HOTEL QUALITY RESEARCH TOOL – THE METHODOLOGY OF THE CONDUCTED RESEARCH

From among many methods of evaluating the quality of hotel services, one deserves special attention: the Servqual method, which makes it possible to analyse the quality of services as perceived by hotel guests. The Servqual method criteria include the physical environment of the service, its reliability and availability and the service provider’s assurance [Majcher 2005: 27-28]. Thanks to this method it is possible to show the discrepancy between clients’ expectations and their perception of the provision of a given service and to detect possible gaps between what clients would like to receive and the actual scope of services [Zeithaml, Parasuraman 1990: 19]. It is important for a hotel that the gap between the

expected and perceived service is as small as possible. This method makes it possible to correct the possible deficiencies, both in customer service and in other aspects related to the hotel (e.g. interior design, atmosphere etc.). The Servqual analysis evaluates the so-called quality dimensions which include [Borkowski, Wszendybył 2007: 100]:

- empathy – treating every guest in an individual way which involves satisfying their needs and the willingness to offer help;
- responsiveness (responsibility) – staff’s fast responsiveness to possible errors and deficiencies;
- tangibles (impressions and feelings) – clients’ impressions related to e.g. the furnishing of the rooms, the interior design and layout of the rooms;
- assurance (competences) – it concerns staff’s qualifications, experience, skills, credibility and politeness;
- reliability - it concerns the provision of a service within the time frame which has been previously determined.

The research tool in the Servqual quality analysis is a questionnaire, which might contain from 5 to 22 questions, depending on the thoroughness of the research and on the specificity of questions required by the interviewer. The questionnaire consists of two parts.

The first part verifies clients’ expectations with regard to the hotel. Each question contains a seven-point scale of evaluation. If clients think that a given dimension is not important, they mark the figure 1; if, however, they think that a given service should be rendered on the highest level, they mark the figure 7. When the respondents are satisfied with a given service on a medium level, any figure in between is marked.

After the evaluation, the difference between the perception of given service by the client and their expectations is calculated, which makes it possible to measure “the level of fulfilment of the expectations of clients in a given hotel”, and also to notice the gaps (deficiencies) which are related to the failure to perform a service properly. The following formula is used: $S=P - O$, where “S” is the level of the fulfilment of clients’ expectations, “P” is the perception of the quality of a hotel service by the clients (perceived quality) and “O” is the clients’ expectations with regard to this service (expected quality) [Borkowski, Wszendybył 2007: 101-102].

The research was conducted at the end of March and the beginning of April in 2015 in five three-star hotels located in the Rzeszów District. Each hotel was analysed by means of 5 questionnaires. The total number of 75 respondents (hotel guests) included men (65%, the majority of respondents: 49) and women (35%, 26 respondents). Most of the respondents were in the 31-50 age bracket (68%); the remaining ones were in the 51-70 age bracket (28%) and in the 18-30 age bracket (4%). In most cases guests’ stay at the hotels was related to business and official matters (78% of the respondents). The answers were related to the following dimensions of the services:

- modern amenities,
- attractive rooms,
- attractive offer,
- convenient location,
- clean rooms,
- informational materials,
- communicative staff,
- polite staff,
- competent staff,
- well-groomed staff,
- honest staff,

- recognizing regular guests,
- understanding client needs,
- staff willing to offer help,
- individual approach to the guest,
- feeling of safety,
- providing services on time.

In order to evaluate a given dimension respondents used a seven-point scale. At the beginning the level of perception of a given service was marked, which was followed by marking the expectations with respect to this service (i.e. on what level it should be rendered). In the first part the figure 1 means the lack of a given service or a service rendered on the lowest level, while the figure 7 means a service rendered on the highest level of satisfaction. The second part of the research shows the level of provision of a given service which would satisfy the client, also according to a seven-point scale. The obtained answers are used to calculate an average for a given dimension and the average form the gaps (the difference between the expected and perceived quality).

Answers to the questions concerning the services provided by particular hotels, taking part in the Servqual quality research are as follows:

1. In your opinion does the hotel have modern amenities?

- “Cztery Pory Roku” Hotel: evaluation average: 4,2, gap average: -2,8
- “Nowy Dwór” Hotel: evaluation average: 4,5, gap average: -2,5
- “Imperium” Hotel: evaluation average: 4,1, gap average: -2,9
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 5,0, gap average: -2,0
- “Odeon” Hotel: evaluation average: 3,5, gap average: -3,5

The best evaluation average was obtained by “Wellness and SPA Nowy Dwór” (5,0). The worst evaluations were obtained by “Odeon” (3,5) and “Imperium” (4,1).

2. In your opinion are hotel rooms attractive?

- “Cztery Pory Roku” Hotel: evaluation average: 5,2, gap average: -1,8
- “Nowy Dwór” Hotel: evaluation average: 4,6, gap average: -2,4
- “Imperium” Hotel: evaluation average: 4,2, gap average: -2,8
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 5,6, gap average: -1,4
- “Odeon” Hotel: evaluation average: 5,4, gap average: -1,6

The biggest average as regards the attractiveness of hotel rooms was obtained by “Wellness and SPA Nowy Dwór”, while the lowest was obtained by “Imperium”. Moreover, the respondents’ answers did not show any discrepancies between the expected and perceived quality with regard to the attractiveness of hotel rooms.

3. In your opinion does the hotel have an attractive offer (apart from board and lodging is it able to offer its guest something more; does it have a diversified and interesting service package)? The following results were obtained as a result of questions formulated in this way:

- “Cztery Pory Roku” Hotel: evaluation average: 5,6, gap average: - 1,4
- “Nowy Dwór” Hotel: evaluation average: 4,4, gap average: -2,6
- “Imperium” Hotel: evaluation average: 4,4, gap average: -2,6
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,4, gap average: -0,6
- “Odeon” Hotel: evaluation average: 6,2, gap average: -0,8

With respect to the attractiveness of the hotel offer, again the highest average was obtained by “Wellness and SPA Nowy Dwór”, while “Odeon” won the second place. “Nowy Dwór” and “Imperium” were both in the worst place in the ranking. It may be noted that regardless of a

researched dimension, in each case the same hotels were in the ranking in the same or similar places.

4. In your opinion is the hotel conveniently located (convenient transport connections, location in the city centre, easy to find)?

- “Cztery Pory Roku” Hotel: evaluation average: 6,0 gap average: - 1,0
- “Nowy Dwór” Hotel: evaluation average: 5,2, gap average: -1,8
- “Imperium” Hotel: evaluation average: 5,4, gap average: -1,6
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,2, gap average: -0,8
- “Odeon” Hotel: evaluation average: 5,4, gap average: -1,6

According to the respondents the best located hotel is “Wellness and SPA Nowy Dwór” and the second best is “Cztery Pory Roku”. It has to be mentioned that from the point of view of location all the researched hotels were evaluated highly by the respondents. The evaluation average of all the facilities is similar, which shows that hotel owners have carefully chosen the location of their hotels.

5. In your opinion is the cleanliness of hotel rooms maintained on a proper level? The results are as follows:

- “Cztery Pory Roku” Hotel: evaluation average: 6,2 gap average: - 0,8
- “Nowy Dwór” Hotel: evaluation average: 6,2, gap average: -0,8
- “Imperium” Hotel: evaluation average: 6,2, gap average: -0,8
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,6, gap average: -0,4
- “Odeon” Hotel: evaluation average: 6,4, gap average: -0,6

The analysis of the respondents’ answers leads to the following conclusions: the researched facilities differ only insignificantly in terms of the cleanliness of hotel rooms. It seems that the question of proper maintenance of the facilities are very important for all the analysed hotels.

6. In your opinion does the hotel possess a sufficient quantity of informational materials (are you constantly informed about the provided services or does the personnel inform you in advance about organised parties, meetings or are informational brochures available)?

- “Cztery Pory Roku” Hotel: evaluation average: 5,0 gap average: - 2,0
- “Nowy Dwór” Hotel: evaluation average: 5,2, gap average: -1,8
- “Imperium” Hotel: evaluation average: 5,0, gap average: -2,0
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,2, gap average: -0,8
- “Odeon” Hotel: evaluation average: 5,6, gap average: -1,4

The availability of informational materials in hotels was rather positively evaluated. Not surprisingly, “Wellness and SPA Nowy Dwór” obtained the highest score. In the classification so far this hotel ranks highest in most cases.

7. Is the hotel staff communicative (willing to answer your questions, is frequently in contact with you)?

- “Cztery Pory Roku” Hotel: evaluation average: 6,4 gap average: - 0,6
- “Nowy Dwór” Hotel: evaluation average: 6,2, gap average: -0,8
- “Imperium” Hotel: evaluation average: 6,4, gap average: -0,6
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,8, gap average: -0,2
- “Odeon” Hotel: evaluation average: 6,6, gap average: -0,4

The communicativeness of hotel staff, according to the respondents, is on a high level in all the researched hotels and the differences between particular facilities are insignificant. As regards the communicativeness of hotel staff the highest evaluation average was obtained by “Wellness and SPA Nowy Dwór”.

8. Is the hotel staff polite enough?

- “Cztery Pory Roku” Hotel: evaluation average: 6,8 gap average: -0,2

- “Nowy Dwór” Hotel: evaluation average: 6,8, gap average: -0,2
- “Imperium” Hotel: evaluation average: 6,4, gap average: -0,6
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 7,0, gap average: 0,0
- “Odeon” Hotel: evaluation average: 6,2, gap average: -0,8

The politeness of the hotel staff was evaluated very highly by the respondents. The hotel staff and hotel owners are aware of the fact that on such a competitive market as the hotel industry, politeness and kindness towards the client/guest do no cost anything, but at the same time they constitute the “to-be-or-not-to-be” of a hotel. Another question concerned the recognition of regular guests by the hotel staff.

9. Does the hotel staff recognise regular guests?

- “Cztery Pory Roku” Hotel: evaluation average: 6,8 gap average: -0,2
- “Nowy Dwór” Hotel: evaluation average: 6,2, gap average: -0,8
- “Imperium” Hotel: evaluation average: 6,2, gap average: -0,8
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 7,0, gap average: 0,0
- “Odeon” Hotel: evaluation average: 6,6, gap average: -0,4

Respondents’ answers show that in most cases the hotel staff recognises or attempts to recognise regular guests. It proves that the hotels see the importance of an individual approach to the client and the appreciation of the so-called loyal clients who are very valuable for every accommodation facility and not only.

10. Does the hotel staff behave in a professional way (do the staff members know answers to your questions, do they behave in a competent way)?

- “Cztery Pory Roku” Hotel: evaluation average: 6,6 gap average: -0,4
- “Nowy Dwór” Hotel: evaluation average: 6,4, gap average: -0,6
- “Imperium” Hotel: evaluation average: 6,2, gap average: -0,8
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,4, gap average: -0,6
- “Odeon” Hotel: evaluation average: 6,4, gap average: -0,6

Competence and professionalism of the staff in the researched hotels was evaluated very highly by the respondents. The employees of particular departments in hotels are properly trained both in terms of politeness, tact and an emphatic approach to the client as well as professional and competent service. A hotel service is constituted by, first of all, the skills and qualifications of people who work in this sector. The human factor in most cases decides about the success or failure in the service of a hotel guest.

11. Do you get the impression that you are treated by the hotel staff in an individual way?

- “Cztery Pory Roku” Hotel: evaluation average: 6,4 gap average: -0,6
- “Nowy Dwór” Hotel: evaluation average: 6,2, gap average: -0,8
- “Imperium” Hotel: evaluation average: 6,2, gap average: -1,0
- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,0, gap average: -1,0
- “Odeon” Hotel: evaluation average: 6,0, gap average: -1,0

The hotel staff’s individual approach to the client plays a very important role in providing comprehensive services. A hotel guest has to feel that they are important for the hotel staff, that their expectations are treated seriously and that the hotel staff will do their best to satisfy their needs in the optimal way. The unquestioned leader, regardless of the evaluation criteria is “Wellness and SPA Nowy Dwór”, which obtains the highest evaluation average almost every time. Another question concerned punctuality in the provision of a service. The results were as follows:

12. Are all your orders carried out within the established time limit?

- “Cztery Pory Roku” Hotel: evaluation average: 6,6 gap average: -0,4
- “Nowy Dwór” Hotel: evaluation average: 6,4, gap average: -0,6
- “Imperium” Hotel: evaluation average: 6,4, gap average: -0,6

- “Wellness and SPA Nowy Dwór” Hotel: evaluation average: 6,6, gap average: -0,4
- “Odeon” Hotel: evaluation average: 6,4, gap average: -0,6

As regards the punctuality in the provision of hotel services by the hotel personnel, the highest score was obtained by “Cztery Pory Roku” and “Wellness and SPA Nowy Dwór”. In general, punctuality in the provisions of services was evaluated very highly.

FINAL CONCLUSION AND SUMMARY

With regard to the limitations of the size of the article, not all aspects and criteria of hotel service evaluation were taken into consideration. The present author has selected the most relevant ones, both from the point of view of hotels and hotel guests (actual and potential). Thanks to the obtained results it is possible to draw the final conclusions. According to the respondents, the best result in the Servqual analysis was obtained by “Wellness and SPA Nowy Dwór” Hotel in Świlcza. The second place was taken by “Grand Hotel” (-0,28) and the third one by “Ambasadorski” (-0,29). “Odeon” in Boguchwała was evaluated as the worst (-1,07). All the accommodation facilities taking part in the research obtained a negative result. However, it does not prove their low standard of services or a poorly-developed offer of additional services. The reason for such results might be the high expectations of clients who marked 7, the highest possible evaluation, in all the given answers. It has to be highlighted that differences in the evaluation of particular hotels are insignificant. It shows that the researched facilities do not differ from one another in terms of the offered standard. The highest discrepancies in answers concerned issues such as modern amenities, attractiveness of the hotel offer, convenient location, availability of informational materials and the emphatic approach of the hotel staff to the guests.

The aim of the study was to show the best and slightly worse hotel facilities in the Rzeszów District based on the methodology of comparing the expected and perceived quality. From the results of the research, it is possible to conclude that the facilities do not differ from one another significantly, both in terms of the provided services and the offer of additional services, hotel location, modernity and attractiveness of the hotel amenities. In almost all facilities the hotel staff was professional, communicative, polite and willing to offer help to the hotel guests.

The results of the research prove that the quality of provided services by hotel facilities in the Rzeszów District is high, and although there are certain differences and discrepancies between the particular hotels, only to a limited extent do they contribute to lowering the quality of services rendered by these facilities.

The aim of the study was to present the level of services offered by selected accommodation facilities in the Rzeszów District. The author assumed that such services are rendered on a satisfactory level. The research hypothesis was verified by means of the Serqual method of analysis of accommodation services, which compares the expected and perceived quality and detects the so-called gaps or differences between guests’ expectations related to the service and what they actually experienced. The researched accommodation facilities were in the same category (*** hotels), which significantly facilitated the preparation of the study.

The results of the study show that the accommodation facilities taking part in the research do not differ from one another significantly. Hotels which obtained the total lowest score have some deficiencies which do not always depend on hotel owners and stem from various reasons. However, the weakness of the researched facilities was poor work organisation and a poor offer of additional services in comparison to a competitive facility.

To conclude, it has to be mentioned that the dynamic development of Rzeszów undoubtedly contributes to the creation of new high-class accommodation facilities. The existing hotels and other accommodation facilities are forced to compete with others by

enriching their service offer, increasing the quality of offered services and emphatic and individual approach to the client.

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