

The Art of Etiquette and its Impact - a Survey of Hotel Services in the Holy Province of Karbala

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Hotel services are mainly based on the art of etiquette. Hotel services are one of the largest contributors to tourism activity. Purchasers of hotel services are not conscious of their quality before the purchase. Hotel services have classic properties such as non-tangentiality, congruence, heterogeneity and non-transfer of ownership. They have modern characteristics such as hosting and the difficulty of accurate monitoring of their quality. Their success depends on guests' satisfaction and approval. The choice of hotel services is based on good reputation, advice and experience, and not material choice.

Key words: *Art, etiquette, hotel, hospitality.*

Introduction

The human element plays an important role in hotel management and hospitality services. It is the means and purpose of the production and service process. The proper selection of the human elements that provide hospitality services to guests is critical in stimulating the quality of hotel services (Sheryl E., and Jeannette, 2019; Roberto and Mauro, 2019). To encourage them in various ways is to continue to skilfully provide and deliver hotel and hospitality services, and to innovate solutions to the problems facing hotel and hospitality service providers, ultimately to the customer. The tourist and hotel consumer satisfaction, all of which fall under the framework of multiple arts, etiquette is one of the most important of them (Zhang and Elina, 2018). It is one of the most important arts that help enhance the quality of service and achieve the objectives of the hotel organisations and development,

which benefits the investors and those who reject them, and this research is to study the impact of the art of etiquette in hotel services (Zhang and Elina, 2018).

Research problem

The problem of this research lies in the weakness of the awareness of the hotel organisations that service providers are part of the hotel service provided. Therefore, the success of hotel services depends on the behaviour of the service providers and the factors influencing them, and the impact on the personality of the consumer of the hotel service.

Postulations

1. The distribution of the art and culture of etiquette helps to free hotel organisations from problems such as the lack of awareness of its origins and rules.
2. The art of etiquette positively impacts on the behaviour of the hotel service consumer and stimulates his wishes and feelings.

Literature review

The Meaning of the Art

- Art: is a production, application and creativity, the artist is the one who turns the imagination and his desperate attempts into reality so he is creative in his choices and his work (Jiménez, and JJ, 2011).
- Art: Every work, hobby and area needs art. When a person becomes an artist he becomes creative and when he becomes creative he becomes the number one in his field (Efthymiou, 2018).
- Art: is the pursuit of innovation and doing something special and individual, and the artist is the only person who is not repeated (Efthymiou, 2018).
- Art: is the mysterious discrete thing, the inner sense of the person as no one can see it, art is genius (Zhang, and Elina, 2018).

Types of Art

1. Visual arts: The arts that are mainly concerned with the production of visual objects such as architecture, design in various fields and so on (Rahimi, 2017).
2. Fine arts: The arts associated with the beauty and the sensuous sense it needs to feel like music, singing, drawing, photography (Botero, 2018).
3. Applied Arts: It is a craft business that needs beauty and artistic sense in its production such as mosaics (Kelliher, 1997).

The Concept of Etiquette

The concept of etiquette refers to a set of behaviours, ethics, systems, and rules that directly contribute to the creation of a state of the accepted order of many human behaviours and attitudes, including social and professional behaviours, that are not accountable to individuals who are not legally bound (Aldebi, 2017). But they may be rejected socially, within the group to which they belong, as the etiquette falls under the customary behaviours imposed, and serves as a guide that provides the rules that must be committed while dealing with others (Arslan, 2009). Etiquette is defined as ‘very polite, self-respecting, respectful and well-behaved, polite or socially acceptable behaviour’ (Samar, 2000). The etiquette was defined as ‘the art of good qualities’ or ‘very polite behaviour’. Etiquette rules relate to etiquette, morals and good qualities (Majd, 2006). In a different definition: the set of written and unwritten rules and principles, which regulate courtesies and precedence, and various occasions, parties, official and social banquets, these rules and principles indicate the true creation that combines sophistication, simplicity, beauty (Majd, 2006). Etiquette is an art like the rest of the arts. The concept of etiquette also comes in as: self-respect, respect for others, and good dealing with them is an elegant concept and a civilised human content. The civilisation is neither a palace nor a luxury car, nor is it mere adornment in the face and clothing. Nevertheless, it is primarily the humanitarian treatment of the so-called ‘etiquette’ (Samar, 2000). In the British Encyclopaedia, the concept of etiquette comes as: behaviour that helps people to be harmonious and adapt to one another and to the environment in which they live. In the American encyclopedia: etiquette is a word that means refinement and fitness and helps the individual to improve his relationship with others (Khalid, 2011).

Types of Etiquette Art

Etiquette is of multiple types and each has its own applications and methods of performance with finite precision: Etiquette of formal and social interaction includes: Etiquette talk, Etiquette clothes, Etiquette of banqueting and partying, Etiquette meetings and interviews, Hospitality Etiquette (Arslan, 2009).

Importance of Etiquette

Etiquette is of great importance to community, hospitality organisations and their working people, and a vital strategic dimension adopted by the hospitality organisations to achieve their main objectives at different levels, public and private (Elkhwesky, 2019). The activation of the role of etiquette is of great importance in monitoring the changes of the external environment to determine the competitive advantage. The hospitality organisations are one of the most vital components of the society and therefore contribute significantly to its development through the implications and consequences of the rules and etiquette and its applications to society (Youssef, 2017). These consequences may have positive behavioural, human and social implications and dimensions in the development of society and that would be through the exchange of some ideas, customs, traditions and behavioural traits that are part

of the social construction and replaced by the customs, traditions and characteristics of a new behavioural (Elkhwesky, 2019).

The concept of hotel service and hospitality

Service is defined by the American Service Association as activities or benefits offered for sale or that relate to a particular commodity (Chen, and Chin, 2017). Service has also been defined as an activity or series of activities of an intangible and unusual nature (Duman, 2019). Kotler defined it as an activity or utility offered for exchange, which is essentially intangible, produces no ownership, and is either linked or unrelated to a physical product. (Chen, and Chin, 2017).

Hotel service is a range of activities and works that provide tourists with the convenience and facilities to purchase and consume accommodation and accommodation services during their travel or stay in tourist facilities away from their original place of residence (Allard CR, et al., 2005). Hotel service has also been defined as a combination of material and moral elements that are interested in providing the basic components of tourism and hotel show in order to satisfy the guest's needs and desires in the field of tourism by contributing a variety of elements such as accommodation, food, etc (Duman, 2019).

Hotel Service Types:

1. Profit and non-profit services: including paid services, such as tourism services provided by some offices, which are mostly paid by a tourist guide (Prakash, et al., 2013). Its mission is to acquaint tourists with historical and historical sites in a country, provided by humanitarian organisations or relief organisations whose role is prominent in time of calamities, natural disasters, or wars. Their services include trying to provide safe corridors for the exit of civilians from besieged areas to safer areas, providing material aid, cloths, food, and minimum normal life requirements (TsanJou, and Lai-Yu, 2011).
2. Services by industry: Multiple services, many of which are: Social services: Educational services: services according to the providers such as public services provided by the government and its official institutions (Duman, 2019).

Hotel Service Chain

The service chain describes how the guest experiences the service provided over time; the series describes the services as the guest knows before entering the service provider's facilities, the guest's face during the actual performance of the service, which happens after the departure of the guest as follows (Weber, 2000; Martorell, and Carles, 2010):

1. Before the entrance of the guest (service provider facilities): The quality of the impression resulting from the information about the hotel services announced by the hotel

- marketing department, through various media and the Internet, as well as answering the guest's questions about what he needs (Carles, 2010);
2. During the presence of the guest (during actual service performance): When the guest arrives, the service provider has the opportunity to face-to-face contact with the guest. Because of the sense of service, and the feeling that any contact with employees represents the service experience, all employees are considered part of the service equation (Raid, and Matloub, 2019);
 3. After the departure of the guest: After leaving the hotel guest, the service experience is not yet completed, and many opportunities continue to provide continuous quality service. Follow-up allows the guest to evaluate the types and quality of the services provided (Joppe, and Michael, 2018).

Methodology

The researchers used the class sample because its vocabulary best represents the original society. The sample of our study are the directors and heads of departments in a group of hotels in the holy city of Karbala, which consists of (12) hotels:

1. **Gender:** The majority are males (11) male (91.6%), while females are only 8.4%. This confirms that most of the employees in advanced grades in Karbala hotels are males.
2. **Age:** It can be noted that the age group (30-39) represents a very high percentage (50%). This indicates that half of the sample of the study are in the age between (30-39) years, and this may be because this age group has received education specialised in the hotel field and has experience in hotel activity, so they have the highest proportion of the rest of the categories.
3. **Academic Qualification:** The percentage of those holding a bachelor's degree in the study sample was very high at (75%) with (9) individuals. This indicates that most of the sample of the study has a bachelor's degree (75%). In the surveyed hotels, they must have at least a bachelor's degree in order to have a job.

Results and discussion

Analysing the correlation between the etiquette and hotel service variables

This axis includes simple statistical analysis, using percentages of the resolution paragraphs, and according to the triangular (Lycard) scale (agree, neutral, disagree). As shown in the following table:

Paragraphs	Agree	%	neutral	%	disagree	%	Total %
X1	12	100%	Zero	Zero	Zero	Zero	100%
X2	10	83.3%	2	16.6%	Zero	Zero	100%
X3	8	66.6%	4	33.3%	Zero	Zero	100%
X4	12	100%	Zero	Zero	Zero	Zero	100%
X5	8	66.6%	4	33.3%	Zero	Zero	100%
X6	8	66.6%	4	33.3%	Zero	Zero	100%
X7	8	66.6%	4	33.3%	Zero	Zero	100%
X8	10	83.3%	2	16.6%	Zero	Zero	100%
X9	12	100%	Zero	Zero	Zero	Zero	100%
X10	12	100%	Zero	Zero	Zero	Zero	100%

While analysing the results of the questionnaire, it was found that most of the sample surveyed by managers and heads of hotels in Karbala governorate tend very much and fully agree on the questions of the questionnaire by a large majority, especially in the first question of the questionnaire, the second, fourth, eighth, ninth and tenth.

This is a proof of how the art of etiquette and its tools affects the quality, enhancement and improvement of hotel services, which confirms the hypothesis of our research.

Conclusions and recommendations

Conclusions

1. Hotel services are mainly based on art of etiquette.
2. Hotel services are one of the largest services contributing to tourism activity.
3. Hotel services are not quality-conscious before they are purchased.
4. Hotel services have classic properties such as non-tangentially, congruence, heterogeneity and non-transfer of ownership.
5. Hotel services are characterised by modern characteristics such as the host part of the tourist service product and the difficulty of monitoring the quality of hotel service accurately.
6. The success of hotel service in hotels depends on the satisfaction and approval of guests.
7. The choice of hotel services is based on good reputation, advice and experience, and not based on material choice.

Recommendations

The researchers recommend:

1. Taking care of hotel services in hotels, as they are the basic services provided to guests;



2. Increased attention to the development of hotel services as they contribute effectively to the development of starch / tourism and thus support the local economy;
3. Focusing on the characteristics of classic hotel services such as non-tangentially, congruence, heterogeneity and non-transfer of ownership;
4. Attention to the characteristics of modern hotel services such as the difficulty of monitoring the quality of hotel service and the importance of time in providing hotel service and ease of imitation;
5. Attention to the satisfaction and approval of the guest because they are the main reason for the success of these services;
6. Emphasising the importance of quality of service as a standard for measuring the quality of tourism services in hotels; and
7. Relying on the expectations of guests and their perceptions of hotel service as a main indicator of the quality of service provided.



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