



Education and Culture DG

Lifelong Learning Programme

Tourism Destination Quality Management 3

Quality Boost for Tourism

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3. Tourism destination reputation's and hospitality's role in quality

- Topics:
 - The role of tourism destination reputation in the quality perceived by tourists.
 - The meaning and role of hospitality in the quality perceived by tourists
- Practical work: How does tourism destination reputation evolve? What is Estonia's reputation as a tourism destination? What is Estonia's reputation in the light of four tourism topics (city holiday, cultural holiday, nature holiday and wellness holiday)? What would guarantee a really good reputation for Estonia as a city, cultural, nature and wellness holiday destination?

Additional material

- Echtner, C. M., Ritchie, J. M. B. (2003): The Meaning and Measurement of Destination Image. In: The Journal of Tourism Studies. Vol.14, No. 1, pp 37 – 48. (kättesaadav elektrooniliselt ka kursuse materjalide pakettis)
- Tooman, H. (2010). Hospitable Estonia. Hospitality – the Key Factor of Estonia As an Attractive Tourism Destination. Reisimaailm, 4 – 5 / 2010, pp 20 – 23 (available electronically from the course material package)
- Brotherton, B. (1999). Towards a definitive view of the nature of hospitality and hospitality management. In: International Journal of Contemporary Hospitality Management". Vol 11, No. 4, pp 165 – 173. (kättesaadav elektrooniliselt ka kursuse materjalide pakettis)

What is reputation?

Discussion

- The image or a conception of an organization not only depend on its wish or behaviour but is also influenced by society's interpretation of it.
- The image of someone or something is never the same in the minds of different people nor is an organization's vision of itself identical to how it is perceived publicly.
- Creating an image or changing it is difficult to control and it's a time-consuming process. It takes a definite action plan and planned steps together with measurable objectives to manage it.
- What could a destination's reputation be like based on this?



Destination reputation

- A comparatively new field in tourism research although one of the most popular ones.
- The reason for this is that the reputation of a destination is probably one of the main aspects based on which decisions are made.
- The reputation of a destination is a sum of people's beliefs, ideas and experience
- Destination reputation stands for quality, many visible and invisible factors, soundness and functionality, psychological, general and destination-specific components and so much more

How to measure destination reputation?

Discussion

- How to switch measuring destination reputation to the system of integrated quality management?
- Who's opinion on reputation should be found out?
- ?
- How can reputation be measured?
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 - Additional reading: Echtner, C. M., Ritchie, J. M. B. (2003): The Meaning and Measurement of Destination Image. In: The Journal of Tourism Studies. Vol.14, No. 1, pp 37 – 48.
(kättesaadav elektrooniliselt ka kursuse materjalide pakettis)

What is hospitality?

Discussion

- It could be said that hospitality is the key factor in destination reputation.
- But what is reputation? Is it possible to define hospitality?
- Concepts that describe hospitality for you:
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The historical approaches to hospitality

- There have been different approaches to hospitality in different historical phases and countries
- Hospitality according to the Bible – hospitality was associated with both the rights and duties of the host and the guest.
 - The guest was critically assessed by the host and when it was found that he did no harm to the family or community then he was kindly accepted and he became the guest protected at all times, his needs were taken care of and his safety guaranteed by the master, free of charge.
 - The guest again had to make sure he did not offend or damage the host or take advantage of the hospitality

The historical approaches to hospitality

- In Ancient Greece hospitality was looked at through a judicial aspect and it could be said that the relation between hospitality and laws began to exist in Greece. Giving correspondent rights both to the host and the guest was arranged by the state.
- The state also took care of developing private business. Hospitable domiciliations and eateries were important to the state and necessary during grand sports events and temple festivities that were visited by people all over Greece and from outside
- In Central Europe domicialities were opened that adapted themselves to the demands and wallets of guests. This is from where hospitality economy and hospitality industry in its entrepreneurial sense originates and how they are understood also today.

Famous philosophers on hospitality

- Immanuel Kant's (1724 – 1804, German philosopher) idea was people's right to a universal hospitality. Hospitality to Kant was first and foremost a stranger's right to a kind treatment in a foreign country but he restricted his universal hospitality idea with the stranger's right to visit not to live in the foreign country.
- Jacques Derrida (1930 – 2004, French philosopher) believes in unconditional hospitality. In his opinion a real true hospitality is the willingness to give all we have got to anyone.
 - Derrida also defines hospitality as a culture. He says that hospitality is a culture that says the most about a country, its people and their culture!
 - Derrida says that the modern hospitality often is not hospitality but a routine activity based on the rules of the host.

Modern approach to hospitality

- Unfortunately there is no one and clear definition that would describe the true essence of hospitality.
 - By all means hospitality is the harmonious combination of material and immaterial elements. All details of its development are important – laws, services, environment, atmosphere, people's behaviour and attitude and so much more.
- One of the most successful definitions is thought to be associating hospitality with people's free will to communicate with a goal to improve their mutual well-being.

The need for managing hospitality, its possibilities and methods

- In English literature severe difference is made between the concepts of *managing hospitality* and *hospitality management*. *Managing hospitality* is important everywhere, in homes, businesses or public sector institutions.
- If Estonia is aspiring to become a tourism destination of hospitable reputation then it is important to understand that having a couple of hospitable hotels or restaurants has not done the trick for a while now. Visitors create their opinion of hospitality based on their combined experience on a country, a city, a region or whatever destination or business' hospitality. Thus the only way we can talk about a hospitable tourism destination is when the state and local government politics, corresponding action plans, organisations, bureaus, businesses, education institutions, local citizens etc are supporting its development. Developing a hospitable destination needs coordinated cooperation and conscious management.

Hospitality management

- Hospitality management traditionally stands for managing certain field businesses (accommodation, catering, entertainment) (which can be summarized with one word - *hospitality industry*), where in addition to general principles of management one needs to have specific experience and skills to manage those fields.
- Illustratively speaking – an experienced manager of a soap or boot factory does not make a good hotel or restaurant manager because he lacks the specific experience, skills and the grasp of hospitality management. The correspondent professional preparation of a manager, his ethical points of view, value judgements and personal role model define the organization's capability and performance to be a truly hospitable tourist operator

In a hospitable destination all people, places and processes are hospitable

- In a hospitable destination all people, places and processes are hospitable - this should be the main priority when developing a tourism destination. But how do you achieve this? This is why it is important to integrate managing hospitality into quality programmes.
- Hospitality is a way of being and living that allows you to always open your heart to others, it is a cheerful participation and a kind response to other people's expectation, needs and wishes.

Hospitality stands for valuing oneself

- Hospitality stands for valuing oneself (i.e. I also set my own table, I keep my house and its surroundings clean and not only when I'm expecting guests...)
 - From tourism point of view – we always value our country, town, village, business etc, our houses and streets are always neat, even during low season when there are little or no visitors and people are always hospitable (not only when there's "money to expect")

- Hospitality is a mutual exchange of human activity that is done voluntarily and in the hope of mutual wellbeing.
 - Hospitality can thus exist only when both parties (the host and the guest) have hospitableness in them free-willingly

- Therefore it is necessary to study how to be a hospitable host and also an upstanding guest

Hospitality as a quality factor in a destination

- (A potential) guest perceives hospitality (or the lack of it) in everything and on every step of that destination – its homepage, prints, letters, telephone conversations, travelling there, arriving there, during the visit, when walking around the town, visiting shops, meeting people in the streets, leaving the destination and even afterwards.
- There is a lot to think about on how to get the whole physical environment to be hospitable (good accessibility, easy to find (whatever is needed), comfortable to move around and stay put, clean, nice, safe etc) and that all people would be hospitable (in buses, shops, public institutions, police, cafes, hotels, supermarkets but also local people in the streets or at home etc)

Is it true that one of the main characteristics of hospitality is to make the guest feel like at home?

- No! The guest might not want to feel like at home.
- Even if their own homes are comfortable, safe and really nice places to be their main reason for choosing a destination, hotel or a restaurant is not a wish to feel like at home.
- It usually is to experience something different from home.
- When being away from home people want a chance to experience something new, different, they wish to offload everyday routine and duties.
- It is thus important to carefully think through how not to make the guest feel at home but make him feel comfortable, safe and special when designing hospitality.

A hospitable & a not so hospitable destination

- A hospitable destination thinks from bottom to top and sets the person as a priority (“you”-thinking and a dialogue): how for you, dear guests, would it be nice to come here, good to be here, how could we take good care of you, how can we start a dialogue with you in order to understand you better and use your help to improve constantly.
- A not so hospitable destination’s way of thinking is described by thinking from top to bottom and an impersonal attitude (“we”-thinking and a monologue): we offer you, we have the old town and a song festival, there are 30 rooms in our hotel, we have spas, a river and mountains etc. One can reply to this by asking – so what? All this is everywhere else as well, why should the visitor pick exactly this place?

How to measure hospitality?

Discussion

- When hospitality is the quality indicator of a destination then how do you measure it?
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 - ?



Practical work

Group work

- How is the reputation of a tourism destination developed?
- What is Estonia's reputation as a tourism destination?
- What is Estonia's reputation in the light of the four tourism themes of "Introduce Estonia" (city holiday, cultural holiday, nature holiday and wellness holiday)?
- What would guarantee a really good reputation for Estonia as a city, cultural, nature and wellness holiday destination?

Test questions

1. What does reputation stand for?
2. What develops tourism destination reputation?
3. How should destination reputation be measured?
4. What does hospitality stand for?
5. How do you understand hospitality according to the Bible?
6. Which famous philosophers have studied hospitality and what are the differences of their viewpoints?
7. How is hospitality defined today?
8. Why is it necessary to manage hospitality?
9. What is the difference between managing hospitality and hospitality management?
10. Why is it necessary to take hospitality for an important quality factor in a tourism destination?
11. What are the different approaches of a hospitable and a not so hospitable destination?
12. How do you measure hospitality?