

Abstract

In today's changing global environment, services are taking on an increasing importance both domestically and internationally. Businesses have to seek profitable ways to differentiate themselves. One strategy that has been related to success is the delivery of high service quality, especially during times of intensive domestic and international competition. This concept has been the subject of many conceptual and empirical studies, and it is generally accepted that service quality improvement has positive implications for an organization's performance and competitive position. However, despite the vast amount of research done in the area of service quality, quality-related issues have received little research attention within the context of the Thai hotel industry. There is no published research regarding these kinds of issues available in Thailand for hotels to which to gear their actions and performance. Therefore, this research study attempts to fill the gaps in this field of study.

The overall objectives of this research paper are to analyze previous studies and to review the literature regarding service quality improvement in the hotel industry from various kinds of studies and sources in order to ascertain the following things: service quality and its determinants, service quality model, quality improvement model, the approaches for service quality improvement, the factors affecting service quality improvement, the critical success factors as well as the barriers to success for service quality improvement. These objectives will lead to a better understanding of the various aspects of service quality improvement in the hotel industry. This is one of three research papers on the topic and can be used as a knowledge base for Research Paper II and Research Paper III.