

THE IMPACT OF VISITOR SEGMENTS ON THE PERCEPTION OF THE QUALITY OF THE PRODUCT OF ACCOMMODATION ESTABLISHMENTS

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Received: September 3, 2012

Abstract

ŠVEC, R., PÍCHA, K., WHITE BARAVALLE GILLIAM, V. L., NAVRÁTIL, J., DOLEŽALOVÁ, H.: *The impact of visitor segments on the perception of the quality of the product of accommodation establishments*. Acta univ. agric. et silvic. Mendel. Brun., 2012, LX, No. 7, pp. 399–408

The aim of the paper is to evaluate differences in the quality perception among particular segments of demand. Data for analysis were collected by means of the questionnaire survey among clients of accommodation establishments. The research in accommodation establishments succeeded to identify four factors of the perception of quality of services provided in those establishments, when only accommodation and catering services were taken into consideration. Age appeared to be an important criterion for the evaluation of the quality of offered services as the differences in the quality perception among particular age groups were proved for three of four identified factors of the quality perception. The factors are as follows: “environment of the accommodation establishment”, “hygiene in accommodation establishment”, “service in the catering part of the establishment” and “quality of the meals”. The duration of stay as well as the gender of the respondents influences the quality of perception only in the perception of the “quality of meal” factor. Compared to the duration of stay, the repetition of the stay is a considerably important factor in causing the variability of the answers on the rate of the quality perception. The purpose of travel was also proven to be a criterion affecting the rate of the quality perception of the first three factors, whereas the impact of the criterion “client’s travel companionship” was proven in case of the first and third factor.

quality perception, tourism, accommodation, catering, service

Tourism functions in relation to the accommodation as a source of the demand for accommodation and catering services as well as other related services (Gúčik and Patůš, 2005). The spectre of accommodation providing businesses is broad and the requirements of services differ based on the different needs and preferences of particular clients (Liška, 1997). Accommodation service enterprises could dispose with either one or more accommodation establishments (Petrů, 1994). The sphere of accommodation has become affected by the influence of globalization (Jakubíková, 2001). The sphere of accommodation has become affected by the influence of globalization (Jakubíková, 2001). The effect of globalization is obvious particularly in case of big establishment in tourism centres (Štětina, 2008) and generally it influences development of tourist destination as well (Klusáček, Martinát,

Matznetter and Wisbauer, 2009; Foret and Klusáček, 2011).

Accommodation services are provided by those establishments that are adequate for this purpose and sufficiently equipped as far as the material and technical matters and personnel (Liška, 1997). The notion of accommodation establishments signifies buildings, compounds, spaces or surfaces, where the accommodation is provided to the public (Stárek and Vaculka, 2008). Accommodation establishments are considered to be the basis of the tourism infrastructure (Rothenberger, 2006; Stárek and Vaculka, 2008; Salerno, 2010) and their services represent an inevitable basic element of tourism development (Novacká, 2010).

“Accommodation services constitute the most considerable part of the revenue in tourism, even though the accommodation establishment itself is

not a destination of any trip, but only the condition of the coming for the purpose of the travel" (Rygllová, Burian and Vajčnerová, 2011). Some approaches put these services to be superior to tourism. However, such a definition is common rather among American authors (Hobson and Teaff, 1994). The European concept put accommodation and catering services on the position of basic tourism services (Orieška, 2010).

Accommodation services are related to the stay as a part of tourism and are then linked with provision of the temporary accommodation for a person away from his or her permanent address. The notion of "service" (within the hospitality industry) could comprise many activities (Metz, Grünner and Kessler, 2008). Accommodation services and their complement (catering services) are called as an industry in the outside European literature: the "hospitality industry" (e.g. Saleh, 1991; Collin, 1994; Boella, 2003). Collin (1994) defines "hospitality" as "good care of guests" and providers of such services as "all companies participating in providing services to their guests (hotels, restaurants, pubs and other recreational or entertainment establishments)".

Czech law defines catering services as the "production, preparation or delivery of food for the purpose of serving them, particularly within business activities, serving the refreshments or serving meals as a part of the accommodation and tourism services" (§ 23, Act No. 258/2000 Coll.). Boarding represents not only the nutritional needs but also the possibility of becoming acquainted with some specific elements of the culture of the respective nation or region, particularly in case of the participants of international tourism (Indrová, 2004). Some authors define catering services (from the marketing point of view) as a set of products (meals or drinks) and services (the culture of dining or feasting, the service of the waiters, the atmosphere and the total impression) which mostly overlap in terms of both time and place (Middleton, 2009). Catering services represent a big branch of business all over the Europe (Horner and Swarbrooke, 2003).

It is necessary to distinguish between those notions about catering services and gastronomy, as gastronomy represents the study of food and eating, as well as culinary art (Patůš, Gúčík and Marušková, 2011). Numerous world gastronomies are experiencing a trend of an effort of clarifying what national or regional meals are to tourism participants. They also wish to show to local citizens the real tradition and history of their own gastronomy to local citizens (Rygllová, Burian and Vajčnerová, 2011).

The quality of the hospitality services constitutes "the ability of a product or service to satisfy the needs, requests and expectation of the client" (Zimáková, 2010). The same point of view is held by the authors' collective from that Management Consulting Group (2008). This collective states that we may consider the quality to be the ability of the service to satisfy the clients' requirements.

These could be either expressed, not expressed or not notified (Management Consulting Group, 2008). Akbaba (2006) notes that an all-embracing definition of the quality of service is not yet possible. However, at the same time, he admits that all available proposals of just such a definition revolve around the idea that it is the result of the comparison customers make between their expectations about a service and their perceptions of the way the service has been performed.

The needs of the clients evolve in time, being influenced by many factors (Beránek and Kotek, 2007). These clients come to businesses with their desires and it is the task of managers and employees is to respond to those desires in order to satisfy both sides. It is client who determines what enterprise will be successful (Foster, 2002).

The quality services is not result of coincidence; they are the result of hard work (Šípková, 2007). The factor of quality becomes one of the main points going against ones competitors Stárek (2011). The management of quality seems to be the most important factor in preventing the loss of clients for hospitality services; this is based upon many findings, particularly in this time of decline and recession. The study undertaken by KPMG shows that, presently, there is no specific system of the quality management implemented in the Czech Republic, which would be oriented towards services in the hotel industry. However, the quality in this area is influenced significantly by the norms covering problems of quality management, safety and health (MMR ČR, 2010).

According to Beránek and Kotek (2007), the main measure criterion of the quality in case of hotel services is satisfaction of the guest. This statement issues from the fact of the difficulties with measuring of the quality itself (Chen and Tsai, 2007) and also from the fact that the quality perception falls into main predictors of satisfaction (e.g. Bigné, Sanchez, and Sanchez, 2001; He and Song, 2009; Petrick 2004b; Yuan and Jang, 2008).

It is common in tourism satisfaction studies that they "are conducted after the service experience and look at overall opinions expressed by guests regarding the general tourism experience" (Neal and Gursoy, 2008, p. 54). There are two forms of satisfaction – overall satisfaction and satisfaction with individual attributes (Bigné, Sanchez, and Sanchez, 2001; Denstadli and Jacobsen, 2010; Petrick and Backman, 2002).

"Quality is conceptualized as a measure of a provider's output" (Baker and Crompton, 2000, p. 787) and "the evaluations of the quality of performance are based on the tourists' perceptions of the performance of the provider" (Baker and Crompton, 2000, p. 787). Perceived quality in tourism studies is linked with assessment of perceived quality of services, almost in all cases (e.g. Chen and Tsai, 2007; He and Song, 2009; Petrick, 2004a) and quality and satisfaction rank among the most important concepts at all studied in the domain

of tourism management (Yang, Jou, Cheng, 2011) as well as in other sectors of services (Suchanek and Špalek, 2012).

Although it is true that different places are visited by different visitors, on the other hand, it also is true that one place is visited by various demand segments (Navrátil, Pícha and Hřebcová, 2010). This fact provides information to those enterprises of the possibility to adopt various strategies, from a marketing point of view (Machková, Sato and Zamykalová, 2003). In tourism, however, it is usually necessary to go and meet the needs and expectations of various demand segments, as they constitute an important part of the visitation rate (Yang, Jou, Cheng, 2011). Then those enterprises face a difficult situation of the necessity to satisfy those clients whose requests are quite often even contradictory (Navrátil, Pícha, Rajchard, Navrátilová, 2011; Navrátil, Pícha, Navrátilová, Švec and Doležalová, 2012).

The aim of the paper is to evaluate differences in the quality perception among particular segments of demand.

MATERIAL AND METHODS

Questionnaire and data collection

A questionnaire survey among clients of accommodation establishments was given in order to achieve the objectives set in this article. We have explored the quality by means of questions about the measure of satisfaction with partial elements of the quality of those provided services; that is both accommodation and catering. The task for respondents was to evaluate particular elements of the quality on the scale of one to five, where one was the best and 5 was the worst. Partial elements of quality of the accommodation and catering services were identified based upon the analysis and findings given by previous scholars (Rothenberger, 2006; Hobson and Teaff, 1994; Metz, Grünner and Kessler, 2008; Saleh, 1991; Collin, 1994; Boella, 2003; Middleton, 2009). We have identified five basic elements regarding the quality of the accommodation services: the attractiveness of the environment of the accommodation establishment (U1), the equipment of the accommodation unit (U2), the services of the reception desk (U3), the services in the accommodation unit (U4), as well as the hygiene of the environment (U5). There are also the six basic elements of the quality of the services in catering: the attitude of the attendants (S1), the velocity of the service (S2), the equipment of the establishment (S3), the hygiene of the establishment (S4), the sensory properties of the meals (S5) and the variety of the offer (S6).

Visitors were identified based upon the demographic and behavioural segmentation criteria. Among demographic criteria we have opted for gender and age (in categories 15–17, 18–26, 27–

35, 36–50, 51–63, above 64). The behavioural criteria correspond with the main criteria that are important for the participation in tourism (Navrátil, Pícha and Hřebcová, 2010): duration of the stay in number of nights (1–2, 3–4, 5–6, 7 and more), the repeating rate of the return visit (the first visit, the second visit, the third visit, the fourth visit or multiple visits), the main purpose of the travel (rest, entertainment, sport, business, work assignment, getting lessons) and whether the person is alone or accompanied (with boyfriend/girlfriend, with family, with a business partner, with friends, or with an organized group).

The collection of data proceeds from methods used for studying the perception of the environment of the nature trails (Navrátil, Knotek, Švec, Pícha and Navrátilová, 2011). The questionnaires were given out by owners or operators of the accommodation establishment having been left at reception desks by prior arrangement and subsequently distributed to guests. The guests were asked to fill the form and hand it in back before their leaving.

The collection of data was done from 2009 to 2011 in selected establishments. This survey concerned the three most widespread types of accommodation establishment in a model tourist region (South Bohemia). Then it was a matter of the hotels, guest houses and campsites. The selection of particular locations took into the consideration the space differentiation of accommodation establishment concerned tourist region (Navrátil, Švec, Pícha and Doležalová, 2012) – Bechyně, Hluboká nad Vltavou, Chlum u Třeboně, Planá nad Lužnicí, Nová Bystřice, Písek, Strakonice, Tábor, Veselí nad Lužnicí). The distribution comprised 2000 questionnaires, the return was 1291 (i.e. ca. 65%). 808 fully completed questionnaires were used for analysis (i.e. 62% of returned questionnaires).

Data analysis

In the assessment itself, it was necessary to look at the impact of quality perception on the willingness to return to assess mutual links among those partial elements of quality perception. The factor analysis based upon the Principal Component Analysis Method (Meloun, Militký and Hill, 2005) was used for that purpose. Only those factors with eigenvalue bigger than 1 were further analysed (Tipping and Bishop, 1999). Value of the factor of the quality perception was calculated as an arithmetic average of answers on partial questions with the factor load bigger than 0.6.

The impact of the visitors' expectations regarding the assessment of quality of respective accommodation establishment was identified by means of the one-factor analysis of variance. The results of this analysis were tested by the Tukey Post-hoc Test for unequal sample sizes, with regard to the unequal number of respondents in particular types of accommodation establishment (Zvára, 2008).

RESULTS AND DISCUSSION

The measured quality of services offered by the observed accommodation establishments consist of four elements (Tab. I). Loaded with the “environment of the accommodation establishment” items and “equipment of the accommodation establishment”, the factor “environment of accommodation establishment” explains the biggest part of the variability (26.13%). The second strongest factor called the “hygiene in accommodation establishment” is loaded by variables such as the “hygiene of premises of catering establishment”, the “environment of the catering establishment” and the “services quality in accommodation unit” which explains 14.59% data variability. The third factor was called the “service in catering part of establishment” and explains the 9.9% variability of data. This factor is loaded by variables such as the “quality of service in catering establishment” and the “velocity of the attendants in catering establishment”. The fourth and final factor with and eigenvalue bigger than 1 is the “quality of meals” that explains 9.7% of data variability.

Impact of Gender

The impact of the gender of the respondents was proved only in the case of the “quality of meals” factor where meals were evaluated at once from the aesthetical, qualitative and quantitative point of view. The average note given by men regarding the meal was 2.11 (± 0.04). Women perceived this factor less positively and the average note was 2.25 (± 0.04). This finding corresponds with the conclusion of Khare et al. (2011). Other factors such as the “Environment of the catering establishment”, the “hygiene in the accommodation establishment” and the “quality of the service in the catering establishment” did not show any statistical dependence on the criterion of gender.

The Age Impact

Age appeared to be an important criterion for the evaluation of the quality of offered services as the differences in the quality perception among particular age groups were proved for three of four identified factors of the quality perception (Tab. II).

The environments created by studied accommodation establishments is evaluated by average notes ranging from 2.08–2.75. The most

I: Factors of Assessment of the Quality of the Accommodation in the Supply of the Establishments

	1 st factor	2 nd factor	3 rd factor	4 th factor
	The Environment of the Accommodation Establishment	The Hygiene in Accommodation Establishment	The Service in the Catering Part of the Establishment	The Quality of the Meals
The Environment of the Accommodation Establishment	0.799	.	.	.
The Equipment of the Accommodation Unit	0.767	.	.	.
The Hygiene of the Premises of the Catering Establishment	.	0.749	.	.
The Catering Environment	.	0.727	.	.
The Quality of the Services in the Accommodation Unit	.	0.654	.	.
The Quality of the Service in the Catering Establishment	.	.	0.805	.
The Velocity of the Attendants in the Catering Establishment	.	.	0.800	.
Quality of the Meals	.	.	.	0.884
Eigenvalue	2.874	1.606	1.089	1.071
% of explained variability	26.130	14.596	9.901	9.736

II: Mean values (\pm standard error, SE) of factors of assessment of the quality of the accommodation in the supply of the establishments in the age categories of visitors. Means with the same letter do not differ significantly (Tukey HSD for unequal N test, $p > 0.05$).

	15–18		19–25		26–35		36–50		51–63		63 and more	
	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE
1 st factor	2.75b	0.09	2.49b	0.06	2.23a	0.06	2.08a	0.06	2.10a	0.08	2.35ab	0.10
2 nd factor	2.31ab	0.08	2.17ab	0.05	2.17ab	0.05	2.03b	0.05	2.35b	0.07	2.38a	0.08
3 rd factor	2.29ab	0.09	2.15a	0.05	2.13a	0.05	2.16a	0.06	2.37ab	0.07	2.59b	0.09

critical evaluation is by the youngest age groups. The rate of the critical approach progressively decreases with the age and the most satisfied are clients being from 35 to 63 years old. The repeated increase of dissatisfaction is noticeable in the highest age group, the average values of answers do not differ, however, from both satisfied and dissatisfied age groups. The cause of the worst evaluation by both peripheral age groups could consist in their increased demands on the originality of room equipment and design of the accommodation establishment in case of the youngest segment (Zhang and Marcussen, 2007) of clients as well as increased demands on comfort in case of the oldest segment of clients (Kratochvíl and Pažout, 2007).

Age also affects the “hygiene in accommodation establishment” factor. The range of the average notes from evaluation is smaller than in case of the first cited factor and achieve values from 2 to 2.4 (Tab. II). When compared to the first factor, the most critical evaluation is shifted to the highest age groups whose evaluation differs significantly from middle-aged people. Although the evaluation of the younger age groups reaches higher average values than the age group 26–50 and lower average values compared to higher age groups, there is no statistically provable difference. In general, we can evaluate the evolution by the statement that clients from the younger age group evaluated this factor better on average than the members of the older generation. This could refer to either the higher demands of older clients (Varini, Engelmann, Claessen, Schleusener, 2003) or the less will these older clients have in tolerating the misconduct in the maintenance and hygiene of the accommodation units.

A similar result was also noted during the analysis in the case of the “service in the catering part” factor (Tab. II). The difference was found in the case of the work of the attendants, particularly in the evaluation by the oldest age group. This group is markedly more critical than the younger and middle-aged groups whose evaluation is almost identical. However, the evaluation of the quality of the catering part reached all age groups in worse average notes than the evaluation of the hygiene of the accommodation establishment.

The Impact of the Duration of the Stay

The duration of stay influences the quality of perception only in the perception of the “quality of meal” factor, similarly as in the case of gender of the respondents. The perception of the quality

of meal gets worse with the duration of stay. The longer is the stay, the worse the quality is perceived (1–2 days with average value 2.01 ± 0.06 , 3–4 days with average value 2.14 ± 0.06 , 5–6 days with average value 2.25 ± 0.04 , up 7 days with average value 2.30 ± 0.08) This fact could originate in the smaller variety of the offered menus which is known particularly in the case of the accommodation establishments – type campsites (Gastroplus, 2012). It could be also influenced by comparison of the offered meal with other establishments.

The Impact of the Repeated Visit

Compared to the duration of stay, the repetition of the stay is a considerably important factor in causing the variability of the answers on the rate of the quality perception. It is because repeated visits affect the first three factors of the quality perception (Tab. III). The fact of a better evaluation in the case of the multiple visits has been shown in all three factors. Then there is an evident and repeatedly confirmed impact of client satisfaction with the quality of the provided services upon the desire to return to the accommodation establishment (Shoemaker and Lewis, 1999). In other words, clients who are more satisfied with the quality of the provided services return more often to the accommodation establishment. This generally known and cited fact (Beránek and Kotek, 2007) surprisingly does not show itself immediately with the second repetition of the stay. It could be caused by the impact of the prudence of clients resulting from the not so good reputation of the quality of the services in the accommodation establishment. Then clients choose the known accommodation establishment in spite of their incomplete satisfaction instead of the risk of encountering an even lower quality of service in another accommodation establishment.

The Impact of the Purpose of Travel

The purpose of travel was also proven to be a criterion affecting the rate of the quality perception of the first three factors (Tab. IV). Very high values were noted in all cases in the answers of particular categories of the purpose of travel, what indicates an important fluctuation in the answers of the respondents from the partial categories of the main purpose of travel. The group purpose of getting to lessons was the most critical matter in all cases, even though this group usually does not rank among the most demanding groups in our surveys that are oriented towards the perception

III: Mean values (\pm standard error, SE) of factors of assessment of the quality of the accommodation in the supply of the establishments in the repeated visit categories of visitors. Means with the same letter do not differ significantly (Tukey HSD for unequal N test, $p > 0.05$).

	first time		second time		third time		fourth time and more	
	mean	SE	mean	SE	mean	SE	mean	SE
1 st factor	2.44a	0.05	2.31ab	0.05	2.14b	0.08	2.12b	0.07
2 nd factor	2.27a	0.04	2.23a	0.04	2.16ab	0.06	1.93b	0.05
3 rd factor	2.28a	0.04	2.25a	0.04	2.28a	0.07	1.99b	0.06

IV: Mean values (\pm standard error, SE) of factors of assessment of the quality of the accommodation in the supply of the establishments in the purpose of travel categories of visitors. Means with the same letter do not differ significantly (Tukey HSD for unequal N test, $p > 0.05$).

	rest		entertainment		sport		business		employment		attending lessons or classes	
	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE
1 st factor	2.26a	0.06	2.17a	0.08	2.17a	0.05	2.49ab	0.09	2.22a	0.08	2.59b	0.07
2 nd factor	2.12a	0.05	2.05a	0.07	2.23ab	0.04	2.08a	0.07	1.99a	0.07	2.44b	0.05
3 rd factor	2.16ab	0.06	2.03a	0.07	2.18ab	0.05	1.94a	0.08	2.42bc	0.07	2.49c	0.06

V: Mean values (\pm standard error, SE) of factors of assessment of the quality of the accommodation in the supply of the establishments in the client's travel companionship categories of visitors. Means with the same letter do not differ significantly (Tukey HSD for unequal N test, $p > 0.05$).

	alone		with family		with boyfriend/girlfriend		with a business partner		with friends		with an organized group	
	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE
1 st factor	2.63c	0.10	2.30abc	0.05	2.27abc	0.08	2.10ab	0.12	2.14a	0.06	2.42bc	0.06
3 rd factor	1.91a	0.09	2.13a	0.05	2.14a	0.07	2.30ab	0.11	2.14a	0.05	2.51b	0.05

of the environment of visited places and locations (Navrátil, Pícha and Hřebcová, 2010; Navrátil, Pícha, Rajchard and Navrátilová, 2011). Next to this group, those visitors whose purpose was doing business are the most critical group in the case of the first factor and visitors whose purpose is business meetings within their job and they are the most critical in case of the third factor. However, these segments are generally considered to be demanding in regards to the quality services (Havel, Jánoška, 2008).

The Impact of the Client's Travel Companionship

With regard to the fact that clients could be influenced in their decision-making by opinions of their accompaniment, we have engaged also this criterion among the studied segmentation criteria. The impact of this criterion was proven in case of the first and third factor (Tab. V).

Those clients who came alone to an accommodation establishment are the least satisfied regarding the quality of the environment of the accommodation establishment. The average note reached was 2.63. This evaluation could be particularly affected by the segment of clients who came within their business journey and for whose the environment of accommodation establishment represent the main purpose to stay there (Chu and Choi, 2000). On the contrary, clients who came with their business partner or a group of friends perceived the environment at best. This could be explained by the motivation of those clients that is related mainly with the possibility to spend their time with friends or business partners (Chu and Choi, 2000). The "family" and "boy/girlfriend" categories have approximately identical value, as per expectation. Category "organized group" evaluated, however this variable by average not 2.41. This value is affected especially by MICE (Meeting, Incentives,

Conference, Events) guests who are members of business groups, being able to spend more time in the establishment and being more demanding on design and provided services (Orieška, 2004).

Those clients who came to the establishment within an organized group are also the least satisfied in case of the "service in the catering part of the accommodation establishment" factor when the averaged note reached was 2.5. This evaluation could be influenced in particular by bad service to big groups of guest that have according to Smetana and Krátká (2009) its own specifics. Also the clients who came with business partner evaluated worse the quality of service in the catering part what corresponds with opinion that their demands could be similar to those of clients from organized groups (Linn, 2001). On the contrary, clients who came with family or else with a boyfriend/girlfriend or a group of friends perceive this factor positively. Their satisfaction was obvious especially in guest houses and campsites where these clients predominate. As for the environment, the clients who came alone perceived the environment at best when appreciating particularly the velocity of service (Linn, 2001).

CONCLUSION

The research in accommodation establishment succeeded in identifying four factors of the perception of the quality of services provided in those establishments (only accommodation and catering services were taken into consideration). The "environment of accommodation establishment" factor was the most important factor in the evaluation of the quality of the services in the accommodation establishments; the other three factors are hygiene in the accommodation establishment, the service in the catering part of the

accommodation establishment and quality of the meals. The assessment of the quality in four above mentioned categories was afterwards put to the test of the potential differences in the evaluation among the different segments of these clients. We employed several segmentation criteria from those demographic and behavioural categories which are considered to be important in tourism. The Tukey Post-hoc Test for Unequal Sample Sizes confirmed the existence of the differences in the evaluation of the identified factors in the case of all

of the studied segmentation criteria. A difference for all of the quality perception factors was not confirmed in any case of the segmentation criterion. The perception and evaluation is different for first three factors among particular segments in the case of the segmentation criteria age, repeated visits and the purpose of travel. On the contrary, the differences for the fourth factor were proven according the segmentation of the gender criteria and duration of stay.

SUMMARY

The aim of the paper is to evaluate differences in the quality perception among particular segments of demand. A questionnaire survey among clients of accommodation establishments was given in order to achieve the objectives set in this article. The task for respondents was to evaluate particular elements of the quality on the scale of one to five, where one was the best and 5 was the worst. Five partial elements of quality of the accommodation and six basic elements of quality of the catering services were identified based upon the analysis and findings given by previous scholars. The questionnaires were given out by owners or operators of the accommodation establishment having been left at reception desks by prior arrangement and subsequently distributed to guests. The guests were asked to fill the form and hand it in back before their leaving. Factor analysis based upon the Principal Component Analysis Method was used in order to assess mutual links among those partial elements of quality perception. Only those factors with eigenvalue bigger than 1 were further analysed. The impact of the visitors' expectations regarding the assessment of quality of respective accommodation establishment was identified by means of the one-factor analysis of variance and the results were tested by the Tukey Post-hoc Test for unequal sample sizes.

The measured quality of services offered by the observed accommodation establishments consist of four elements. The factor "environment of accommodation establishment" explains the biggest part of the variability (26.13%). The second strongest factor called the "hygiene in accommodation establishment" is loaded by variables such as the "hygiene of premises of catering establishment", the "environment of the catering establishment" and the "services quality in accommodation unit" which explains 14.59% data variability. The third factor was called the "service in catering part of establishment" and explains the 9.9% variability of data. This factor is loaded by variables such as the "quality of service in catering establishment" and the "velocity of the attendants in catering establishment". The fourth and final factor with and eigenvalue bigger than 1 is the "quality of meals" that explains 9.7% of data variability. A difference for all of the quality perception factors was not confirmed in any case of the segmentation criterion. The perception and evaluation is different for first three factors among particular segments in the case of the segmentation criteria age, repeated visits and the purpose of travel. On the contrary, the differences for the fourth factor were proven according the segmentation of the gender criteria and duration of stay.

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