

**Prioritizing service quality in the hospitality industry
according to guests' point of view
based on the Kano-Holserv combination approach
(Case study conducted in one of Tehran's 5 star hotels)**

Tourism today, poses a very sensitive role in global economy and trade and is considered one of the most important industries of the twenty first century.

In this paper we will examine one of the divisions of the tourism industry best known as the hospitality industry. An industry which although potentially capable of attracting revenue for the country; however stands far apart from international standards.

The purpose of this paper is to present a new method for prioritizing service quality in the hospitality industry according to guests' point of view based on the Kano-Holserv combination approach.

Our sample study consisted of 120 guests which after gathering a preliminary sample and calculating the variance, data was randomly chosen and further examined. At the start, collection of data was based on library findings, and in the main phase of research, field study was carried out using questionnaires in order to survey guest opinions.

Research results presented five methods for prioritizing hotel service quality based on guests' point of view which covered different requirements of management.

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