Impact of Hospitality in Building Good Image of Organization

Aqal Amin Khattak
Aumbareen
Preston University Kohat Campus
Irum Khattak
Lecturer, Abdul Wali Khan University
Muhammad Yasir Ali Abass
Lesbela University of Agriculture, Water & Marine Science, Uthal, Pakistan

Abstract
The research study is to build relations, develop good image and goodwill of the organization internally and externally in the mind of the people through hospitality. The researcher collected data through questionnaire and used statistical SPSS software for analyzing data. The results showed clearly the independent variables hospitality: respect, good attitude and polite communication have positive and highly significant relationship among independent variables and with Dependent variable good image. In the research study it was further explored that hospitality is an important source for making relations and in building goodwill of the organization. Hospitality is not only important at hotels / restaurants level but also in other public and private sectors/ organizations as well.
Keywords: Hospitality, respect, good attitude, polite communication and good image of organization

In ancient times people felt providing hospitality to the strangers on account of their religious tribal customs. Christian considered it their duty to provide hospitality to the pilgrims. Sometime providing accommodation and food free facility was provided to the travelers or guests (Lockyer, 2002). Saying welcome in friendly mood and treats strangers or guest is hospitality. Hospitality is an important component for getting attraction of the community (Robinson, Solnet & Breakey, 2014). Good Attitude definitely affects the members (Tsang, 2011). Good attitude in practice persuades others towards organization image (Lee & Jeong, 2014). Polite communication is very effective in service provider (Sifianou, 2013). The policies are applied in environment where one can get the attention of the people and get profit through natural resources with the words of mouth (Arasli, Mehtap & Turan, 2005). Respect is very important element for getting success in future which gives image to someone (Leape, et.al., 2012). Inside respect makes the prestige of the organization outside. Appreciation with different esteem, regards, honor, showing willingness in appreciation, and expression in polite

words is respect. Respect persuades the person (Kalshoven, Den Hartog, & De Hoogh, 2011). Hospitality enhances the image of organization of all sizes (Crotts, et.al., 2009). Positive attitude of employees brings change in organization (Avey, Wernsing & Luthans, 2008). Organization attention to the CSR is affected by the organization attitude in communication (Heidinger, 2012). In ancient times people felt providing hospitality to the strangers for their religious well being. Christian considered their duty to provide hospitality to the pilgrims. Both offering and getting occur at the time of hospitability (Todd & Sastrom, 2008). Employee and customers value is developed by the good image of organization (Mcmurrain & Matulich, 2006). Interaction positive attitude makes able someone to deal effectively with divers' culture people (MacIntosh & Doherty 2010). Positive attitude decreases the dissatisfaction (Cheng & Ho, 2001). Polite communication has clear message to the listener (Jessmer & Anderson, 2001). Politeness has hopeful contribution in presenting (Bousfield, 2010).

       The organizations developed products or services just for selling and getting profit without identifying the needs, wants and demands of the society. They are unable to survive for long time. But now there are new emerging organizations with new products/services which are beneficial to society according to the needs wants and demands of them.

Problem Statement

       The study was to evaluate the level of Hospitality in building relations and developing good image in the mind of the people internally and externally of the organization.

Objectives
- ➢ To measure the current level of hospitality of the organization
- ➢ To evaluate the Image of Organization in the mind of the employees and students
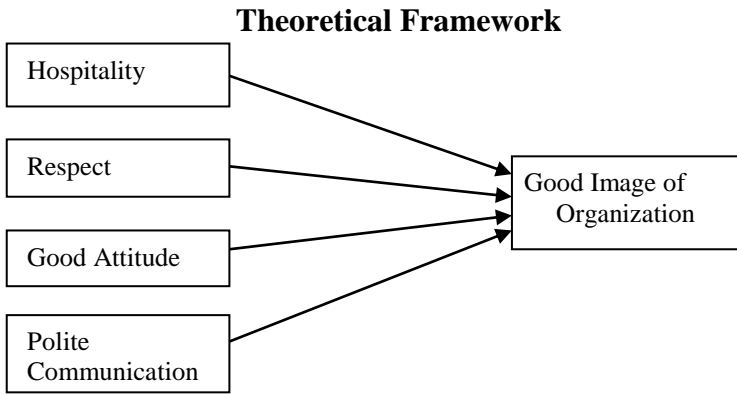- ➢ To make the relationship of Hospitality and Good Image of the Organization

Significance of the Research

       Organizations achieve their goals effectively by providing quality products or services. Hospitality is the valuable source with quality product/service for achieving goals efficiently by applying

inside and outside the organization which leads to develop the relations and building good image of organization, in turn organization achieve its goals pleasantly and surviving smoothly for long time. This study needs to facilitate the Management and Staff with standard hospitality features.

Literature Review

Polite communication has clear message to the listener (Jessmer & Anderson, 2001). In ancient times people felt providing hospitality to the strangers is for their religious well being. Christian considered their duty to provide hospitality to the pilgrims. Some time providing accommodation and food free facility were provided travelers or guests (Lockyer, 2002). Positive attitude decreases the dissatisfaction (Van der & Heijden 2005). The policies which are applied in environment where one can get the attention of the people and get profit through natural resources with the words of mouth (Arasli, Mehtap & Turan, 2005). Employee and customers value is developed by the good image of organization (Mcmurrain & Matulich, 2006). Positive attitude of employees bring change in organization (Avey, Wernsing & Luthans, 2008). Both offering and getting occur at the time of hospitability (Home, 2008). Hospitality enhances the image of organization small and large size (Crotts, et.al, (2009). Politeness has hopeful contribution in presenting (Bousfield, 2010). Good Attitude definitely affects the members (Tsang, 2011).). Respect persuades the person ((Kalshoven, Den Hartog, & De Hoogh, 2011). Interaction positive attitude makes enable to deal effectively with divers' culture people (Dawson, Abbott & Shoemaker, 2011))). Respect is very important element for getting success in future which gives image to someone (Leape, et. al., 2012). Appreciation with different esteem, regards with great honor, showing willingness in appreciation, and expression in polite words is respect. Organization attention to the CSR is affected by the organization attitude in communication (Heidinger, 2012). Polite communication is very effective in service providing (Sifianou, 2013). Saying welcome in friendly mood and treats strangers or guest is hospitality. Hospitality is an important component for getting attraction of the community (Robinson, Solnet, & Breakey, 2014). Good attitude in practice persuades others towards organization image (Lee & Jeong, 2014).

Theoretical Framework

```
┌──────────────────┐
│ Hospitality      │────────────┐
└──────────────────┘            │
                                 ▼
┌──────────────────┐     ┌──────────────────┐
│ Respect          │────►│ Good Image of    │
└──────────────────┘     │ Organization     │
                         └──────────────────┘
┌──────────────────┐            ▲
│ Good Attitude    │────────────┤
└──────────────────┘            │
                                 │
┌──────────────────┐            │
│ Polite           │────────────┘
│ Communication    │
└──────────────────┘
```

Independent variable

Independent variable influences the dependent variable. Hospitality, respect, good attitude and polite communication are independent variables.

Hospitality

In ancient times people felt providing hospitality to the strangers is for their religious wellbeing. Christian considered their duty to provide hospitality to the pilgrims. Sometime providing accommodation and food free facility were provided (Lockyer, 2002). Saying welcomes in friendly mood and treats strangers or guest is hospitality. Hospitality is an important component for getting attraction of the community (Robinson, Solnet, & Breakey, 2014). The policies which are applied in environment where one can get the attention of the people and get profit   through natural resources words of mouth (Arasli, Mehtap & Turan, 2005). Both offering and getting occur at the time of hospitability (Todd & Sastrom, 2008).

Respect

Appreciation with different esteem, regards with great honor, showing willingness in appreciation, and expression in polite words is respect. Inside respect makes the prestige of the organization outside. Respect persuades the person (Kalshoven, Den Hartog, & De Hoogh, 2011). Respect is very important element for getting success in future which gives image to someone   (Leape, et.al., 2012).

Good Attitude

Good Attitude definitely affects the members (Tsang, 2011). Good attitude in practice persuades others towards organization (Lee, & Jeong, 2014). Organization attention to the CSR is affected by the organization attitude in communication (Heidinger, 2012). Positive attitude of employees bring change in organization (Avey, Wernsing & Luthans, 2008). Positive attitude decreases the dissatisfaction (Van der & Heijde, 2005).

Polite Communication

It is difficult to maintain the attitude for polite communication all times with Cross culture people having different mood in different situations. In this dynamic environment polite communication has great importance in daily life conversation. Politeness communication is very effective in service providers' organizations (Sifianou, 2013). Polite communication has clear message to the listener (Jessmer & Anderson, 2001). Politeness has hopeful contribution in presenting message (Bousfield, 2010).

Dependent variable

Dependent variable is affected by the independent variable. Good image organization is dependent variable.

Good image Organization

Organization good image can be built through different strategies according to the mission and objectives of the organization. Good image organization can make its value by accepting the value of employees and outside community. Employee and customers value is developed by the good image of organization (Mcmurrain & Matulich, 2006). Interaction positive attitude makes enable to deal effectively with divers' culture people (Dawson, Abbott & Shoemaker, 2011) Hospitality enhances the image of organization small and large size (Crotts, et.al, (2009).

Hypotheses

H1-There is relationship between Hospitality and Good image of organization**.**

H2- Respect has significant relationship with Good Image of Organization.

H3-There is significant relationship between Good Attitude and Good image of organization.

H4- Polite Communication has significant relationship with Good image of Organization.

Research Methedology

      Researcher used survey method for investigating the impact of Hospitality in building and developing the good image of organization. The independent variables were hospitality: respect, good attitude and polite communication and dependant variable good image of organization for research area. The population was educational sector for the research, population of Preston University Kohat Campus 395. The faculty and students were the sample (375) for research area. The Number of faculty was (15) and students (360). The sample size was 70 respondents (15 faculty and 55 students) for collecting data. He used appropriate questionnaires as a tool for collecting primary data on Likert five point scales from the respondents. The researcher divided 70 questionnaires among the faculty and students, received 70 questionnaires from respondents' data was treated properly by using statistical SPSS version 20 software for Demographic characteristics, Alpha test, reliability, demographic characteristics of the respondents, descriptive, correlation and regression analysis for finding results. Hypothesis were developed and tested which showed strong correlation and highly significant level between independent and dependent variables.

Research design

      The researcher selected the educational sector, the Preston University Kohat Campus's faculty and students for the research study. Questionnaire was divided among them for the response of current level of hospitality, image and relationship between the hospitality and good image of the Preston University Kohat Campus.

Population: Educational sector

Population of Preston University Kohat Campus: 395

Sample: 375

Sample Size: 70

Technique of Sampling

The researcher used stratified sampling technique for the purpose of research. The researcher made limitation of his research only to the Preston University Kohat Campus faculty and students.

Instrument

The researcher selected appropriate questionnaire for the purpose of collecting information from the respondents. The researcher developed questionnaire according to the need of his objectives in research.

Part1: Hospitality had five questionnaire items

Part2: Respect had four questionnaire items

Part3: Good Attitude had 7 questionnaire items

Part4: Polite Communication had five questionnaire items

Part5: Polite Communication had five questionnaire items

All the variables were measured with likert scale point 5

Analysis Tool

The researcher entered the data in the statistical SPSS version 20 software. The researcher used SPSS for Demographic characteristics study of the respondents, evaluating variables that which Independent variable how much effects on dependant variable and correlation with it and others variables.

Data Analysis and Results

Statistical Analysis

Table 1.
Demographic Frequency Study of the Respondents

		Respondents	Gender	Designation	Education
N	Valid	70	70	70	70
	Missing	0	0	0	0

Data was collected from 70 respondents which was the sample size for this research. There was no missing respondent.

Table 2.
Demographic Gender Study of Respondents (Gender)

		Frequency	%	Cumulative%
	Male	58	82.9	82.9
Valid	Female	12	17.1	100.0
	Total	70	100.0	

The researcher divided questionnaire among fifty eight male and 12 female respondents. There were 82 percent of the male and 17 percent of female. They all had filled the questionnaire and returned it.

Table 3.
Demographic Potion/Post Study of Respondents (Designation)

		Frequency	%	Cumulative %
Valid	Faculty	15	21.4	21.4
	Students	55	78.6	100.0
	Total	70	100.0	

The researcher respondents were faculty and students of the Preston University Kohat Campus. The questionnaire was divided among 15 faculty members and 55 students. Data was collected from them. There were 21 percent faculty and 78 percent students.

Table 4.
Demographic educational Study of Respondents (Education)

		Frequency	%	Cumulative %
Valid	BBA	12	17.1	17.1
	MBA/MCS/MA/MSC	53	75.7	92.9
	MS/M Phil	5	7.1	100.0
	Total	70	100.0	

The researcher divided questionnaire among respondents and collected data for research. There were 12 students and their educational level was BBA, 53 students and their educational level was MBA, 15 faculty members,10 of them had master level education and 5 had MS/ M Phil level education. There were 17 percent of BBA, 75 percent MBA, MCS, MA, MSC and MS/M Phil were 7 percent.

Reliability Analysis

Table 5.
Reliability analysis for constructs

Construct	No. Of items	Cronbach's aplha
Hospitality	5	.660
Respect	4	.642
Good attitude	7	.846
Polite communication	5	.863
Good image of organization	5	.790

The researcher used Cronbach'Alpha research reliability test for reliability of the variables. The above tables showed five variables. The first variable is hospitality which has 5 items, its value is.660 which is acceptable or believable. The second variable is respect which has 4 items; its value is .642 which is acceptable or believable. The third variable was Good attitude which has 7 items and its value is .846 which is very good or very believable. The fourth variable is polite communication which has 5 items and its value is .863 which is very good or very believable. The fifth variable is Good image which has 5 items and its value is .790 which very good or very believable.

Descriptive Analysis

Table 6
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Hospitality	70	3.00	5.00	4.1571	.48382
Respect	70	1.75	5.00	4.0893	.66762
Good attitude	70	1.29	5.00	3.9633	.61322
Polite communication	70	2.60	5.00	4.1771	.65545
Good image	70	2.00	5.00	3.9029	.64493
Valid N (listwise)	70				

The descriptive table showed first variable Hospitality (H) 3.00 its minimum value, 5.00 its maximum value, 4.1571 mean value and .48382 its standard value. The variable second Respect (R) has 1.75 values minimum, 5.00 maximum, 4.0893 mean and.66762 standard deviation. The variable third Good attitude (GA) has 1.29 values minimum, 5.00 maximum, 3.9633 mean and.61322 standard deviation. The variable fourth polite communication (PC) has 2.60 values minimum, 5.00 maximum, 4.1771 mean and.65545 standard deviation. The variable fifth Good image (GI) has 2.00 value minimum, 5.00 maximum, 3.9029 mean and .64493standard deviation.

Correlations Analysis

Table 7
Correlation Analysis

	1	2	3	4	5
Hospitality	1				
Respect	.627**	1			
Good attitude	.565**	.582**	1		
Polite communication	.613**	.687**	.434**	1	
Good image	.588**	.636**	.657**	.423**	1

Note. **. Correlation is significant at the 0.01 level (2-tailed).

The above table showed the correlation among the five variables in columns. In the first column Hospitality (independent variable) has positive correlation value with variable Respect (independent variable) is .627** and significance level is .000. It has positive correlation value with variable Good attitude (independent variable) is .565** and significant level is .000. It has Positive Correlation value with variable Polite communication (independent variable) is .613** and significant level is .000. It has positive correlation value with Good image (Dependent variable) .588** and significant level is .000. The second column Respect has positive correlation value with variable Good attitude .582** and significant level is .000. It has positive correlation value with variable Polite communication .687** and significant level is .000. It has positive correlation value with variable Good image .636** and significant level is .000 and correlation with variable Hospitality has already described. In the third column variable Good attitude has positive correlation value with variable Polite communication .434** and significant level is .000. It has positive correlation value with variable Good image .557** and significant level is .000 and correlation with variables Hospitality and Respect has already described. In the fourth column variable Polite communication has positive correlation value with variable Good image .423** and significant level is .000 and correlation with variables Hospitality, Respect and Good attitude has already described. In the fifth column variable Good image has positive correlation with variables Hospitality, Respect, Good attitude and polite communication has already described.

Hypotheses Testing

Hospitality impact on Good image of organization

H1-There is relationship between Hospitality and Good image of organization**.**

Table 8
Regression Analysis Summary

R Square	Adjusted R Square	F	Sig
.346	.337	36.013	.000

The above regression table showed that Hospitality Independent variable has positive impact on Good image dependable variable R. square value is .346, F- stat is 36.013 and F significant level is .000***, Beta level is .588 and T. value is 1.174 which is constant. Hospitality has significant relationship with Good image.

H2- Respect has significant relationship with Good Image of Organization.
Impact of Respect on Good image of organization

Table 9
Regression Analysis Summary

Model	R	R Square	Adjusted R Square	F	Sig
1	.636ᵃ	.405	.396	46.288	.000

The above regression table showed that Respect Independent variable has positive impact on Good image dependable variable. Its R. square value is .405, F- stat is 46.288, F significant level is .000***, Beta level is .636 and T. value is 3.710 which is constant. Respect highly significant relationship with Good image.

Impact of good attitude on Good image of organization

H3-There is significant relationship between Good Attitude and Good image of organization.

Table 10
Regression Analysis Summary

R	R Square	Adjusted R Square	F	Sig
.657ª	.431	.423	51.576	.000

The above regression table showed that good attitude Independent variable has positive impact on Good image dependable variable. Its R. square value is .431, F- stat is 51.576, F significant level is .000***, Beta level is .657 and T. value is 3.022 which is constant. Good attitude has highly significant relationship with Good image.

Impact of Polite communication on Good image of organization

H4- Polite Communication has significant relationship with Good image of Organization.

Table 11
Regression Analysis Summary

R	R Square	Adjusted Square	R F	Sig
.423ª	.179	.166	14.78	.000

The above regression table showed that polite communication Independent variable has positive impact on Good image dependable variable. Its R. square value is .179, F- stat is 14.280, F significant level is .000***, Beta level is .423 and T. value is 4.783 which is constant. Polite communication has highly significant relationship with Good image.

Conclusion

The research study showed that the people have given importance to hospitality at the hotels / restaurants where people take food and stay for nights. The purpose of this research study was to evaluate the importance and relationship of hospitality in building good will of the organization. The researcher objectives were to measure the current level of hospitality at Preston University Kohat Campus, in general to evaluate the Image of Organization in the mind of employees and students, and to make the relationship of hospitality and good will of the Organization. The results showed clearly those independent variables hospitality: respect, good attitude and polite communication have positive and

highly significant relationship with Dependent variable and also among themselves. In the research study it was further explored that hospitality was important source for making relations and in building good will of the organization. Hospitality is not only important at hotels or restaurants level but also in other public and private sectors/organizations as well. The future research will be the application of this research area in private and public educational and other sectors.

References

Arasli, H., Mehtap-Smadi, S., & Turan Katircioglu, S. (2005). Customer service quality in the Greek Cypriot banking industry. *Managing Service Quality: An International Journal*, *15*(1), 41-56.

Avey, J. B., Wernsing, T. S., & Luthans, F. (2008). Can positive employees help positive organizational change? Impact of psychological capital and emotions on relevant attitudes and behaviors. *The Journal of Applied Behavioral Science*, *44*(1), 48-70.

Bousfield, D. (2010). Researching impoliteness and rudeness: issues and definitions. *Interpersonal Pragmatics*, 101-134.

Crotts, J. C., Ford, R. C., Heung, V. C., & Ngai, E. W. T. (2009). Organizational alignment and hospitality firm performance. *International Journal of Culture, Tourism and Hospitality Research*, *3*(1), 3-12.

Dawson, M., Abbott, J., & Shoemaker, S. (2011). The Hospitality Culture Scale: A measure organizational culture and personal attributes. *International Journal of Hospitality Management*, *30*(2), 290-300.

Heidinger, A. (2012). About the role of CSR communication as a determinant of consumer attitudes towards brands-Identification of CSR message features creating positive attitudes towards CSR messages and brands behind it.

Todd, S., & Säström, C. A. (2008). Democracy, education and conflict: Rethinking respect and the place of the ethical. *Journal of Educational Controversy*, *3*(1), 12.

Jessmer, S. L., & Anderson, D. (2001). The effect of politeness and grammar on user perceptions of electronic mail. *North American Journal of Psychology*, *3*(2), 331-346.

Leape, L. L., Shore, M. F., Dienstag, J. L., Mayer, R. J., Edgman-Levitan, S., Meyer, G. S., & Healy, G. B. (2012). Perspective: a culture of respect, part 1: the nature and causes of disrespectful behavior by physicians. *Academic medicine*, *87*(7), 845-852.

Lee, S. A., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, *40*, 49-58.

Lockyer, T. (2002). Business guests' accommodation selection: the view from both sides. *International Journal of Contemporary Hospitality Management*, *14*(6), 294-300.

Kalshoven, K., Den Hartog, D. N., & De Hoogh, A. H. (2011). Ethical leadership at work questionnaire (ELW): Development and validation

of a multidimensional measure. *The Leadership Quarterly*, *22*(1), 51-69.

MacIntosh, E. W., & Doherty, A. (2010). The influence of organizational culture on job satisfaction and intention to leave. *Sport Management Review*, *13*(2), 106-117.

Murrium, C.Matulich, A. (2006). Building Customer Value And Profitability With Business. *Jouranal of Business & Economic Reseach*, 4. 11

Robinson, R. N., Solnet, D. J., & Breakey, N. (2014). A phenomenological approach to hospitality management research: Chefs' occupational commitment. *International Journal of Hospitality Management*, *43*, 65-75.

Sandiford. J.P. Driver, (2014) .The English public house as a 21st century socially responsible   community institution. *International Journal of Hospitality Management* Vol. 41, PP. 88–96

Sifianou, M. (2013). The impact of globalisation on politeness and impoliteness. *Journal of Pragmatics*, *55*, 86-102.

Stephenson, C. (2011). How leadership Has Changed. *Ivey Business Journal,* retrieved   from   http:// www.iveybusinessjournal.com/…leadership-has-changed

Tsang, N. K. (2011). Dimensions of Chinese culture values in relation to service provision in hospitality and tourism industry. *International Journal of Hospitality Management*, *30*(3), 670-679.

Van der Heijde, C. M., & Van der Heijden, B. I. J. M. (2005, June). The development and psychometric evaluation of a multi-dimensional measurement instrument of employability—and the impact of aging. In *International congress series* (Vol. 1280, pp. 142-147). Elsevier.