

COMMUNICATION AND IT'S IMPORTANCE IN SMALL HOTEL ENTERPRISES: A RESEARCH ON SILIFKE / MERSIN

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Abstract-The number of small hotel management is increasing day by day. In particular, boutiques and small family enterprises provide the emergence of new entrepreneurs. This type of accommodation enterprises are the most intense socio-economic unit of human relationships. Accommodation enterprises engage in eating and drinking, having fun, relaxation, etc. combination of many services. Contact the guest has a very important role for their happiness. In particular, such companies also benefit from other means of communication in the management process. The impact of globalization on the world of information sharing has increased and change and development has become inevitable. This situation has led to an increase in the competition. to maintain their assets that enterprises must have a sound knowledge of communication. Human is the most important element of communication and accommodation business. Therefore, enterprises should be used in effective communication techniques. Most of the research on communication issues in the hospitality business so far not made a big hotel on businesses; subject suggests that there is a lack of hotels in assessing small businesses Most of the research on communication issues in the hospitality business so far made about a big hotel on enterprises; this subject suggests that there is a lack of hotels in assessing small enterprises. This research built on communication issues in small hotel enterprises and researchers tried to find problems encountered. The study was conducted in Silifke the tourist resort of Mersin. A questionnaire prepared for study and it has applied on small hotels managers and their answers evaluated. Result of the study despite accepting that it is important to contact the manager, they have problems in identifying, it has been determined they are unable to practice enough

Index Terms- Communion, Small Hotel Enterprises

I. INTRODUCTION

In the brink of 21st century, so-called the information age, communication is one of the most emphasized and funded issues in the world. In paralel with the developments in science and technology, communication holds a constantly increasing significance. Communication is vital; it is not an easy task, is a natural component of our lives, is perpetual and communication skills empower people. The emerging problems in both our business and private lives occur most due to the inadequate or improper communication.

In addition, researches indicate that telecommunication, information, tourism and industry align as the greatest enterprises of the future. From this point of view, it is important to note that, thanks to the information sector, in the future, tourism and communication will be the mobility source of modern societies.

Communication is essential in the organizations offering accommodation services.

Accommodation businesses, providing services are labor intensive and socio-economic units that human relations experienced most intense. Accommodation services in many enterprises within engages together. Guests eat and drink, entertainment, recreation and so on. guest services and can not be excluded from the concept of communication to be of the highest level of happiness. In particular, these type of enterprises should benefit from the communication tool in the management process.

II. COGNITIVE COMMUNICATION

Despite various definitions, the word communication is derived from the Latin origin "Comminis", [1]. Communication is the term to express the thoughts and feelings exchange between the entities. [2]. In its most simple definition, interpersonal communication is an exchange of thoughts and emotions. It is a process including mutual understanding of emotions and thoughts, and objectives mutual satisfaction related to the event in question or problem [3]. In this process, there exists 7 basic elements. Message, receiver, source, feedback, noise and environment respectively.

In Figure 1, we can see the communication process and its elements clearly.[4].

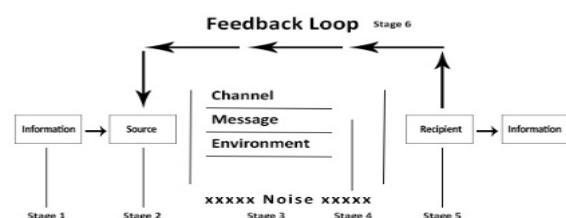


Figure 1. Communication Process Feedback 6 stages

As it can be seen in Figure 1, communication emerge as a 6 staged process. Message, source(sender), receipient, channel, noise, illusion are the facts cornening communication.

Resource: The most important element of communication. Resource is a person, set or

organization that speaks, writes, draws, expresses with gestures in order to send ideas or feelings to the recipient.

Message: The idea, desire, feeling, attitude and behaviour that source wants to transmit to the recipient.

Channel: The tools used to transmit the message to the recipient. (Telephone, internet, etc.)

Recipient: The person, organization or tool that receives or perceives the ideas or the feelings transmitted by the source.

Noise: The matematically transmitted message. Consists of the distinction between the received message. In other words, the elements impeding the transmission.

Environment: The environment that the transmission takes place.

Individuals, communities and organizations benefit from a variety of communication tools to communicate effectively. These can be grouped under four headings, written, oral, written and oral and visual. One of the most important tools is to use the existing tools in the best means of achieving efficiency. Therefore, we need to know what are the tools, where, when, how and why to use them. In order to communicate effectively with all this care must be taken in the following four points:

Beginning to transmission is important.

Communication is not only a information exchange; feelings also reserves an important place.

Communication is bilateral. Done with the person not to the person.

Communication is a whole. It is a process takes form and accomplishes by the usage of words, tone of voice and body language. Usually how an idea is expressed is far more important than what the idea is.

III. SMALL HOTEL BUSINESSES AND COMMUNICATION

In our rapidly changing world, the development of communication and transport facilities has caused an increase in the number of tourists and passengers, in need for accommodation and therefore an increase in demand for hotels. Demands changed with the growth of people who travel frequently. Many people desire to feel at home on vacation emerged. This has increased the interest to the small boutique hotels in recent years. Small hotels, usually run by families or private entities, locals are the employees, contribute to local and regional economy by buying service and goods from local economy. Also, provide a share of added value for the small settlements and regions. Below are the specifics of the small accomodation enterprises;

- Being Independent: Small businesses are usually managed by the owners. Therefore there is no pressure from shareholders or the board of managers of the above as well as in large enterprises.

- Personal relations: In small business accommodation enterprises, entrepreneurs and managers is the same

person, communication between managers and staff concerned in the least with subordinates.

- Marketing: The business owners operate marketing jobs in small accommodation businesses in accordance with their own experiences. Staff, establishes communication with guests, in order to create customer loyalty[5].

In recent years, despite the increasing demand for small hotels, there are differing views on the classification of small hotels and are experiencing particular difficulties in making the definition. For classification of small enterprises offering individualized special services, some researchers base on annual sales amount of business offering, number of staff, the room and even on the number of beds they have [6] - [7] Each country has gone into a separate classification, taking into account the characteristics of its hotel business.

By the number of employees: the number of employees is less than 10 micro-enterprises, number of employees between 10 and 49 people are described as small businesses. Small businesses in Turkey, 10 - with 20 rooms, services 1 - 5 people is provided by the hotel is defined as enterprises [8] - [9].

Another definition is as small accommodation businesses consist of hotel rooms generally between 5 and 50 rooms. In short, all accommodation at the bottom of the form be considered as fifty small hotel room[10].

Small businesses operating in tourism; has significant advantages in areas such as catering to the niche market, providing customized products and services, being able to respond rapidly to changing demands and expectations of customers, developing good relations between workers, customers, suppliers and distributors, creating trust and loyalty by making family individuals a part of the enterprise. However, unable to act competetive on the price due to their nature that does not allow mass production, they can not create long-term strategic plans, unable to find the necessary capital or may experience difficulties by including the family members do not have the features required by business enterprises is also possible[11]. Communication is the key factor in the success of the institution. Communication requires seriousness, care, responsibility, organizational effort and diligence. Communication in accommodation enterprises are intended to finalize business and play a key role in balancing individual and organizational goals. Therefore, communication has a vital role in accomodation businesses, it must be content and immediate to enable employees work more efficiently. Time and money waste unefficiently if the information required is unclear. [12].

In such businesses that the sociality is a dominant aspect, communication is not just a simple process of speaking and writing. It is at the same time a process which comprises transferring and understanding the feelings.

In terms of organizations to ensure effective coordination, a good communication system must be found in the organization. Literature, is the organization of two types of communication systems.

2.1-Formal Communication System

This system is based on the organizational structure and chain of command. Organizational structure, status, occurs with job descriptions and regulations. Especially it is the one desired communication system in businesses with the classical management approach. But in the management approaches understanding the individual's importance, existence of non-formal communication system is accepted.

Organization charts and regulations clearly shows who is with whom to communicate. For effectively fulfilling the administrative responsibilities such as decision making, coordination and other, provides communication channels to be open to allow messages to flow freely. What is essential for an enterprise, is the communication system regulated and anticipated by authorities in the organization or the information flow system.[13].

In formal communication system is composed of organizations in three ways. Figure 2 is shown in this case.

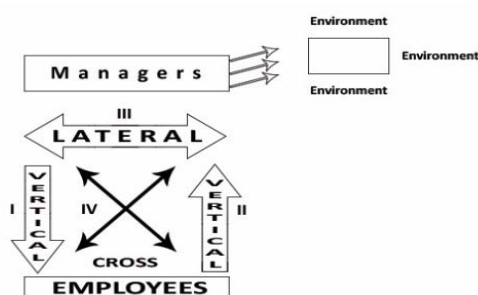


Figure 2. Organizational Communication forms

2.1.1- Vertical Communication

Vertical communication, as a natural result of hierarchic construction, materialize bidirectionally between the high status managers and sub status employees. It can be inspected in two different titles. [14].

2.1.1.1 Downstream Communication: Relates to the communication in an organization from top to subordinates. Superjacent communication must be elaborately and clearly perceived. Downstream communication occurs in five basic forms; giving job orders, explaining the realities of the orders, distributing the procedures and politics of enterprise, introducing the objectives of the enterprise, by performing productivity assessment.

Managers encounter with various entanglements, when communicating about this subjects. We can collect these under three basic headings.

1-Most of the employees do not want to get negative responses. To prevent this from happening, they may take someone else to blame, the problem of extenuation may occur, they may brush over by

apologizing, may show defensive behavior such as gloss and finding himself guilty. The main purpose of entering into this kind of defense is to hide their faults and weaknesses.

2-Too many rings situated in the chain of communication emerges as another problem. Many misunderstandings may occur during the oral transmission of a message to multiple people. Therefore, to reduce the number of rings and to switch to electronic communication will be beneficial for the solution of these problems.

3-For managers, being introverted is one of the important communication problems. In this point, the intent by lucidity is information sharing. If managers do not provide participation of subordinates to the decision taking process, employees must be informed about the grounds and context of the decisions.

2.1.1.2- Upward communication (Exponential now): Is a form of communication that occur as a result of communication between one of the employees and the boss or manager. The main objective of upward communication is to make management informed about every aspect of the organization. Subordinates must be able to react negatively as well as showing a positive response. But in doing so, they should be sincere, honest, they should have an objective criteria. Generally, employees are able to communicate with management in five ways[15]

- 1-When presenting the reports about given tasks,
- 2-When solving problems and seeking help in the decision making of managers
- 3-While presenting recommendations for organizational development
- 4-When making routine request (go to the doctor, short-term permits, etc.).
- 5-Communicate while transmitting their feelings to the management about the organization

2.1.2 Lateral Communication

Organizational form of communication that occur if managers on the same level collaborate in matters that concern them.[16].

Lateral communication occurs between individuals and units in the same organizational level. The most important function of horizontal communication is to provide peer motivation and cooperation between the various organizational units within other units. In particular, as well as the quality of lateral communication provide very large impact in accommodation establishments producing service, in creating the auto-control system it also has an important place.

The attitude of the working group, as well as management's attitude in lateral communication is also very important [17]. In particular, the status of the group members, group dynamics, standards and in the points of membership acceptance of new entrants increases the importance of lateral communication.

2.1.3 Cross Communication (Diagonal Contact)

Cross communication, refers to the communication of any department manager's intercourse with the

subordinates of other departments on matters within the functional areas of their department. Especially seen in the matrix organization is a form of communication.[18].

Depending on the nature of the information cross-communication can be established. In this form of this communication, actuator is to discuss the issue with the related employee instead of moving around all the links in the control chain. Business accounting manager request the necessary information directly by calling the bartender and barbon of a enterprise can be an example.

2.2- Non-Formal Communication

This form of communication, precisely arranged to meet individuals' personal and professional needs, more a social structure formed spontaneously...In this system all channels are composed spontaneously and spread to all enterprise. When non-formal communication is not used as required, problems such as missing information or misinformation of employees about the issue emerge.[19].

Organizational and personal goals is inconsistent with each other or complement each other, information that subject to rumors are likely to weaken the objectives of the organization as well as they can strengthen the goals.

All communication form seen as grapevine is performed by the person or groups, so-called "mouth" and "ears", that are located within the organization. Managers, from time to time, before publically declare some information they want to announce, publish the information by "mouths" first, and then they can find out what kind of an impact it makes by the "ears". Thus then, they get the chance to make the right decision. Therefore, we cannot define non-formal contact as always harmful.[20]. Employees chatting with each other about their work or other issues related to the work is positive for binding as well as negative when it doesn't reflect the truth, may lead to huge problems [21]. To avoid these problems; If there is a swelling number of staff in the organization, it should be reduced, decentralized governance should be preferred, if there are employees interfere the communication they must either be trained or not assigned to important positions, cooperation of terms should be provided in oral and written communication and if congestion are seen in the communication channels they should be eliminated.[22].

As it is understood from the description above, small hotel enterprises are obliged to give a special attention to communication issues. From the voice tone of the operator to the look of the hotel, to the diction of the reception staff to how the waiter meets the customers, in every task we recognize the communication fact. The more effective the business communication, the more the manager, boss, employees, competitors, and most of all the customer satisfaction will be well at the highest level.

Certainly every manager should know how to share the phenomenon of communication with employees. In addition, in small businesses like hotels that outweigh the social aspect communication should also be considered not only as an exchange of information but as a form of feeling transaction.

The information obtained in the communication survey we conducted to the upper and mid-level managers of the small hotel establishments in Silifke region are as follows.

IV. EVALUATION OF SURVEY

Subject of the study: This study includes the issue of communication in general as a small hotel business. The study was conducted in Mersin province, a tourist area due to Silifke.

Purpose and Limits: Most of the research on communication issues in the accommodation businesses so far made on big hotel businesses; the evaluation indicates that there is a lack of evaluation of small hotel enterprises in terms of communication. The main purpose of this study, in general, to determine the communications perception and the practice of the managers of small hotel businesses in a tourist region in the province of Mersin Silifke, and to identify the problems they face.

The small hotel number is taken from the Silifke Tourism Bureau. Total was determined to be 56 small businesses. 9 out of all the business is closed, in 8 of them authorized personnel can not be reached, or did not want to fill in the questionnaire because of the intensity of the work. 41 hotel managers participated in the survey.

Applied Methods: The survey method was used in this study. Senior executives are asked to answer multiple-choice questions. The responses of managers in the face to face meetings are marked. Data evaluated by statistical software package, by obtaining the number and percentage calculations, it is converted into a table.

Obtained Results:

Table 1: Demographic characteristics of the participants

Gender	Male	32	78,0
	Female	9	22,0
Age	20-29	1	2,4
	30-39	18	43,9
	40-49	10	24,4
	50 years and over	12	29,3
Educational Status	Primary Education	11	26,8
	High School	21	51,2
	University	8	19,5
	Other	1	2,4
Job	Owner	24	58,5
	Manager	10	24,4
	Other	7	17,1
Sector	0-3 years	1	2,4

Experience	4-6 years	7	17,1
	7-9 years	9	22,0
	10 y. over	24	58,5
	TOTAL	41	100

According to demographic data, 78% of the participants are male, 22% are women, 43.9% is between 30-39 years of age, 24.4% - between 40-49 years of age, it is observed that 29% is over 50 years of age. 26.8% of respondents have primary education, 51% high school, 19.5% are university graduates, 83.9% serving as owner or manager. 58.5% of managers have over ten years and more experience, while 22% have 7-9 years, 17,1%, 4-6 years and 2.4% have 0-3 years experience.

Table 2: Information about the Facilities

		Frequencies	Percentages
Activities Start Year	1999 and before	15	36,6
	2000-2004	6	14,6
	2005-2009	13	31,7
	2010-2014	6	14,6
	2015 and after	1	2,4
Tourism Business Type	2 Star	4	9,8
	3 Star	2	4,9
	Apart Hotel	12	29,3
	Motel	16	39,0
	Hostel	3	7,3
	Hotel	4	9,8
Number of staff	1-5	28	68,3
	6-10	10	24,4
	11-15	3	7,3

Prior to 1999 the majority of the facilities in Table 2 (Of 36.6%) and activated between 2005 -2009 so the buildings are old as seen that 16.8% of the hotels are operational only after 2010. And also the majority of hotels are motels (39.0%) and hotel apartments (29.3%). Number of employees 1-5 is the first by 68%.

Table 3: Plant Capacity Related Information

Number of Rooms in Plant	5-14	16	39,0
	15-24	18	43,9
	25-34	5	12,2
	35-44	1	2,4
	45-54	1	2,4
Number of Beds in Plant	10-29	7	17,1
	30-49	20	48,8
	50-69	11	26,8
	70-89	1	2,4

Table 3. 82.9% of the hotels have 5-24 rooms, with a rate of 30 to 69 beds.

Table 4: Best Communication Definition by the participants

	Frequencies	Percentages
The art of receiving and sending messages of mutual	1	2,4
Exchange of information and ideas	11	26,8
Co-operation between makes Meaning for people to share	1	2,4
Transfer of knowledge and understanding	3	7,3
All of It	25	61,0
Total	41	100,0

As seen in Table 4, 61% of managers chose "all", and 26.8% marked "exchange of information and ideas" on the case. It is believed they were not accomplished to describe the communications manager.

Table 5: The Communication Tools Participants used for Effective Communication

Communications Tools	The Communication Tools Participants used for Effective Communication		Which do you use most intense	
	Freq.	Perc.	Freq.	Perc.
Communication in Writing	3	7,3	3	7,3
Verbal Communication	21	51,2	28	68,3
Visual Communication	3	7,3	2	4,9
Written - Verbal	7	17,1	6	14,6
All	7	17,1	2	4,9
Total	41	100,0	41	100

In Table 5, the vast majority of managers use "verbal communication" as an effective communication tool,

Table 6: The most frequently encountered problems in effectively communicating with employees.

Issues	Freq.	Perc.
Cultural Differences	8	19,5
Disregarding Contact	7	17,1
Lack of information	24	58,5
All	2	4,9
Total	41	100,0

Table 6 according to the business of the largest communication problems with those who stated that lack of knowledge by 58.5%.

Table 7: Form of communication used, the usage form of formal communication and established parties

Form of Communication	Freq.	Perc.
Formal Communication	4	9,8
Informal Communication	37	90,2
Total	41	100,0
Form of communication used	Frekans	Yüzde
Top to Bottom Communication	3	7,3
Bottom to Top Communication	1	2,4
Total	4	9,8

Most Contacted Persons	Frekans	Yüzde
Staff Members	13	31,7
Customers	24	58,5
Locals	4	9,8
Total	41	100,0

According to table 7, the managers implement most the informal form of communication (90.2%), very few managers who use formal communication (9.8%) prefer method of top to bottom communication. Leaders communicating most with customers(58.5%), and the staff with 31.7%.

Table 8: Participant Manager's Thoughts about Importance of Communication

	Freq.	Perc.
Most Important	26	63,4
Important	14	34,1
Neither important nor unimportant	1	2,4
Total	41	100,0

In Table 8, that the majority of managers (63.4%), thinks communication is very important, it is seen that 34.1% thought it was important.

CONCLUSION AND RECOMMENDATIONS

It is stated that the managers are in between 30-39 years old, the majority, if not university graduate, educated and experienced in the sector.

Facilities were found to be quite old, hotels and motels in the range of 5- 24 rooms.

Managers do not have a complete description about communication. The vast majority sign all the case. Therefore, it is thought that managers, albeit should be given short-term training.

Managers often stated and they use verbal communication and it should be used. It is stated that the majority use informal communication, the very few managers use formal communication determined that use of communication from top to bottom.

Executives stated that it is important to communicate in business life. At the same time they stated that managers are contacting most with customers and staff and the communication problems with the staff arise most from the lack of knowledge. This shows that the small hotels deal with problems arising from the operation of unqualified staff and lack of knowledge of the staff. In this case, it is also necessary to subjecting staff to the training as managers.

A good communication between employees will create a happier organization. With efficient communication less error will arise, customer loyalty will be gained, absenteeism rates will fall, happy individuals will be ensured in business and private life. Furthermore, this study is only performed in Silifke district of Mersin province, also can be performed in different regions and countries for small hotel business and the communication issues can be inspected in a broader way.

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