City hotels have distinctive characteristics in hospitality businesses with their location, purpose, scope of service and organizational structure. This situation causes the customer profiles of city hotels to be differentiated from other hotel businesses. Especially, determination of the quality of service by more standard indicators, performing service delivery simultaneously according to different customer demands and expectations can directly affect the customer satisfaction and loyalty. Generally, the quality perception of customers who benefit from other hotel services such as short-period accommodation, food-beverage, meetings and events may be different from the customers who stay at hotel for long period of time. Therefore, in the study, the focus was on customers who benefit from the hotel as a day service.

The aim of this study involving excursionists of a five-star hotel in Isparta is to reveal the evaluation of hotel service quality from customers’ perspective. A questionnaire form was created from SERVQUAL method. Data were obtained by face-to-face interview method via questionnaire form structured from 260 daily customers. SPSS statistical software was used in the analysis of data, and t-test and correlation analysis was applied to variables. In conclusion, it was observed that the quality of service that daily customers expected was above the quality of service they perceived.

Keywords: Excursionists; City hotel; Service quality
Extended Abstract in English