

Cover Letter and Employees' Questionnaire

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September 2012,

Dear hotel employee:

I invite you to participate in a study, which investigates the significance of human resource management (HRM) in accordance with the quality of service in the success of 5* hotels in Cyprus. The purpose of this research is to investigate the issue of hospitality human resource management in relation with the quality of service, in order to achieve positive financial results and return on investment within two to three years.

The major stakeholders involved are mainly 5* hotels and you as hotel employees. The aim is to clarify the value and purpose of the hospitality HRM in relation with the quality of service and redefine their impact on the development of 5* hotels in Cyprus.

The goal is to present an alternative approach to hospitality HRM and quality of service in 5* hotels in Cyprus; an approach that reflects the complexities and stereotypes of hospitality HRM and quality of service in 5* hotel industry in Cyprus, and which is endorsed by all stakeholders involved in this study.

Most importantly, the findings of this research study can potentially improve the quality of service offered in the hotel industry, in collaboration with the human resource department of hotels. Therefore, not only will financial returns be gained within 2-3 years in the hotel industry but also its image and reputation will be enhanced. This questionnaire aims to reveal your feelings, opinions, and impressions of major factors influencing hospitality HRM and quality of service offered. Your responses are confidential and your privacy is assured. Your participation in this effort is considered very important to the success of the project and its findings, since your comments will impact future hospitality HRM and quality of service experiences. A summary of the findings will be made available to you at the conclusion of the study.

I thank you for your time and valuable contribution to this research.

Sincerely,
Harry Georgiou
Hospitality Researcher

Cover Letter and Customers' Questionnaire

HARRY K. GEORGIU

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September 2012,
Dear hotel customer:

I invite you to participate in a study, which investigates the significance of human resource management (HRM) in accordance with the quality of service in the success of 5* hotels in Cyprus. The purpose of this research is to investigate the issue of quality of service in order to achieve positive financial results and return on investment within two to three.

The major stakeholders in this effort are mainly 5* hotels in Cyprus. The aim is to clarify the value and purpose of the quality of service and redefine its impact on the development of 5* hotels in Cyprus.

The goal is to present an alternative approach to hospitality quality of service in 5* hotels in Cyprus; an approach that reflects the complexities and stereotypes of the quality of service in the 5* hotel industry in Cyprus, and which is endorsed by all stakeholders involved in the practice. Most importantly, the findings of this research study can potentially improve the quality of service offered in the hotel industry, in collaboration with the human resource department of hotels. Therefore, not only will financial returns will be gained within 2-3 years in the hotel industry but also its image and reputation will be enhanced.

The attached questionnaire will take approximately twenty minutes of your valuable time. It aims to reveal your feelings and opinions of major factors influencing hospitality service quality. Your responses are confidential and your privacy is assured. Upon completion of the questionnaire, please hand it in the box at the entrance of the restaurant.

Your participation in this effort is considered very important to the success of the project and its findings, since your comments will influence future hospitality service quality experiences. If you have any comment or questions regarding the study, please do not hesitate to contact me at:

E-mail: harryg@cytanet.com.cy

Thank you in advance for your time and effort in completing this questionnaire. Your valuable contribution is highly appreciated.

Sincerely,
Harry Georgiou
Hospitality Researcher