

Family-friendly services in the light of consumer expectations using the example of Hunguest Hotel Sóstó

In my thesis, the largest service providers in the tourism industry, hotels, child-friendly services from the consumer and service provider side.

In my research I am looking for answers to the following questions. In the context of family travel what kind of tourism products families are looking for. What are their expectations of a child-friendly hotels. To what extent do the children's activities offered by the hotel contribute to does the hotel contribute to children's experience. Why more and more hotels are promoting themselves as child-friendly

in the market. To what extent do families influence the occupancy rate of hotels?

presence. To answer my research questions I will use the following methods: questionnaire

I will conduct a questionnaire survey among the guests of the Hunguest Hotel Sóstó. I will analyse the hotel's

child-friendly services provided by the hotel. I study the hotel's REVIEWS system

system of the hotel. Conduct an expert interview with the hotel sales department

sales manager of the hotel. My research has provided me with the answers to my questions.

The tourism products that families are most looking for are those that cater for different generations.

family members of different generations enjoy themselves equally. The combination of several factors is important

to make a place feel child-friendly. They consider a place to stay

child-friendly if the physical and material conditions necessary for the care of the child

childcare facilities, the staff's approach is child-centred and child-friendly, and the child-friendly recreational and leisure facilities for the whole family.

Parents' expectations of the service are determined by the age of the child, the

home living conditions and the subjective needs of the parent. The age and age of the child

children's animation programmes play an important role in the children's experience.

Why are more and more hotels promoting themselves as child-friendly in the marketplace?

I have come to the conclusion that it is because tourism services

market, the primary objective of hotel operators is to ensure maximum occupancy,

to maximize profits. And families are one of the most important factors in this endeavour.

The service provider that adopts a family or child-friendly profile,

can attract a large segment of guests. In summary, the Families benefit from child-friendly services and hotels benefit from child-friendly services.