

THE EFFECT OF COMMUNICATION PROBLEMS ON PRODUCTIVITY IN HOTEL OPERATIONS: A QUALITATIVE APPLICATION⁴⁹⁰

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ABSTRACT: *Front office department in hotel businesses generally consists of reception, reservation, switchboard operator and concierge departments in hotels. Communication with guests starts at reservation phase, it goes on with guest check in processes and ends with accommodation, check out and process after checking out briefly front office department is very important since it is the department which the guests are welcomed, hosted and sent off. Front office department also provides the communication within all the departments in the business. Realizing the processes in front office properly, enhancing the quality of services, raising the guest satisfaction and the increasing of the productivity of the staff all depends on the features of the communication. For that reason, an efficient communication with the other departments and the communication within the department for the productivity of the business is compulsory. Shortly, communication with other departments and the communication within the department in front office in hospitality businesses has a great importance.*

Productivity is extremely important especially in active hotel businesses. It has been found out that there is insufficiency in the literature in front office managers' determining communication problems, their using appropriate communication means. This study is significant since it finds out this insufficiency. Moreover, it presents various data for the scientific and academic studies in the future.

The sample for the study consists of 35 five-star hotel managers in Alanya, where tourism is very intense. The literature related to the topic is examined in the study. Structure interview method is used in the study. Front office managers were asked to answer the questions, the answers were classified, their explanation about what means of communication was used with other departments and within front office, the reasons for the communication problems and its effects on the productivity was evaluated. Consequently, it was found out that all the front office manager know that the communication problems affect the productivity negatively. The fact that the quality of the communication does not only have a negative effect on front office activities but also on the all hotel activities was very obtained.

Key words: *Communication, Hospitality businesses, Front Office, productivity*

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