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Linking Tourism Service Quality Measurement and Qualitative Marketing Research

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Abstract: *Generally, increasing service quality leads to more satisfied and loyal service customers. The instruments for measuring service quality are developed and implemented in many service industries, including tourism. However, using such instruments for assessing tourism service quality considers conducting quantitative marketing research which requires significant resources and cannot be performed constantly. On the other hand, the best way to capture all the aspects of tourism service quality is to use those instruments. The authors of this paper consider the possibility of using qualitative marketing research and available data about tourists' reviews as a manner for monitoring tourism service quality constantly. They propose the approach in which tourists' reviews are analysed within the qualitative marketing research framework by using quantitative tourism service quality instruments' items and/or dimensions for coding. The demonstration of such an approach is presented followed by a managerial implications discussion.*

1. INTRODUCTION

Although part of research models dealing with perceived service quality, satisfaction and loyalty include some additional variables and sometimes consider the relations among those variables differently to some extent (Hallak et al., 2017), it can be generally stressed that increasing service quality leads to more satisfied and loyal service customers. Hereby, within the consideration of perceived service quality as a multidimensional construct, Liu et al. (2016) list many instruments used for its measurement in the tourism area: SERVQUAL, SERVPERF, LODGQUAL, HOLSERV, LODGSERV, HISTOQUAL. The use of such instruments presents the best way to capture all the aspects of tourism service quality.

The application of standardized, structured instruments, as are those previously listed, is the specificity of quantitative marketing research (Daymon & Holloway, 2011). However, conducting quantitative marketing research requires significant resources and cannot be performed constantly, while at the same time business subjects (including those from the tourism area) have at their disposal a number of marketing intelligence data that are mostly qualitative and are generated within the subject or come from unofficial sources, especially social media (Malhotra et al., 2017). Tourists' reviews can be considered as such data.

Having all previously described in mind, the authors of this paper propose the approach in which tourists' reviews are analysed within the qualitative marketing research framework by using quantitative tourism service quality instruments' items and/or dimensions for coding.

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That approach allows keeping elements from quantitative marketing research instruments thus allowing capturing all the aspects of service quality, analysing available tourists' reviews within developed framework, monitoring tourism service quality constantly and obtaining appropriate managerial implications.

The paper is organized into several sections. Firstly, an instrument that can be used in quantitative marketing research for measuring service quality is described. Secondly, service quality is considered as a construct and implications from those considerations for an approach presented within this paper are discussed. Thirdly, characteristics of quantitative versus qualitative marketing research are presented, with special emphasis on coding as a part of qualitative marketing research. Fourthly, the approach proposed by the authors of this paper is described and demonstrated in an example. Finally, a discussion with special emphasis on potential managerial implications is provided.

2. QUANTITATIVE TOURISM SERVICE QUALITY MEASUREMENT INSTRUMENT

Numerous instruments are used for measuring perceived service quality in the tourism area and among them, as already stated, also belong SERVQUAL, SERVPERF, LODGQUAL, HOLSERV, LODGSERV, HISTOQUAL (Liu et al., 2016). Most of those instruments rely on SERVQUAL, especially considering studied dimensions and items. Table 1 presents SERVQUAL instruments with modifications to specificities of the tourist industry.

Table 1. A version of SERVQUAL instrument for measuring tourism service quality

Dimensions	Items
Assurance (ASS)	• Employees are credible and courteous with tourists. (ASS1)
	• Experienced and competent tour and hotel escorts. (ASS2)
	• Willingness to help tourists and advice on how to use free time. (ASS3)
	• The behaviour of employees' reinforces tourists' confidence. (ASS4)
	• Tourists are being served by appropriate personnel. (ASS5)
	• Fluent and understandable communication with tourists. (ASS6)
Tangibles (TAN)	• Destinations are visually aesthetically attractive. (TAN1)
	• Modern and technologically relevant vehicles. (TAN2)
	• Overall cleanliness of the destination. (TAN3)
	• Unspoiled nature. (TAN4)
	• Appealing accommodation facilities. (TAN5)
	• Personal safety and security. (TAN6)
	• Physical appearance of tour and hotel escorts (tidiness etc.) (TAN7)
	• High-quality meals. (TAN8)
Responsiveness (RES)	• Provision of information on local events/entertainment. (RES1)
	• The staff responds to tourists' requests quickly. (RES2)
	• Cultivation of friendly relationship with tourists. (RES3)
	• Sincere interest in problem-solving of tourist's. (RES4)
	• Sponsors act on participant's suggestions (RES5)
Reliability (REL)	• Insisting on error-free service. (REL1)
	• Performing the service/s at the promised time. (REL2)
	• Performing the service/s right the first time. (REL3)
	• Meeting the tour schedule. (REL4)
	• No sudden increase in tour cost. (REL5)

Source: Bhat, 2012.

Generally, SERVQUAL model relies on differences between expectations and performances of service quality (Parasuraman et al., 1988). The instrument previously presented is also implemented in that manner in cited research. Once again, it can be stressed that the use of instruments from quantitative marketing research, as is the one presented above, is the best way to capture all the aspects of tourism service quality, but at the same time conducting quantitative marketing research requires significant resources and cannot be performed constantly.

In addition, two remarks can be given at this point. Firstly, in this manuscript, the presented instrument will be used only in the context of performances and not expectations. That approach is also acceptable and even recommended in part of the literature dealing with the topic (e.g. Cronin & Taylor, 1992). Secondly, there can be identified a wide range of circumstances in which tourism services are delivered as well as different aspects of that process and therefore different instruments can be used as a starting point when implementing the approach proposed by the authors of this manuscript. This instrument is chosen primarily for demonstration purposes.

3. TOURISM SERVICE QUALITY AS A CONSTRUCT IN QUANTITATIVE MARKETING RESEARCH

Within this section of the paper, two important issues regarding tourism service quality will be discussed. The first is related to the formulation of individual items in instruments used for measurement in the area. The second refers to the relationship of those items to their corresponding dimensions, as well as of those dimensions and the quality itself. The last consideration requires understanding formative and reflective models in marketing research.

When it comes to the formulation of individual items for an instrument for measuring perceived tourism service quality, the considerations can start from the means-end chains theoretical background. A comparison with electronic service quality evaluation can be made. That topic is described by Parasuraman et el. (2005). For example, when listing desirable characteristics of Web sites, there could be identified many features on different levels of abstraction. One level is related to specific, concrete cues, such as tab structuring. Another level refers to more general perceptual attributes, like perceived ease of finding what one is looking for. The more abstract level includes broad dimensions, such as ease of navigation in general. Finally, the last level is related to higher-order abstractions, like overall perceived quality and value. Hereby, the antecedents of service quality are concrete cues that trigger perceptual attributes; evaluations of quality along those attributes coalesce into evaluations along more abstract dimensions; which together lead to more global assessments at higher levels of abstraction. The most important is that the domain from which items are drawn for developing the instrument includes the perceptual attributes and dimensional levels.

After previous elaborations, one should have in mind that items such as, for example, “there was no thrown garbage from pizza and juice at the beach” would not be an appropriate level for the formulation of an individual item in an instrument measuring tourism service quality since it is at the level of the cues. Instead, formulation like “unspoiled nature” would be more appropriate because it is on a higher level of abstraction.

Another important issue about tourism service quality, as already stated, is its relations to quality dimensions, as well as relations between those dimensions and individual items. For the consideration of that issue, it can rely on instructions provided by Jarvis et al. (2003). Those authors offer a list of four relevant criteria. The first is the direction of causality from construct to measure implied by the conceptual definition. Hereby, that direction should be from items to construct in the formative model, while from construct to items in the reflective model. The second criteria is the interchangeability of the indicators/items. In the case of the formative model, they do not need to be interchangeable; while in the case of the reflective model, they should be interchangeable. The third relevant criteria is covariation among the indicators. It is not necessary to exist in the formative model but is expected in the reflective model. Finally, the fourth and the last criteria is related to the nomological net of the construct indicators. In the case of the formative model, it may differ, while in the case of the reflective model, it should not differ.

One should have in mind that a construct does not have to be formative or reflective *per se*. A valuable example (although in other areas) is provided by Petter et al. (2007) regarding the construct "operational excellence". In one case it can be measured by the following measures: product delivery cycle time, timeliness of after-sales service, and productivity improvements in terms of assets, operating costs, and labour costs. In another case, the construct can be measured by the following items: "the system has a positive impact on the organization's operations," "the system has improved the organization's operational performance," and "the system has significantly positively affected the organization's operations". In the first case, it is actually the items that define how the concept is going to be interpreted and if one of them improves, the concept itself is improved; therefore, it can be considered formative. In the second case, measures are representations of the construct, and instead of a situation where a change in the measures influences the change in the construct, in this case, a change in the construct is reflected by a change in the measures; therefore, the relation is reflective.

The relevance of the issue is additionally stressed when considering that the mistake in model specification, even in the case of one formative construct in the model, leads to significant consequences for theoretical conclusions regarding the model, as proven in Monte Carlo simulation (Jarvis et al., 2003).

The measurement of service quality in tourism can be observed from different aspects (see Hallak et al., 2017). In previous research, tourism service quality, when being higher-order construct, was mostly formulated as reflective-reflective model (e.g. Petrick, 2004; Ho & Lee, 2007; Chen & Tsai, 2007), followed by reflective-formative model (e.g. Liu et al., 2016; Hallak et al., 2017), and even as formative-formative model (Ho et al., 2020). However, in the literature can be found a discussion whether there is a sense to use reflective-reflective model at all (Becker et al., 2012). In the case of such a model, higher-order construct represents a "common factor" for all first-level reflective constructs which should be conceptually replaceable, which leads to the question of whether first-order reflective constructs can be observed separately.

As already announced, in this paper is presented the approach in which tourists' reviews are analysed within the qualitative marketing research framework by using quantitative tourism service quality instruments' items and/or dimensions for coding. The problem may occur if the two approaches (formative/reflective) are mixed in a single instrument. If looking at the presented questionnaire from the previous section, there can be seen that the relation of, for example, items "employees are credible and courteous with tourists" and "fluent and understandable communication with tourists" with quality dimension "assurance" can be described as reflective. In that case, it is possible to keep only the dimension as a code in analysis. However, if analysing the relation of measures "modern and technologically relevant vehicles" and "unspoiled nature" to their corresponding dimension "tangibles", one could argue whether that relation is formative, causing the need to keep individual items as codes in analysis.

4. CHARACTERISTICS OF QUALITATIVE MARKETING RESEARCH

Qualitative marketing research characteristics, process and implementation by using the software are described in newer domestic literature by Grubor et al. (2021). Part of the description used in this section of the manuscript is formulated in accordance with that source.

Generally, marketing research can be divided into quantitative and qualitative (Malhotra et al., 2017). In the case of the former, it can be stressed that they are based on research techniques that are attempting to quantify data and use a certain type of measurement and statistical analysis, while in the case of the latter, it can be emphasized that they are not structured, usually of explorative nature on small samples and based on the intention to provide deep insights and understanding.

Maison (2019) stresses that there is no sense in comparing qualitative and quantitative approaches regarding their superiority and that they complement each other allowing different kinds of information to be collected. Table 2 presents a comparison of those methods, while a more detailed comparison of qualitative and quantitative research is given in Table 3.

When it comes to defining steps in qualitative marketing research, according to one approach they are as follows (Maison, 2019):
1. defining a research problem,
2. designing the research schemata and research planning (defining the number of respondents, number of interviews, locations, criteria for choice and selection of moderators, etc.),
3. setting up interviews (recruiting, preparation of guides for interviews and research materials),
4. conducting interviews (moderation),
5. analysis and interpretation of results,
6. writing reports.

A step of qualitative marketing research related to qualitative data analysis is of special importance for the approach described in this manuscript. Therefore, more concrete steps regarding the topic can be analysed as well. According to one of the approaches, there are four steps in the process of qualitative data analysis (Malhotra et al., 2017):
1. data collection,
2. data reduction,
3. data presentation,
4. data verification.

Hereby, in the context of the manuscript topic, the special focus can now be placed on the reduction of data which is achieved by coding. There is a general recommendation that coding should start only after the materials are studied several times. Even after several preliminary interviews or observations, some of the keywords, questions or topics are noticed. However, the complete picture should be obtained. In addition, codes' categorizing should also be mentioned. It requires integration into more stable, compact and coherent structures, so it would be possible to understand and focus on the main research question (Daymon and Holloway, 2011).

Table 2. Quantitative and qualitative methods

	Quantitative methods	Qualitative methods
Research questions	• Determinative questions quantitatively describing the problem (questions: "how many", "who", "how often")	• Exploratory questions qualitatively describing the problem (questions: "what", "how", "why")
Measurement tools	• Survey – questions with a fixed form and order, prevalence of closed-ended questions	• Interview scenario – freely gained information (topics forming the outline of the interview, open-ended questions)
Samples	• Random or quota • Large – usually within a range of 500–1,000 persons	• Purposive • Small – 20–50 persons (better when the sample is defined by the number of interviews/groups and not of persons)
Analysis and interpretation of the results	• Analysis harnessing statistics – more objective • Possibility of quantitative generalisation of results to a population	• Analysis without the use of statistics – more free and subjective • Many interpretative possibilities (diverse range of conclusions), also involving the risk of overinterpretation or erroneous interpretation – the analysis is often more challenging than in quantitative research • No possibility of quantitative generalisation of results to a population

Source: Maison, 2019.

Table 3. Comparison of quantitative and qualitative research

	Qualitative research	Quantitative research
Main focus	• Meaning	• Measurement
Aim	• Exploration, understanding and description of participants' experiences and life world • Generation of theory from data	• Search for causal explanations • Testing hypotheses, prediction, control
Approach	• Initially broadly focused • Process oriented • Context-bound, mostly natural settings • Getting close to the data	• Narrow focus • Outcome oriented • Context free, often in laboratory settings
Sampling	• Participants, informants • Sampling units such as place, time, concepts • Purposive and theoretical sampling • Flexible sampling that can develop during the research	• Respondents, participants (the term 'subjects' is now discouraged in the social sciences) • Randomized sampling • Sample frame fixed before the research starts
Data collection	• In-depth non standardized interviews • Participant observation/fieldwork • Documents, diaries, photographs, videos	• Questionnaire, standardized interviews • Tightly structured observation • Documents, experiments • Randomized controlled trials
Analysis	• Thematic or constant comparative analysis, latent content analysis ethnographic, exhaustive description narrative analysis, etc.	• Statistical analysis
Outcome	• A story, ethnography, a theory	• Measurable and testable results
Relationships	• Direct involvement of researcher • Research relationship close	• Limited involvement of researcher with participant • Researcher relationship distant
Quality/rigour	• Trustworthiness, authenticity • Typicality and transferability • Validity	• Internal/external validity, reliability • Generalizability

Source: Daymon & Holloway, 2011.

In the data coding process, the researcher deals with a large number of data and everything that can be characterised as "revealing" can be coded. The researcher summarizes those data in units that can be analysed by creating categories from data. The process of the reduction of qualitative data to essential meaning as seen by the researcher is a very creative and subjective process that includes the following phases (Malhotra et al., 2017):

1. setting up a wide group of coding categories,
2. working through data to detect "chunks" of data that can be placed in parentheses or underlined or emphasized,
3. reviewing the descriptions assigned to codes,
4. exploring the differences between types of participants,
5. developing models of interconnectivity among the coded categories,
6. iterate between the code descriptions and the developing model.

There can be given an important remark regarding the interpretation of qualitative data. Not all qualitative research is conducted for generating the theory, but there are descriptive studies as well, attempting to bring into connection data and theoretical knowledge (Daymon and Holloway).

There can be identified three alternative perspectives in the analysis of qualitative data (Malhotra et al., 2017).:

1. grounded theory,
2. content analysis and
3. semiotics.

Analysing qualitative data with grounded theory includes four phases: data coding, writing notes, theoretical sampling and integrating analysis. Content analysis can be understood as objective, systematic and quantitative description of the obvious content of the textual material, forms of communication and images rather than behaviours and physical objects. In the semiotics approach consumers are not observed as independent self-determining agents who make their choices, but as the product of culture. In addition to the analysis of language, it also analyses pictures and photos.

5. PROPOSED APPROACH FOR LINKING TOURISM SERVICE QUALITY MEASUREMENT AND QUALITATIVE RESEARCH

The essence of the approach proposed by the authors of this manuscript has already been mentioned in previous sections. In this section, the steps of that approach will be listed, described in detail as well as presented on the concrete example and with the usage of the software.

The possible approach for constantly monitoring perceived service quality in tourism industry consists of the following steps:

1. collecting marketing intelligence data,
2. categorizing collected data according to the source where collected, service user's characteristics, period of data generation and other possibly relevant criteria,
3. selecting appropriate quantitative marketing research instrument as a base for coding collected data,
4. coding the collected data – using items and/or dimensions of the instrument as codes and/or code categories,

5. performing the analysis in qualitative research software (for example RQDA),
6. permanently collecting new data for the analysis.

The first step is relating to collecting data. Tourist reviews, for example, can be found in several sources. There are websites where a tourist can give comments about the quality of tourism service at a certain object. In addition, tourists comment on social networks. Furthermore, internal record in which comments are collected usually exists as well. Gathering all those data is the precondition for further analysis.

In the next step, several additional inputs can be gathered. It would be efficient if this step is being performed simultaneously with the first one. When collecting the reviews not only the information about the sources from which they originated can be noted but also the information about the tourist who commented can be gathered. Some of that information may be obvious as gender, and some information can be gathered from the internal record. There could be a sense to consider the age of the tourist, the motives of using the service (for example private or professional motives), the length of the period in which the service was used, and whether the tourist was alone or not during the stay, whether it was his/her first visit to the object or not, etc. The period when the comment was created can also be important to be noted since it allows for tracking potential changes regarding certain aspects of quality. Some additional data, which can be determined by the management as relevant, can also be collected.

It has already been stressed that there is a wide range of circumstances in which tourism services are delivered as well as different aspects of that process. Having that in mind, different instruments can be applied. The instruments listed in this paper differ and some are general for the services, while some are adopted for lodging, hotels and even historic houses. In addition, it would be quite different if evaluating service quality of a certain object providing tourism services and of the whole destination. Therefore, the selection of an appropriate instrument from quantitative research that will later be used for coding is also a very important step. Previously developed instruments are presented mostly in scientific literature and the best way to find them is in the cooperation with universities and professors who are experts in that field. Only in coordination with them, it would have the sense to consider developing new instruments or modifying the existing ones. A section of this paper dealing with tourism service quality as a construct reveals only part of the complexities that can emerge during the process. The development of the new instrument requires even more details that had to be taken into account.

The coding of selected comments is the next step in the analysis. An important decision that has to be made is whether the items or their corresponding dimensions are going to be used as codes for the comments. In the case of items being used as codes, dimensions can be used as code categories. Generally, the recommendation can be given that in the case of using reflective-formative approach, only dimensions can be kept in the final analysis as codes. In the case of using formative-formative instruments both the items and dimensions should be kept – items as codes and their corresponding dimensions as code categories.

However, it has already been suggested that the problem may arise if the model cannot be clearly defined as reflective-formative or formative-formative. The example given in the previous text might be considered in that context. Items from the previously presented questionnaire such as “employees are credible and courteous with tourists” and “fluent and understandable communication with tourists” can be omitted and similar parts of the tourists’ comments can be coded with their corresponding dimension “assurance”, but items as “modern and technologically relevant vehicles” and “unspoiled nature” might be kept as codes belonging to code category named according to their corresponding dimension “tangibles”.

Finally, it should be emphasized that the managerial perspective can be taken into account and even if the relation of quality dimensions and corresponding items is reflective, those items can be used as codes, although it might be difficult in that case to decide which exact code the comment belongs to. The solution might be the possibility to add several codes to comments or their parts.

Another important issue for coding is determining whether the review is positive or negative. That can double the number of codes and if there are reviews that can be described as neutral, that level of coding might also be appropriate. Since there is a possibility of adding several codes to the same text both, for example, positive code and code in general (that will be added to negative comments regarding the issue as well) can be used regarding the certain text. In the example that will be presented within this manuscript, although from the methodological point of view keeping only the dimensions would be appropriate in some cases, all the items will be kept as codes (their abbreviations can be seen in the table presenting the instrument). The reason is the attempt to provide as much detailed explanation as possible.

The example can now be introduced. Since there can usually be found numerous comments about tourism service quality, for the illustration within this manuscript, only five possible reviews (not real but realistic) will be considered. The authors believe that it would be sufficient to explain the essence of the process. The imagined situation can be related to tourist reviews regarding the hotel in the mountain.

The first review comes from a male that is 40 years old and that spent only one night in the hotel. According to the internal record, he was on his way to another destination and decided to sleep and have breakfast in a hotel before continuing the journey. His comment from May 2021 is available in the book of impressions:

“I was on a journey when decided to stay in a hotel for a night. I want to praise the receptionist with whom I had a good understanding of what I needed and who recommended me a room and appropriate service. The parking had cameras and I was relaxed about leaving my car there. The breakfast was rich and excellent.”

The second comment is given by a family that stayed in a hotel for a holiday. The mother and father are about 35 years old and two children are in lower grades of primary school. They stayed for a week on the mountain in February 2021 as a part of recovery from COVID-19. The comment was written by the mother on a social network:

“The staff was very courteous to us. Receptionists, as well as waiters, recommended how to spend time on this mountain. They told us about the market nearby visited mostly by locals. Staff helped us find an excellent ski instructor on the day of our arrival as they promised before. Nature is awesome. The accommodation is clean and spacious. The meals are however not adapted to vegetarians.”

The third review is obtained on a specialized site for tourist reviews. One of two student girls who were in the hotel for a weekend at the beginning of March 2021 and spent most of the time on parties wrote that review:

"Room was great. Food is cool."

The fourth comment is given by a 65-year-old retired woman that worked during her career abroad. She stayed alone in a hotel for 15 days in April 2021. She visited it for a spring rest. The comment is given in the book of impressions:

"My visit would not be so nice without excellent advice from the staff on how to spend my time. After 15 days here I feel your staff almost as friends. They informed me about the local fair that I enjoyed much. They also helped me find the dentist and solve the problem that suddenly appeared. I also liked the accommodation. I felt secure keeping my money in the room. I enjoyed the rich and local food offered."

Finally, the last comment was left by a 40-year-old manager being in a hotel for a weekend in June 2021 for a seminar. It is obtained from a site specialized in tourist reviews:

"Comfortable room. I would prefer less fat food. The staff was precise about all services."

All previous comments can be coded in a manner presented in Table 4 (note: negative comments are written in italic and only used codes are presented).

Table 4. Coding the reviews using items as codes

Codes/ Items	Review 1	Review 2	Review 3	Review 4	Review 5
ASS1		• The staff was very courteous to us.			
ASS3		• Receptionists, as well as waiters, have recommended how to spend time on this mountain.		• My visit would not be so nice without excellent advice from the staff on how to spend my time.	
ASS6	• I want to praise the receptionist with whom I had a good understanding of what I needed and who recommended me a room and appropriate service.				
TAN4		• The nature is awesome.			
TAN5		• The accommodation is clean and spacious.	• Room was great.	• I also like the accommodation.	• Comfortable room.
TAN6	• The parking had cameras and I was relaxed about leaving my car there.			• I felt secure keeping my money in the room.	

TAN8	• The breakfast was rich and excellent.	• *The meals are however not adapted to vegetarians.*	• Food is cool.	• I enjoyed the rich and local food offered.	• *I would prefer less fat food.*
RES1		• They told us about the market nearby visited mostly by locals.		• They informed me about the local fair that I enjoyed much.	
RES3				• After 15 days here I feel your staff almost as friends	
RES4				• They also helped me find the dentist and solve the problem that suddenly appeared.	
REL2		• Staff helped us find an excellent ski instructor on the day of our arrival as they promised before.			• The staff was precise about all services.

Source: Authors' analysis

Even the limited example as is previous suggests that the number of data that can be collected is very large. Considering all the comments related to certain "positive" or "negative" or "general" code or being created in a certain period or by tourists with certain common characteristics, the usage of software package for qualitative marketing research becomes necessary. One of them that is free for use is RQDA and there is a version of the software for Windows users that do not use R program. The process of its installation and usage is relatively simple and is described in detail by Grubor et al. (2021). In this place, only part of its possibilities will be demonstrated.

The process can start by importing each of the reviews as a separate file in the software. It can be followed by adding items as codes. As already stated, it can be deeper by creating "positive", "negative", "neural" or "general" version for each of the codes. Abbreviations can be used for codes and in memo can be given their full description. The appearance of the coded text of review 4 is presented in Figure 1.

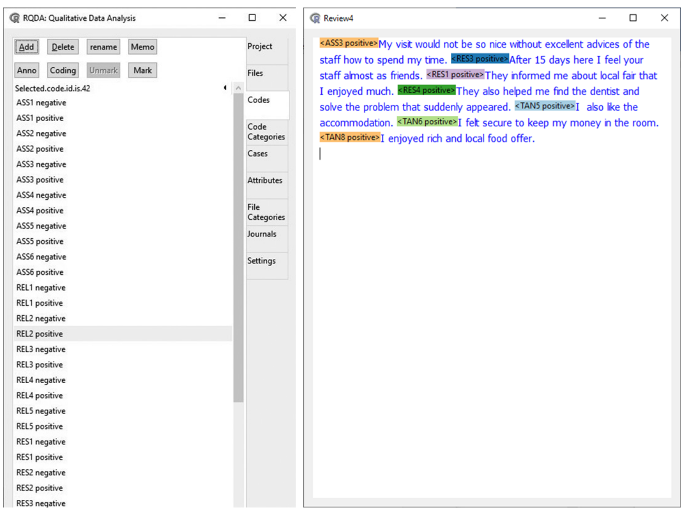

Figure 1. Coding of the review 4

Source: Authors' analysis in RQDA program

On the left side of the figure is presented an interface with part of the codes, while on the right part of it is the appearance of the review 4 after being coded.

Even at this stage, some simple (unconditional) analysis can be performed. For example, if someone would want to find negative comments about food, it would be sufficient to double click on TAN8 negative code and the following output will appear – Figure 2.

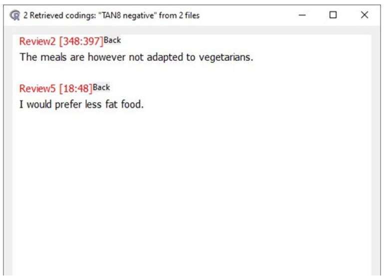

Figure 2. Simple analysis after coding

Source: Authors' analysis in RQDA program

Several additional possibilities that are a precondition for performing more complex analysis exist and will be introduced.

Firstly, code categories can be introduced. In the concrete example, dimensions of the quality can be used as such categories. Again, in this case, "positive", "negative", "neural" or "general" versions of code categories can exist as well.

Secondly, there is an option named file categories. The usual solution for file categories in an example like this one would be to have file categories according to the sources from which the comment is obtained. In a concrete case, three file categories would exist social networks, sites, and book of impressions. To social network would be added file containing review 2, to sites files with reviews 3 and 5, and to book of impressions files with reviews 1 and 4.

Finally, there is an option for introducing the cases. They are usually referring to some characteristics of the tourist whose review is being analysed. According to the information provided in the example, several cases might be introduced. Firstly, males and females can be differentiated. Hereby, reviews 1 and 5 would be added to case male, while reviews 2, 3 and 4 would be added to female. Secondly, respondents can be differentiated by their age. Review 3 belongs to a person that is about 20 years old, review 2 to person being 35 years old, reviews 1 and 5 to persons about 40 and review 4 to a person who is 65 years old. Some ranges can be established regarding this issue as well. Thirdly, the number of days in which tourists stay can be introduced. Review 1 would be assigned to case 1 day, reviews 3 and 5 to case 2 days, review 2 to case 7 days and review 4 to case 15 days. Fourthly, the motives for staying can be added as cases. Hereby, review 1 would be added to a motive sleepover, review 2 to a family holiday, review 3 to party weekend, review 4 to rest and review 5 to the seminar. Fifthly, a period when tourists were in a hotel can be added as well. To February 2021 would be added review 2; to March 2021 review 3; to April 2021 review 4; to May 2021 review 1; to June 2021 review 5. Everything previously described is one possible solution having in mind available data about tourists.

The interface when assigning certain files to cases is presented in Figure 3.

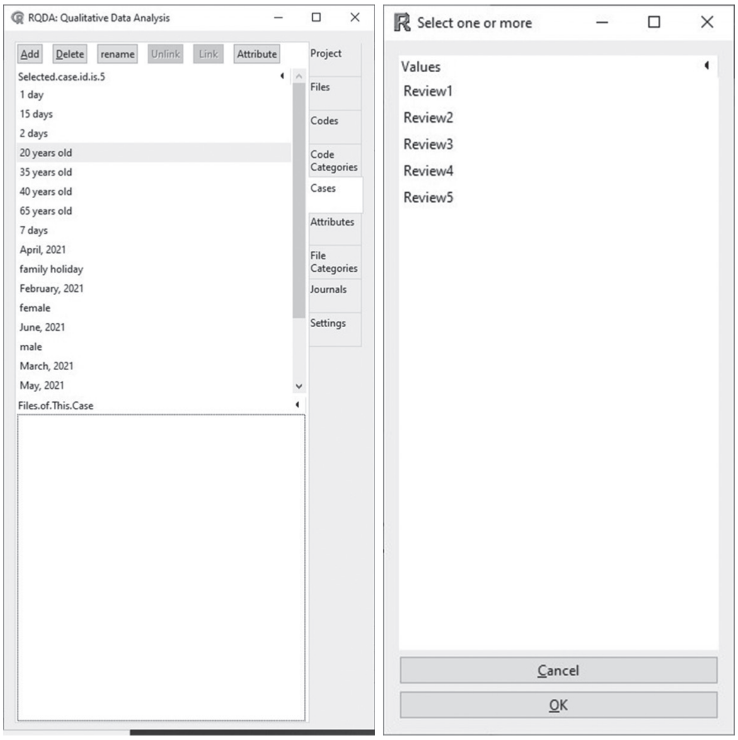

Figure 3. Combining cases and files

Source: Authors' analysis in RQDA program

The following three figures present the results of the more complex analysis. In Figure 4 case is female and the code is TAN8 positive, i.e. one can find out positive comments of females regarding food. In figure 5, the file category is social networks and the code is TAN8 negative, i.e. someone can be interested in negative comments about hotel food on social networks. In figure 6, the file category is social networks, the case is female and the code is ASS1 positive, i.e. one can discover positive comments about courtesy of hotel staff given on social networks by women.

The presented examples show that there is a possibility to combine the most advanced level cases and file categories at the code level. If it would be needed to see, for example, comments of men from January 2021 (both are defined as cases in the previous description of the example) regarding certain code, there is a possibility to use, for example, month as a file category and to leave men as case, and then to perform the analysis.

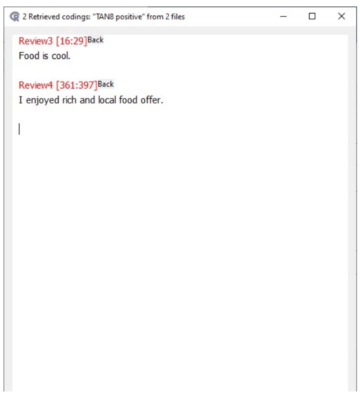

Figure 4. Analysis according to the codes in the context of cases

Source: Authors' analysis in RQDA program

Figure 5. Analysis according to the codes in the context of file categories

Source: Authors' analysis in RQDA program

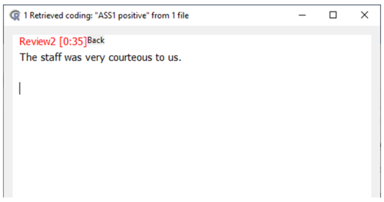

Figure 6. Analysis according to the codes in the context of the combination of cases and file categories

Source: Authors' analysis in RQDA program

Finally, the last part of the process is the possibility to refresh data constantly. For example, once a week, new tourist reviews can be added. The advantage of using quantitative research instruments as a foundation for coding is that the codes are constant i.e. the same codes will be applied to new comments. That is possible because of the characteristic of such instruments that they attempt to capture all the relevant aspects of service quality on the one side, and their formulation, as explained before, is on a more abstract level than concrete cues allowing stability in their formulation, on the other.

6. MANAGERIAL IMPLICATIONS

Several important managerial implications of using the described approach have already been suggested:

1. possibility of capturing all the aspects of service quality,
2. analysing available tourists' reviews within developed framework,
3. monitoring tourism service quality constantly and
4. using the results as a base for managerial actions.

In addition, two important issues need to be addressed. On one hand, there is a need to support tourists to give comments that will be used in later analysis. It is not only connected to verbal support of the staff to the tourists to comment on the aspects of the service they consider as needed to be assessed. The whole organizational culture requires supporting obtaining tourists' reviews and reacting according to them.

On the other hand, it would be important to consider the effects of using the proposed approach from an organizational perspective. The first implication is to give an appropriate employee a task to follow the reviews available in various sources. It is also needed to define what is the period in which those reviews are considered. Another implication refers to the need to collect all additional information that can be used in the analysis. It is possible to use questionnaires and databases in which all the relevant information, without intrusion to tourists' privacy, would be collected.

7. FUTURE RESEARCH DIRECTIONS

Future research could test the value that the managers would give to the presented approach after presenting it to them. Within that topic, a deeper analysis can be performed regarding the acceptance of the approach in the context of tourism supply characteristics as well as characteristics of managers.

8. CONCLUSION

The importance of perceived service quality in general, as well as in the tourism industry, can be considered in the context of its positive relation to the satisfaction and loyalty of service users. Therefore, the need to consider quality is an important aspect of management in tourism. An approach for monitoring all aspects of perceived quality refers to conducting quantitative marketing research that generally requires time and money and cannot be performed constantly. Relevant issues regarding instruments of quantitative marketing research are considered within parts of this paper.

In this manuscript is introduced a potential approach for linking measuring tourism service quality and qualitative marketing research. The characteristics of qualitative research are also considered and their process with special emphasis on coding is presented. The approach suggests using items and/or dimensions from quantitative marketing research that consider all aspects of service quality as codes in qualitative marketing research.

Another important aspect of the approach is related to data that will be coded in accordance to the previous description. Those data are actually marketing intelligence data and can refer to tourist reviews that can be collected from websites, social networks, books of impressions, etc.

The approach is presented in detail, an example is given, its application in qualitative research software is presented and managerial implications are considered. Future research should focus on the potential acceptance of the approach by managers from the tourism industry.

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