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**Influence of external institutional communication on the
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family hospitality sector
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Influence of external institutional communication on the happiness level of service recipients: A case study in the family hospitality sector

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Abstract

External communication is essential for an organization because it is through it that the organization interrelates with the recipients of its services, offering them information and, in turn, receiving feedback from them. In this way, a reliable measure of the level of satisfaction of the beneficiaries can be obtained, with the aim of achieving more effectiveness in the service.

In this paper, a study conducted in the field of family hospitality is presented. This kind of organization provides basic services to the person with the main objective of creating a family life environment. As a case study, the Administration of several centers in Madrid, a city with characteristics that are not at all favorable to the reconciliation of family life, has been selected.

The purpose of the study was to check if the goal of the organization, defined as making its work "a happy family home," is perceived as such by the recipients of the services. It is not only a matter of analyzing the causes that motivate this perception, but also of proposing improvements so that the various interest groups can grasp the identity of the organization.

To develop the work, a methodology based on the distribution of some surveys among persons, men and women, who usually receive the services of these centres has been determined. An attempt has been made to make the samples as comparable as possible by circumstances, sex, age, etc. The information requested from the respondents is indirectly related to their level of satisfaction with their quality of life, and how it affects their own perception of their life as a "happy life".

As a result, a new challenge is posed for the organization: among the strategic objectives of external communication, one of the priorities should be the effective management of its own identity, placing more emphasis on the values it conveys than on the services it provides. Thus, with this study, organizations in the family hospitality sector are encouraged to not only be concerned about the recipients of

the services, know their needs, discover new opportunities that generate value, etc., but also to establish among their objectives the improvement of the projection of their identity, determined by their Mission, Vision and Values, through their communication and image, and to transmit it to the stakeholders.