THE QUALITY SYSTEM – MAJOR KEY IN THE TOURISTIC SERVICES

Lecturer Marian Florin BUSUIOC, PhD
Romanian American University
1B, Ezpoziției Avenue, Sector 1, Bucharest

Lecturer Andreea BUDACIA, Ph.D
Romanian American University
1B, Ezpoziției Avenue, Sector 1, Bucharest
andreeabudacia@yahoo.com

Abstract:
In present, the tourism has become a social and economic phenomenon, with an important influence on the future of the world society. Since tourism tends to become a more and more important branch of the economic activity, it is essential to think about the quality of the touristic offer which has to be considered and designed in connection with the requirements of the demand that grows simultaneously with social and political changes. The quality system is made of a set of procedures whose management in an enterprise, is closely connected with the economic efficiency. The novelty of the system consists in directing the quality control towards the conception – designing stage with the aim of shortcomings prevention and towards the last stage which is the consumer’s use.

Key words: Tourism, the quality system, objectives of the quality insurance system, the touristic offer

Jel Classification: L83, M31

According to the World Tourism Organization opinion, the touristic activity is a form of cultural – educational and recreation manifestations of the modern society. In present, the tourism has become a social and economic phenomenon, with an important influence on the future of the world society, that all further developments of different fields of activity will have to make into account the qualitative and quantitative evolution of tourism. Setting tourism in the frame of the global Romanian economy imposes a growth in the quality both of the whole touristic activity as such and of the activities which participate satisfying of the touristic consume.

As an important means of growing Romanian’s prestige and material and spiritual values over the world, tourism may have best results in these domains only if its specific activity is carried out at high parameters.

Out of the set of aspects which draw our attention in the process of quality raising in the Romanian tourism, the services prove to have an important contribution. The national and international experience shows that the more services are carried out at higher quality parameters (the contents, the fastness, the high level of meeting the clients’ requirements), the more the touristic offer is asked for. In most of the cases it was noticed that the concern of the personnel in the touristic services sector represents the main factor
in ensuring the reputation and success of the touristic product among both the native foreign tourists.

Since tourism tends to become a more and more important branch of the economic activity, it is essential to think about the quality of the touristic offer which has to be considered and designed in connection with the requirements of the demand that grows simultaneously with social and political changes.

The quality system is made of a set of procedures whose management in an enterprise, is closely connected with the economic efficiency. The main characteristic of the system is the simultaneous application of some methods of quality management during all the stages and cycles of production and in every work place. The novelty of the system consists in directing the quality control towards the conception – designing stage with the aim of shortcomings prevention and towards the last stage which is the consumer’s use.

The system generates an informational start-ends flow between all the stages of the production cycle and between all the stages of the life cycle.

The system of quality insurance is used as an efficient management instrument and it represents a granting element for the provider within the contractual relations.

The main objectives of the quality insurance system are:

- the achievement and maintenance of the products and services quality for the permanent meeting of the level of the consumers requirements;
- the grant of the management board itself that the quality level shall be reached and the aimed quality will be maintained;
- the trust of the user that the quality level will be assured in conformity with the contract stipulations;
- the objective necessity of the quality insurance system is determined by;
- the rise of the quality weight within the competition of both products and services on the market;
- the expansion of the automation, informatization of the production processes;
- the raise of the expenditure for quality within the total production costs;
- the raise in the offer of goods and services which generated a rise in the consumers’ requirements;
- the raise of the system’s importance in the efficient turning of the material and human resources into quality goods and services able to be sold and therefore accepted by the user;
- the decisive influence of the quality over the other economic indicators of the enterprise.

For any service (tourism) enterprise which wants to implement a quality control, a very important role is played by the enterprise management if they want to become a top enterprise.

The management has to decide:
- if the application of the quality control is possible and if the improvements are desired;
- how they can set objectives for the whole unit and for each person;
- how can the quality policy be known in the tourist unity in which it is applied.

The managing board has to pay as much attention as possible to the personnel instruction.

The code or regulations of a good professional practice can become the fundamental instrument for a collective improvement in any category of services.
When a service has to meet the quality requirements, each of the employees has to know in every little detail his professional attributions, obligations and responsibilities, the information he should give and whoever can provide them, what is the amount of the financial value of this work.

The managing board has to take the responsibility of organizing the work, the use of an efficient information system, the implementation of a quality control department having a great competence and experience. At the same time the management of a tourism unit has to feel the “necessity” to be aware of the loss due to the “poor quality” of the services performed and also the urgency of the shortcomings evaluation and errors in management awareness.

The tourism units to star the analysis with the knowledge of the client, thinking of what he desires and how they may come to meet his requirements. The tourism units have to make a good impression on the client from the very beginning. The psychological aspect of one person’s behavior should not be missing (in the day by day life but mainly when going on holiday) which is a relevant aspect mentioned by the manager of a big hotel group in Hong-Kong:

“I think that people want to be guided or directed (even if they do not admit that) and there has to be someone – why not us – to perform this role”.

The prosperity of a hotel comes from quality, from the personnel’s behavior and from the hotel’s management.

By means of the contract with the client the conditions for a good quality of the service can be settled. Irrespective of the diversity in the regional customs, by means of the censuses made among the tourists and travelers, some common requirements will be found in terms of silence, comfort, security, hygiene, entertainment and these should be the directions towards which the main efforts should be directed.

Nowadays, in many countries, goods and services tend more and more to comply with a “special” psychological demand of the consumer.

Thus the goods or services are added a “psychic component” and the consumer is glad to pay for this advantage.

The personnel of each tourism unit have to be characterized by a remarkable faithfulness. The errors, negligence, lack of politeness can do much harm to a hotel, as the image of its firm is made as consequence of the appreciations expressed or spread by its clients. It is proved that a satisfied client can positively influence 8 other persons, meaning 8 future potential clients, whereas a dissatisfied client can negatively influence about 17 persons about the respective housing unit. Therefore, it is much more difficult to re-make a compromised image than to make a good image (advertisement) from the beginning of goods, products, units. The imagine is a synthesis of four components of cognitive, affective, personal and social nature: existence, intensity, clearness, specificity of the image.

With a view to implementing quality control there works the so-called “committees for quality” which permanently analyses and apply measures for the service insurance and control in the hotels.

The “services” is a process very much like that of industrial production, in other words, a repetition, a production flow in stages, phases of operations ending with a financial invoicing.

A model or norm for the organization of the quality control in a service unit has to contain: the application decision, the working team, the improvement measures, the creation of quality interest ambient, the detection of shortcomings and errors, the correcting
actions, the recognition of successes and positive efforts, the continuing professional formation, the control of objectives accomplishment, the periodical analysis of the results.

The first action to be made by the management when aware of what the needs are and what has to be done is to call the main responsible, inform them about the action, educate, form and instruct them, give them a plan of work and control the results and progress obtained.

In order that the application should be efficient, as a rule, “a Management team” is created in order to issue a program or a plan to introduce or improve the quality. This team has the task to plan the quality control implementation which has to make clear within the fixed period of time (week, term etc.) the amount of tasks to be performed by each department, sector or section in the unit.

In case of a hotel the following should be shown: the technical process of the service, the advertising of the hotel’s services; the reception of requests, reservations, information asked by the client (kindness, politeness, operativity, concision); the client’s registration (simplification, speed); accompanying him to the room, carrying the luggage; presenting of the key (while accompanying him to the room); presenting the room service (radio, TV, telephone, restaurant services etc.); floor service (tidiness, noise, heating, air conditioned, bar etc.); restaurant - cooking, menu, prices.

In many countries there is a hotel network with very similar services and that is because they did organize a quality control of the services, but we can also notice that these hotels are full, very much asked for, especially in terms of the binomial relation quality – price. They have a “Quality Handbook” in which the management has clear tasks for each employee, as to what and how he has to do, showing clear advice, instructions and specifications.

In all the hotels in Tokyo, Osaka, Yokohama posters with moral sayings are to be found, as much as practical and hygiene advice for the living style.

There are lines and fragments of poems. These posters with flowers and birds say, in English translation:

“A hotel is a plum-tree
full of tasty fruit:
nightingales are the guests
housed in its branches”.

The great hotel owners in Japan made the agreement, in one of their reunions held in Tokyo, that among other promotion means they should order to a great national poet a ballad about the first rank services from the Kingdom of the Rising Sun. This is indeed an extraordinary idea which no hotel owner in Europe or America should have ever considered as advertising means.

The improvement of a service quality is a “realitively easy” task, but the key to commercial success is represented by the maintenance of the good quality. For the quality of the services performed two conditions have to be observed: the personal training and discipline.

The control of the faultless application by each tourism employee of those he was taught is permanently necessary by means of some exigent and sufficient control in terms of frequency and domain aiming at the rise in responsibility for the quality of the activity carried out in tourism. It is worthwhile to consider also the issuing of a code which is to state the obligations, the rights, the behavior norms etc. of all those working in this field. Besides the effect in the rise of responsibility, such a normative act should contribute to the rise in the prestige of tourism professional and improve the interest of those with real vocation for the respective jobs, to work in this field.
The success of the implementation of the quality system in tourism is to be found in the concern of the whole personnel from the porter to the manager. The achievement of the quality has to be the result of a collective effort of all those interested.

The tourists today are very exigent in the balance of the relation price-services-quality. Most frequently the objections of the tourists make no reference to the price itself but to its high rate as compared to the quality offered.

The visitors are more and more sensitive to the quality of the touristic offer and they ask for physical security, comfort, hygiene, a better quality of the resources.

The touristic offer should be prepared to face the disabled tourists too, therefore the touristic should be diversified from more and more points of view. In terms of human resources, the improvement of the working conditions in the touristic units is necessary, mainly in the little and medium ones, and a bonus system for the stimulation of the personnel is also needed.

The tourist is more and more looking for new experiments when traveling. That is why the touristic offer has to meet his information need, his curiosity about certain details or customs.

Thus, a clearer evaluation of the service quality is requested, taking into account the increasing economic importance of the services, representing even more than half of the national gross product in the industrialized countries.

The research and control of the services quality request a multidisciplinary analysis. It asks for a synthesis between different factors and an increased participation of the consumers and users to the decision, a personalization of the economic relations and new relationship between the participating units to the same final service and also new relationship between the operators, within the service network, and the users.

**Bibliography:**

[1]. E.A. Budacia (coordinator) – Managementul serviciilor, Ed. Universitară, Bucureşti, 2010