

ხარისხის მენეჯმენტის როლი და მნიშვნელობა ტურიზმის ინდუსტრიაში Role & Importance of Quality Management in Tourism Industry

ანა მაზმიშვილი - მოწვეული ლექტორი, ტურიზმის მენეჯმენტის მაგისტრი
საქართველოს ეროვნული უნივერსიტეტი

Ana Mazmishvili - Invited lecturer, Master of tourism management
National university of Georgia (SEU), Georgia

ანოტაცია. ნაშრომში განხილულია ხარისხის მენეჯმენტის როლი და მნიშვნელობა ტურიზმის დარგში, ხარისხის მართვის ასპექტები ტურიზმში და მათი მეშვეობით მომსახურების ხარისხის გაუმჯობესება, იმ ძირითად საკითხებს, რომლებიც გავლენას ახდენს ტურიზმში მომსახურების ხარისხის განვითარებაზე, ნაშრომში საუბარია ასევე იმ ფაქტორებზე და ხარისხის მართვის ასპექტებზე, რომლებიც მნიშვნელოვან როლს ასრულებენ ტურიზმში მომსახურების ხარისხის გაუმჯობესების თვალსაზრისით.

საკვანძო სიტყვები: ხარისხი, მენეჯმენტი, მომსახურება, ტურიზმი.

Abstract. The paper discusses the role and importance of quality management in tourism. Quality Management Aspects of Tourism and Improving Service Quality Explains the key issues affecting the development of tourism service quality. The paper also discusses the factors and the aspects of quality management that play an important role for improving service quality in tourism.

Keywords: Quality, Management, Service, Tourism.

Introduction: Tourism today is a global business in which the competition and the customers span international boundaries. Managers competing in the fierce international marketplace are increasingly concerned with a strategic view of quality. Such strategy provides goods and services that completely satisfy both internal and external customers by meeting their explicit and implicit demands. Through its strategic definition of “meeting the needs of customers”, quality influences or defines every generally accepted source of advantage. Tourism has been one of the world's fastest growing industries, and there are large societies entirely dependent upon the visitor for their sustenance.

Quality issues have never been alien to tourism, but Concern with quality tourism has been shown by various private organizations at all levels: international, national, regional and entrepreneurial. However, the increasing number of dissatisfied tourists demonstrates that the recent initiatives aimed at quality improvement in tourism have not been effective. This leads to a question of the reasons for current quality problems in tourism, and possible ways of quality enhancement in tourism.

The growing competition in tourism industry, transfer of new technologies, specific and constantly changing customers' preferences are the main factors of the growing interest in quality management programs.

To take a closer look at the quality management, an explanation of some facts, terminology and regulations concerning quality seems to be time delivery service quality requirements necessary. What needs to be revealed first of all, is what quality and quality management actually mean, what the dimensions of quality are, and what the differences between services quality management and product quality management are, because the Quality means different things to different people – there exists no uniformly accepted definition of service quality.

Main text: Quality is a characteristic of not only output, but of the overall course of business activities are precondition for duration the continuous innovation. By disregarding the quality of the commitments of strategic management, the future of business subject is at risks. Quality becomes the dominant approach to the company future.

Nowadays, customers are much better informed about travelling and are increasingly experienced travelers, which makes them less dependent on the proficiency of the service provider, e.g. the travel agent. As the customer's dominance increases, he becomes more and more demanding. One of the ways to improve quality is by introducing radical changes, meaning that the existing system is replaced with another, better one. It means going beyond the usual service and developing new designs, procedures, methods, service concepts and service delivery systems. In other words – innovation. For example, instead of presenting more choice in package tours, a travel agent shall use a mass customization strategy (creating modular components that can be configured into a variety of individual packages). Customers do not want more choice of package tours; they just want exactly what they need.

Quality looked for by the customers in tourism means much more than just service quality of tourism enterprise – it is also the problem of the destination area where quality management is much more complicated due to the fact that it does not depend just on the resources of a single company. As the tourism product is not only produced by several private suppliers (accommodation, catering, travel organizers, attractions, leisure activities) but also public or semi-public institutions (roads, municipal services, theatres, museums) there is needed to raise

the competitiveness not only of individual enterprise but of the destination as the conglomerate of all the product components needed to make a holiday. It means that quality of the tourism area (tourism destination) cannot be developed only in the very strict business aspect.

Quality management in tourism has many aspects to improve the service:

Strategic – the company must focus on quality itself as the tool for competitiveness. The product's relative advantage is recognized to be one of the key factors that differentiates between success and failure. This is in terms of being able to offer unique or superior benefits to the customer, providing some benefits not previously available, satisfying clearly identified customer needs, solving customer problems with existing products or being first to the market so that there is no direct competition;

Marketing – products should comply with customer requirements. Companies try to achieve their own constant clients because the tough competition may lead to push them out of the market. Strong position, trust and quality are the determinants of gaining stable market share. Companies should concentrate on the up-front activities (i.e. market research) for success;

Economic – the company must bring profits which is possible by offering the products strictly meeting customers' requirements. (Notice however that the process is effective only when the competitiveness of the company is higher than others, when clients respect and appreciate high quality and they are eager to pay more for getting it.);

Technological – quick development of technologies implements better adjustment to the market;

Law – products must comply to appropriate standards and regulations specific to different sectors of economy;

Information – spreading so fast that companies are to take care of their image through the constant improvement of their products quality.

Conclusions: maintenance of quality standards is an increasingly important activity for hospitality firms and tourism areas. More and more often, guests and customers are opting for those products and services that allow them to be certain of receiving high quality and value for money. Below there are the importance of quality managements and its influence factors on a tourism business:

Improving quality generates higher profits -Better services are directly reflected in the business success, compensation costs are reduced and guest loyalty is promoted. If buyers can detect higher quality of products and services encounters, they will “reward” such sellers with greater volume.

Quality management decreases costs- The introduction of a quality management system does not come free. But it is much more expensive to go on making the same mistakes, having the same losses, manage all the same complaints, dealing with some misunderstanding between employees suffering from the badly organized workplace etc. Despite cutting costs by preventing mistakes and lower costs of control, high quality means lower costs thanks to more effective work, less stuff needed because the work is efficient. So quality efforts and investments are by their nature long-term investments.

High quality service brings competitive advantages- The quality programme promotes the creativity of services, making them more difficult to copy, thus improving the market chances. tourists look for an aid to orientation in the wide variety of tourist offers and quality assurance is one of points of orientation for the customers enabling them to make right decisions. High quality is the way to better and stronger trade mark which generates higher profit.

Quality management leads to increased employees’ morale and job satisfaction- If employees are involved in the preparation and implementation of the quality programme and they see the system to be more profitable for themselves as well, they are more motivated, satisfied and loyal. This can be gained through better communication between management and employees. Proper quality management reduces employee turnover and therefore also reduces costs.

As a result, quality management encourages hospitality- All employees pull together in the same direction – guest satisfaction– and the guests notice that. That’s why it is crucial to employ staff truly devoted to their job and responsibilities.

Quality management enhances company image- Customers prefer companies with some kind of a Quality Label as it generally means better customer service and ensures reliability. Quality in fact is the only way to create the successful market brand.

Proper customer service is more effective than expensive advertising- Improving customer service is essential for tourism industry. It is sometimes easier and cheaper to rely on customer’s recommendations by satisfying their needs rather

than putting a lot of money in marketing, advertising and sales promotions. It has been proven, that 9 out of 10 guests spend their holidays on the recommendation of friends and relatives.

Quality management improves financing possibilities- The creditors tend to require financial schemes which are tied with quality management plans. This also proves, that introducing quality management systems leads to increasing companies' value, creditability and reliability. Receiving financial help such as loans or leasing becomes easier and sometimes less expensive.

Quality management improves dealing with critical incidents- Each guest has his specific expectations, needs and opinions. No matter how tactful staff may be, the odd mistake or misunderstanding is unavoidable. Such occurrences are described as "critical incidents". these are defects of varying degrees in a service chain which result in failure to satisfy guest expectations and hence trigger dissatisfaction.

The tourism industry should constantly review its market standing in relation to the global competition. There is an even increasing number of tourist destinations competing for the customer's business, and customers do not tend to be loyal to one particular service or product, but look for innovative ideas which present real value. In fact, one of the most important characteristics of the tourism sector is that all the decisions taken by consumers or enterprises are determined not only by economic factors such as price relations and the development of wages and interest rates, but also by changes in the perception of a destination.

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