

Determining the quality of services in tourism

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Abstrakt

Tourist services are heterogeneous from the point of view of quality, space and time, and the process of providing tourist services should be seen only by ensuring the synchronicity of this process in terms of quality, time and space. From the point of view of tourism development, it is necessary to strive for the provision of a quality tourist service in its entirety, because this ensures the optimal fulfillment of the needs of domestic and foreign tourists on the one hand, as well as the achievement of favorable work results. of participants in meeting tourist needs on the other hand.

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1.1 Defining quality in the service industry

The term quality comes from the Latin word *qualitas* and means quality of property, and one of the oldest definitions of this term says that it means something good. Regarding the application of this term and determining what is meant as good, there are different approaches, so some of them will be listed which from the consumer's point of view would be the most significant for the development and concept of total quality. Philip Crosby considers quality as the absence of errors that is achieved through activities in the enterprise. Quality represents the fulfillment of requirements set by the company, in the sense of completely absent errors („zero defects,„). According to him, quality is free, if the work is done well the first time. Crosby

noticed that companies spend 15-20% of quality sales, and companies that have good management in this regard can achieve a cost of quality of 2.5% of sales. The standard absence of errors means that the company must focus on error prevention instead of detecting and correcting them.

Deming, who developed his models of the quality system in Japan, where a quality award named after him was established, had a different approach than Crosby and formulated the entire program of 14 points, aimed at managers for the successful realization of quality:

1. To create a constant need for product and service improvement due to achieving competitiveness, survival of work (enterprises) and jobs.
2. To adopt a new philosophy. We are in a new economic time, and Western management must be aware of the challenges, must learn what responsibility is and adopt a new philosophy.
3. To end dependence on inspection for achieving quality. To eliminate the need for mass inspection by introducing quality into products.
4. To stop the practice of sourcing based on prices, instead to reduce the total costs. To decide on one supplier for each product and to build a long-term relationship, loyalty and trust.
5. To constantly improve the composition of products and services in order to improve quality and productivity and thus constantly reduce costs.
6. To introduce training in every workplace.
7. To introduce leadership, with the aim of monitoring (control) to help people, machines and equipment to work better. By monitoring the management, the system for monitoring employees in production should be improved.
8. To avoid fear, so that everyone can work effectively for the company.
9. Break down barriers between departments. People who work on research, shape design, sales or products should work as a team to be able to anticipate production and usage problems that may arise with the product and service.
10. To eliminate slogans of incentives and goals that require error-free work and new levels of productivity. Such slogans create conflicting relationships because many causes of poor quality and poor productivity are located in the system itself and are actually beyond the power of the executor.
12. To remove obstacles that deprive them of the right to be proud of their work (to remove annual measurement of work results and targeted management, and to introduce quality control in addition to quantity control).
13. To introduce an intensive program of education and self-improvement.
14. Everyone in the company should participate in implementing the transformation, it is the task of each individual.

The postulates of the Deming program are fully contained in today's standard system of total quality management and quality assurance system in enterprises, ISO 9000:2000.

Norman sees the concept of quality through several different aspects:

- Product quality or output;
- Quality of the process;
- The quality of the production or the delivery system;

For him, quality is a general philosophy that spreads throughout the organization.

According to Norman, quality in the service sector is specific in that the service occurs at that moment when it is given to the consumer, who consumes it at the same time. Quality can be defined from two aspects, from the aspect of the product and the service and from the aspect of the consumer. According to ISO 8402, the quality from the aspect of the product and the service is the totality of properties and characteristics of the product, which is based on their ability to satisfy the expressed and the expected demands. Another aspect of the consumers prevails today and the quality is the level of satisfied needs and demands of the consumers, that is, compliance with their greater demands and expectations.

Characteristics of tourism services

Tourism is characterized by the heterogeneity of its structure, on the supply side there are a large number of economic and non-economic activities that participate in providing services to tourists. However, in such diversity, it is possible to identify basic characteristics of all services in tourism:

- intangibility - unlike the product of a service, they cannot be seen, touched and tried during purchase;
- inseparability of production and consumption - these two processes take place simultaneously and imply the presence of both entities (provider and user);
- impossibility of postponing consumption - services cannot be stored and reused;
- variability – it is almost impossible to provide the same service every time in the same way because it depends largely on the service provider, and on the user who is an active participant in this process;
- absence of property rights - there is no property right in the case of a service unlike a product.

Services in tourism must meet the needs of tourists, and in addition, they should be synchronized territorially and temporally in order to fully ensure unity in the process of meeting the needs of tourists.¹⁵ The services provided to tourists can be classified into three groups from a territorial point of view:

1. Services provided at the place of permanent residence of tourists,
2. Services provided in the process of transportation from the place of permanent residence of the tourists to the tourist destination,
3. Services provided in a specific tourist location.

In the first group, in the place of permanent residence, the tourist uses the services of travel agencies to collect information related to a planned trip, to purchase individual services (accommodation or transportation) or a package arrangement (a flat-rate trip sold at a single price and includes at least two services, usually transportation and accommodation, and may also include food and beverage services, excursions, etc.)

Services are also provided by commercial enterprises in which they buy what they need for vacation (equipment, etc.), as well as various organizations and companies that carry out promotional activities and organizing trips.

In another group, during the journey to the tourist destination, they use the services of various enterprises that deal with the transportation of passengers (airlines, railways, and in the third group, in the tourist destination, the tourist uses services provided by catering enterprises, shops, reception agencies, and a number of other economic and non-economic activities.

Quality and service in tourism

The quality of tourist services is evaluated during their use/provision and consumers evaluate the degree of quality through their satisfaction, therefore the aspect of the consumer is dominant.

The functional component can compensate for some technical components that are not quite at the expected level, but if the functional quality fails (the attitude of the staff towards the guests), it is unlikely that the technical quality (eg the quality of the room itself) will succeed in suppressing consumer dissatisfaction. Technical - the technological advantages of a hotel can be easily reached and surpassed by competitors, because nowadays technology is developing rapidly, so the image cannot be built only on that. The quality of the rooms in the hotels of the same category do not differ much. The categorization of the hotels clearly prescribes the characteristics that must be fulfilled by a certain category, so what distinguishes the hotels of the same category is the functional component, i.e. the "human factor", i.e. the service from the staff.

Morris (Morris 1985) in a Canadian hotel study found that 44% of all complaints refer to components of the technical dimension, and 56% to factors belonging to the functional dimension, which proves that the functional dimension is pays more attention to the perception of the quality of hotel services by consumers. At the same time, it is noticeable that ensuring a consistent level of quality in the functional dimension creates the greatest difficulties. 17 Functional quality depends very much on the quality of the interaction between the staff and the consumer, his previous experiences, habits, etc. Because of that, functional quality is achieved with maximum involvement of the management and continuous improvement of the quality of service delivery, which is achieved by training the staff to successfully communicate with the guests in order to better recognize the needs of consumers. The technical-technological component, such as the appearance and equipment of the rooms and other rooms in the hotel does not change after several years, but the way those rooms are maintained and cleaned is something that is achieved daily.

Customer satisfaction cannot be achieved if a beautiful and comfortable room is missed, even once, not tidied up or if the staff in direct contact with the guests is not efficient enough. According to Kotler, in addition to the functional and technical ones, there is also a third, ethical component that must exist, although it cannot be evaluated even before the purchase, and usually not even after. Some hotel managers don't know the fire prevention plans, some know them but don't prepare the staff for such cases and it is most likely that the guest will leave satisfied and will return to that hotel again expecting that the hotel takes all the precautions for such cases. It is very important to take into account the ethical responsibility in the formation of the product and service, excluding all those features of products or services that could harm the users and even destroy the reputation of the hotel forever. The great American hotelier Ernest Henderson the founder of the international chain "Sheraton" was known for his work motto: "To make a profit, but respecting the high standards of work ethics" and the success of his hotels proved that this is possible. 19 Ethics is an integral part of quality, long-term success can only be achieved by respecting the ethical codes by the

management and all employees. At the same time, ethical principles must be respected at all levels, in relations with consumers, suppliers, between employees and with the social community.

Henderson gives the following examples of ethical components in a hotel:

- Security of the guests (in physical and material sense)
- Protection of guests (health and life);
- Guest privacy (discretion);
- Use of cleaning agents that are not harmful (protection of guests and the environment);
- Correctness in the performance of work tasks;
- Management of human resources (according to the law and honestly based on respect for their work, adequate remuneration and stimulation, introduction of standards for communication with guests and between employees).

Therefore, the quality in tourism needs to be considered from the perspective of the consumer, because the satisfaction of the consumer is the only true measure of the quality of the tourist service.

The quality from the point of view of the consumer depends primarily on his expectations. The tourist who plans a trip during the annual vacation will primarily start from the time period he has available and the funds he is able to allocate for that trip. He will expect to receive the best possible quality for your money, i.e. the greatest value (engl value for money). Accordingly, it is assumed that it is a matter of realistic expectations that imply that the consumer is aware of the difference and the level of quality of the services offered in e.g. hotels with three stars and hotels with five stars. The tourist who as a consumer will be delighted if the perceived quality exceeds his expectations, however, it is very likely that he will be disappointed if the quality of a service is below his expectations, which can lead to dissatisfaction even and if other services during the trip were satisfactory.

Thus, for example, the agency, the organizer of the trip should take care that the package of services it offers is compatible in terms of prices and quality, while it is not allowed to make only a simple financial calculation that would lead to the hotel in one place where tourists stay, it should be with five stars, and the next time with three stars.

Due to the specificity of tourist trips, which individuals practice once or several times a year, regardless of whether it is a summer vacation of ten days or a weekend in some of the rural households, they always aim for rest, getting to know a different culture and customs, sports and recreation, and nowadays new, that is, unique experiences are more and more understood, so that we often talk about "tourist experiences" instead of tourist travel.

Guidelines for quality and services in tourism

Emphasized guidelines for quality refer to the usual irrevocable criteria that are of great importance to consumers, regardless of the category and class of the product, or the sophistication of the service in tourism. The determination of the quality of the service in tourism from the consumer's point of view is carried out by way of direction of quality. A large number of authors single out these five basic directions for the quality of services.

1. Tangibility - which implies a physical component of a service, such as the appearance of the airplane cabin, the hotel room, and everything that can be seen, touched, used. For example:

- Physical benefits such as more legroom in front of the seat on the plane or in the hotel room;
- The appearance of the staff and the environment;

- The technological means and the equipment used;

- Other consumers in the facility, etc.

2. Trust - which implies the consistency of the service performance. Gaining trust from consumers is key in all service organizations, especially in tourism. The ability of the service provider to gain the trust of users is one of the extremely important elements of perception. for quality. The company should give good service,, the first and .

3. Next time, to achieve a good reputation. Trust is important in terms of providing what is promised and what is implied:

- Accuracy in billing and billing;

- Ensuring trust and security of the consumer's personal data;

4. responsiveness - refers to the willingness of the staff to provide services in an appropriate way, to the willingness to help consumers, to respond to their needs in an appropriate way and to provide services on time, e.g.

- Quick response to the customer's request;

- Serving a free drink in case of a bite;

- Quick responses to consumer wishes;

5. Expertise/reliability – refers to the knowledge and kindness of the staff, which creates a feeling among consumers that the company can be trusted, e.g.

- Knowledge and skills of the staff with whom the consumer contacts;

- Personal characteristics of service personnel;

- Discretion and security

6. Compassion – refers to concern for the feelings of others eg.

- Observing and respecting specific needs;

- Provision of personalized services, etc.

Table 1. Quality factor in tourism Dimensional Definition

1.	Availability	The product or service is readily available
2.	Credibility	The staff is polite and carefully educated
3.	Communication	Consumers are informed in a language they can understand, about all products or services, as well as their changes
4.	Expertise	The staff has the necessary knowledge and skills to offer the service and the product
5.	Standards	The product or service meets the standards
6.	Conduct	Courtesy and care towards consumers
7.	Poor quality	Any service quality that is not defined depends on customer satisfaction
8.	Duration	Performance, the result of the service or product have a longer duration
9.	Engagement	The staff shows understanding and offers individual attention to each guest
10.	Humanity	The product or service is provided in such a way as to preserve the dignity of the consumer
11.	Effects	The product or service offers an effect that is expected
12.	Security	Ability to provide services or products in a discreet manner
13.	Responsibility	The duration of provision of services and products is limited
14.	Security	The product or service is provided in the safest possible way without risk or danger

The basic standards of the quality of tourist services is a satisfied tourist, and by ensuring consumer satisfaction, stability of sales and profit is ensured in the long term. The quality guidelines

When the failure to satisfy such directions, i.e. the fulfillment of certain standards, the quality of tourist experiences is significantly reduced.

CONCLUSION

Today's development components say that tourism represents one of the possible variants for the development of the overall economy in a country. With that, it can be freely said that tourism should be considered with all its characteristics that can contribute to its development and growth, which would ensure a high participation in the gross national income of the country.

The healthy basis of the tourism industry is the qualitative content of the organizational postulates in all domains, and one of them is the quality of the product and service. Accordingly, it can be freely said that the following findings represent special features that should take a special role in the creation of tourism policy.

1. Tourist services are heterogeneous from the point of view of quality, space and time, therefore the process of providing tourist services must be considered only by ensuring the synchronicity of this process in terms of quality, time and space. feature of the product / service that has a certain impact on consumers. It is related to that product / service as a basic instrument of marketing and thus its connection with the other important instruments in the market operation is subsequently performed.
2. Quality is especially important in the service sector, especially in those parts where interpersonal service is emphasized, that is, the contact and communication between the provider and the user (consumer). Tourist services are distinguished by a high degree of interpersonality, and thus quality is especially important for complete satisfaction of the user of services (consumer). In doing so, one should not lose sight of the fact that the quality of tourist services does not only contain components of necessary value for consumers, but also his perception and overall impression (experience) of specific services.
3. Обезбедувањето на соодветен квалитет со кој во целост ќе се задоволи потрошувачот во туризмот , бара адекватно управување со услугите во овој поглед.Управувањето со услугите е составен дел од стратегиското управување и во претпријатијата на туристичката економија , но и во дестинациите ,т.с во целокупното туристичко работење.Управување со квалитет подразбира примена на соодветни metode.Меѓу нив посебно место и улога има TQM кој прераснал во развоен систем со широка примена и во големите и во малите туристички претпријатија и организации и дефинирал комплетен процес на обезбедување на квалитет од страна на запослените , снабдувачите , опремата , организацијата на работата и другите релевантни компоненти.
4. Во туристичкото работење , т.с на сите соодветни дејности , квалитетот првенствено се обезбедува со воведување на соодветни стандарди.Во тој случај се работи за интерни стандарди кои се пред се важни за целите на развојот и стратегијата на конкретна организација.Тоа добро го илустрираат примерите на сите големи корпоративни хотелски ланци кој со формирање и развивање на поединечни хотелски марки (брендови) ги

одредуваат различните степени на квалитет за различни сегменти на потрошувачите и со тоа целосно ја прилагодуваат цената , продажбата , промоцијата и останатите работни инструменти. Исто така карактеристично е и за авиокомпаниите , туроператорите и други бројни организации во туризмот , без оглед на нивната големина и пазарни домени.

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