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## Measuring Service Quality in Tourism Industry

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### Abstract

The expansion of the service sector, the stronger competition resulting from globalization and deregulation, and the emergence of new information technologies have accelerated the shift toward a knowledge-based and innovation-driven economy. With the increasing role of tourism in global economy and the growing competition in the global tourism market, the importance of developing quality tourism products has been recognized by both the public and the private tourism sectors. In order to develop quality tourism, organizations need to know what their competitive advantage is and what capabilities they need to grow and maintain. The aim of this paper is to analyze the customer satisfaction in the tourism area in order to emphasize the need for better quality and innovative services.

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### 1. Tourism - an industry in continuing evolution

Tourism is the world's largest industry and makes a major contribution to the economies of most developed and developing countries because it is being used as a ubiquitous vehicle for economic development and diversification and an integral element of economic development policy at a local, regional and national level (Sharpley, Richard and Telfer & David J. 2002).

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Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world.

Quality service has become a serious issue in the hotel industry. This arises due to the fact that operators of the industry still find it difficult to understand what tourist needs “are” at a particular time.

Since tourist will make decision and taking an action based on their perceptions, there is urgent need for the organization or hotel industry to take an effort in comprehending and understanding tourist’s expectation in order to provide good quality services to tourist.

The aim of this paper is to explore the complex issue relating to the customer satisfaction when it comes to the service quality of tourism industry. In order to accomplish that, we developed a diagnostic study to identify existing problems in respect of all classes of processes. Performance evaluation of hotel services, through the proposed questionnaires in the research carried out present the advantage of taking into account a multitude of criteria and quantification there of depending on the relevance of these criteria for the companies surveyed.

Tourism was an important factor in developed economies starting with the middle of 19th century. Surely, nothing stays in place, and now tourism is a business or a globalised industry (Meethan, K. 2001). Tourism is nowadays, by its content and role, a distinct field of activity, one of the most important components of the economic and social life for a growing number of countries in the whole world. Receptive to the changes of the contemporary civilization, tourism evolved under their impact, its dynamics integrating to the general development process. At its turn, by the vast human and material potential used in its development, as well as by the beneficial effects over the interference fields, tourism is a stimulating factor of progress.

Regarding the specialized literature in the tourism domain, it was written much about the relationship between tourism and development, despite the increasing social and economic significance and the use of tourism as a development strategy in developing countries. Writings on tourism, which refer to development, they are most times written from the perspective of the impact of tourism on the environment in which it unfolds. This is surprising, given the fact that tourism remains an important area of economic policy for development in many regions and in many nations.

Tourism includes a wide variety of destinations and products, and implies many different interested parties from public and private sector, with highly decentralized competence areas, at local and regional level. Tourism is a strategic economic activity and its importance will probably increase in the next few years. Tourism has a great potential in what concerns the contribution to the accomplishment of several major objectives of the European Union, as the lasting development, economic growth, and human resources development, economic and social cohesion. The strategic approach of the process is to create conditions and to provide the basis of a lasting Romanian tourism, of high quality and competitiveness. The strategy for accomplishing this objective is based on a number of points, the most important being to follow an approach based on knowledge, to know how to better exploit the existing information, to obtain and develop the know-how, and to innovate by developing new processes.

## **2. Statistics and facts on the global tourism industry**

Examining the facts and the stats, there are the obvious economic impacts in the areas of jobs and expenditures by tourists and tourism businesses, but there are also more subtle benefits that we want to communicate as well. In some circles, tourism gets a bad rap as some say it creates seasonal, low-paying jobs and while that may be true in some instances, expenditures by tourists and the tourism business community are critical to the overall economic health worldwide.

The travel and tourism industry is one of the world’s largest industries with a global economic contribution of almost seven trillion U.S. dollars in 2013. The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.2 trillion U.S. dollars in 2013. (Fig. 1)

The global hotel industry generates approximately between 400 and 500 billion U.S. dollars in revenue each year, one third of that revenue is attributable to the United States. Some of the biggest hotel chains are the InterContinental Hotels Group, Marriott International, Hilton Worldwide, Accor, Starwood Hotels & Resorts, and the Wyndham Hotel Group.

Intrinsically linked with the travel and tourism industry, an industry which contributed seven trillion U.S. dollars to the global economy in 2013, the hotel industry is certainly a profitable one. Travelers who are on the road for

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