



**University Goce Delchev – Shtip  
Faculty of tourism and business logistics -  
Gevgelia**

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First International Scientific Conference  
ISCTBL**

# **CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY**



**Gevgelia, 24-25 October 2017 & Shtip, December 2017**



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Faculty of tourism and business logistics – Gevgelija

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**For the Publisher:**

Nikola V. Dimitrov, Ph.D. – Dean

**Edited by:**

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*  
Drago Cvijanović, Faculty of Hotel management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*  
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Dushko Josheski, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia  
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**Proofreader:**

Marija Krsteva, Faculty of Philology, Goce Delcev University - Štip, Macedonia

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## PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,  
December 2017

Editor  
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## **QUALITY OF THE TOURIST PRODUCT IN THE FUNCTION OF ATTRACTING TOURIST VISITORS**

Sofronija Miladinovski, Fejzula Beha

### **Abstract**

*Quality is a necessary condition for the success of any business. Achieving this goal is done by offering a tourist product at a price that contains both the value of the tourist and the profit for a tourist organization.*

*Quality control, quality assurance, quality circles and total quality management (TQM) are some of the approaches that managed to maintain the attention and interest of the business leaders, given the need of the tourist organizations for constant adaptation to the changes in the environment.*

*Standardization is the first step towards defining and achieving the quality of workflow in the organization. The mutual relationship between quality, standards and specifications will give the correct definition of the quality system in the tourist organization.*

*Quality is not random. Quality is created and promoted. Effective and efficient quality management is a prerequisite for constant improvement of operations. The quality of products, services and processes is the goal towards which people are aspiring since the earliest times. Management quality control was regulated with printed specifications for materials, processes, finished products and tests as well as with measurement, measuring instruments and test laboratories.*

*In order to maintain a balance, managers in the production facilities formed a central inspection department headed by a chief inspector. In the twentieth century, huge production of goods and services was achieved, both in scale and complexity.*

*The companies have formed departments called: quality control department, quality assurance department, etc. The head of this department was named "quality manager".*

*The centralized activity in the quality department has led to the assertion that the achievement of quality is the responsibility of the quality department, not all employees of the company. The central activity of this department was to limit the risk of delivering a defective product to the consumer.*

**Keywords:** *tourism, quality, tourist consumers, TQM, market, tourist product, strategy, standardization etc.*

## 1. QUALITY MANAGEMENT DYNAMISM

### 1.1. Quality as part of the product structure

Philip B. Crosby launches his new concept "zero defects", "without error", "zero deviation" from the planned. In the new concept, many controllers are excluded, the principle of "just-in-time," "right on time," or "to do well the first time comes in their place."<sup>1</sup>

Today, the just-in-time philosophy of operation is still very active and has contributed to a significant improvement in the stocks of raw materials and supplies in the work process, reducing waste in the production process to a minimum and inducing numerous improvements in production operations.

When talking about quality, we have to specify what it refers to: product quality, process quality (operations), quality of management, governance, organization, etc. The product meets certain needs with its characteristics. The company must have defined a "quality level" of its products offered on the market. Quality is defined in different ways:

"Degree of satisfaction of the requirements of the particular consumer" (Risteski, 1994: 165).

"Quality is something that fits (conforms) to a standard or specification (Hall, 1987: 47).

"Quality should be the target defined by the needs of the consumer, present and future" (Deming, according to Oakland, 1995: 5).

"Quality is something that suits requirements" (Crosby according to Oakland, 1995: 5).

The quality according to the previously stated definitions is determined by the consumer, not by the engineer, the marketing manager or by the general management. Quality is always a moving target on a market where there is competition and has a competition in acquiring and retaining buyers.

To say that a product is "quality", it must match: shape (size, configuration, etc.), suitability (proper operation, consistent geometry, etc.), function (product performance satisfactory), trust continues to function according to expectations over a reasonable period of time most precisely specified), consistency (each product of the same kind owns the same attributes, functions and performance with minor variations between each individual product as well as a service according to the same standard in each Aimee so consumers trust the expectations from the product), (Hall, 1987: 46-47).

Quality enables people with different abilities and priorities to communicate very easily with one another in achieving a common goal. All employees should work together to improve the quality of the work of the entire tourist organization.

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<sup>1</sup> Suklev, B., - Management, EF, Skopje, 1998

## 1.2. Quality as a Strategic Category

The goal of an enterprise is with the same production costs, to offer a better quality of its products. Statistical quality assessment based on randomly selected samples is in the field of statistical quality control. Partial control is applied in cases of mass production based on a sample.

The current quality control performs permanent quality control checks in the production process. Discontinuous control is carried out at a certain point (quality assessment when receiving goods or completing production) when it comes to admission or final control.

The primary quality assurance task during the service process is to detect deviations from the predicted, through tolerance of the defective products or variability in terms of standard measures. The end result of the overall activities of the organization is the product offered on the market. It is a direct result of the organization's policies related to the establishment and maintenance of well-established quality programs. The quality of the product and services is directly conditioned by the operation in nine basic areas or also called "9 M's (Feigenbaum, 1991: 95); market, money. Management, materials, machines and mechanization, modern information methods and mounting product requirements.

Setting product standards (requirements that the product must meet) - "little things" that have been little paid attention to have become more potent opportunities for improvement. The growing complexity and high demands in terms of product performance have emphasized the importance of product safety and confidence in it. Since quality is a decisive factor for business success, quality-based is a key management strategy and a significant factor in the business environment of the business. Quality as the main management strategy contained in the quality program must help grow the business and provide a competitive advantage to the organization. The product of the organization will consistently satisfy the consumer's requirement for first and subsequent use, with reasonable maintenance, with high reliability and safety throughout the life cycle of the product.

## 2. TOTAL QUALITY MANAGEMENT

The word "quality" is of Latin origin (*qualitas*), which denotes property, characteristic. The word "complete" is a Latin expression (*totus*) meaning: purpose, complete, total, comprehensive. The word "manager" is an English word that means: manager, entrepreneur, general manager. The word "management" denotes management as "a process of coordination and effective use of human and material resources in order to achieve specific goals." But the "Quality Management" market has a dual meaning (Pegels, 1995: 17).

With TQM there is a complete connection between external clients, internal users and external suppliers and support staff. In TQM, anyone who provides something in the organization is a supplier and anyone who receives something from

someone in the organization is an internal client. The service or product must satisfy or exceed what the consumer seeks or expects.

So, TQM supplies the consumer with quality product in the right (real) time and in the right place. TQM is a system for enhancing the flexibility, effectiveness and efficiency of operations. It includes all employees and all activities from the simplest things to the highest levels of management. It emphasizes the consistency of quality and commitment to quality by each employee, the culture towards the quality, unity and homogeneity of behavior, effectiveness and efficiency in achieving the goal.<sup>1</sup>

TQM is based on the concept of continuous enhancement and the process of improvement, enduring quality and teamwork, which together leads to the ultimate result - a steady advancement.

So, TQM has defined it as "an organizational strategy with accompanying techniques that deliver quality products and / or customer service" (Lee, Luthans, Hodgetts, 1992). "Top" management and its role in changing the culture of quality in the organization.

To be successful in promoting business efficiency and effectiveness, TQM should really be a preoccupation of the whole organization, from top to bottom, the TQM must be initiated by the organization's CEO itself or another top management body. In every department of the organization, at every level, starting from the top, continuous and complete changes in behavior and thinking are required in order to operationalize the TQM system.

TQM is more a work of mind, an opinion based on the pride of working and teamwork, which requires top management full commitment. In the TQM program it is necessary to draw a good vision of the organization that will contain the goals, mission, policy and strategy of the firm, as well as the resources needed for its realization. Effective leadership together with TQM results in an organization that does the right things for the first time. Internal Entrepreneurship means giving support and freedom to other managers and responsibility in the firm for monitoring other managers as well as for monitoring and implementing innovation and creative thinking.

TQM will give the desired results if its foundation and perspectives are properly understood and if the steps of its implementation are accurately derived. Hence, TQM supplies the consumer with a quality product in the right (real) time and in the right place. TQM is a system of enhancing the flexibility and effectiveness of all employees on all levels of management.

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<sup>1</sup> Simonceska, L., dr. – *Business planning with application in tourist industry*, FTU, Ohrid, 2010

### 3. CONSUMER AND ITS SATISFACTION

#### 3.1. Purchaser and service activities

On the tourism market, the requirements regarding the quality of the products and services are growing at an accelerated pace. Service planning is entirely dependent on the quality to be achieved in relation to those services. Within this framework, the services offered by the tourism industry are also included. The tourism industry is one of the fastest growing aspects of national economies. On the other hand, the user's satisfaction of the service represents one of the most important requirements on the home market and it can be said that the degree of satisfaction has a growing impact on the use of services.

The principles, approaches and technologies of full quality control have been successfully applied to a wide range of different services. The main characteristic of service activities is that they are mainly dependent on human abilities, behaviors and training. With the increased professionalism and mechanization of services, the application of quality programs for services becomes more similar to the quality control of physical products.

The way the organization of today's restaurants is more similar to the big restaurants chains, their activities are integrated in the direction of ensuring the quality of using services. Food can be purchased with certain quality standards that can be measured and controlled throughout the chain, food preparation can be done according to a carefully organized plan and schedule, inventory managers and the seller can be trained for full service to the buyer and the buyers can regularly receive information about the quality of the service.

Not all service organizations focus on the satisfaction of the user of the service. In the future, the tourism industry organizations will have to focus on developing training programs, which will include team formation, education, focus on quality and Total Quality Management.

If we do not know the needs and desires of the user of our product, then there is a problem in quality control, since there is a lack of two categories that need to be compared in the control: the existing and the desired situation. Some industries consider certain consumer quality requirements as "extra", although consumers want these requirements to be an integral part of every product they buy.

In the term "quality control", the word quality does not mean the best in the class. For the industry, it means "best to meet certain consumer requirements" and in the case of a tangible product (car, refrigerator, and microwave) and in the case of fixed products (bus timetables, restaurant service and hospital services). The quality of products and services is determined primarily by the tourists. What is a quality for us what the product should contain can have a minimum value for a tourist.

A number of researches on the quality of tourists' attitudes to quality have thrown out the following conspiracies (Peters, 1991: 83):

- tourists will pay more for a better, or preferably for top quality.
- forms that provide top quality are advancing on the market.
- workers in all parts of the organization are motivated by the ability to create a product of top quality.
- there is no product with a level of sufficient quality as more new competitors redefine existing quality.

So, it is necessary to raise the quality of our tourist product, for the current prices to be a realistic reflection of this quality.

Quality is what it sees, understands and requires a tourist.

The tourist must be a major part of the quality program, their perceptions guide the program to the goal - an improved product.

### 3.2. Superior service-emphasis on the indescribable and uniqueness

Exceeding competition on the market is the result of the given "service plus". The services offered by the tourist organization must be in accordance with the requirements by the tourists. Every visitor is considered as a potential long-term consumer of the products, where the guest's comfort should be put first in the building. The service means more than smiling and should entail the best behavior of the employee who has direct contact with the client.

Superior service is a rule. The service must not be late, to wait, to have a defect or not to meet the expectations of the tourist. The tourist must be thrilled. The guest is always right; an old but valuable saying that does not lose its validity. Visitors are obsessed with unobtrusive attention and are followed leaving the building.

Retaining the old tourist is cheaper than finding a new one. Complaints are seriously handled and resolved in a timely manner. A well-crafted problem brings more loyalty than we had before the negative incident. Kindness and attention make it clear that it the service is good.

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