

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

Proceedings
First International Scientific Conference
ISCTBL

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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



University "Goce Delcev" – Shtip, R. Macedonia
Faculty of tourism and business logistics – Gevgelija

ISCTBL

INTERNATIONAL SCIENTIFIC CONFERENCE ON
TOURISM AND BUSINESS LOGISTICS – GEVGELIJA



Proceedings
First International Scientific Conference
CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY »ISCTBL 2017«
Gevgelija, October 24-25, 2017



"St. Kliment Ohridski" University – Bitola



Faculty of Tourism and Hospitality, Ohrid, Macedonia



University of Kragujevac

Faculty of Hotel Management and Tourism

Vrnjačka Banja



Gevgelija- Shtip, December 2017

Publisher:

Faculty of Tourism and Business logistics, Gevgelija
University "Goce Delcev" Shtip, Macedonia
Krstе Misirkov 10-A, 2000 Shtip; tel.: +389 32 550 000; Fax: +389 32 390 700
Tel.:+389 32 550 351 ; +389 32 550 350
E-mail: <http://ftbl.ugd.edu.mk/> www.ugd.edu.mk

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*
Cvetko Andreeski, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Technical Support

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia
Dushko Josheski, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia
Natasа Miteva, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia

Proofreader:

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

Number of copies

100

Printed by:

2 August Shtip

CIP - Каталогизација во публикација
Национална и универзитетска библиотека "Св. Климент Охридски", Скопје
338.48(062)

INTERNATIONAL scientific conference "Challenges of tourism and business logistics in the 21st century, ISCTBL (1 ; 2017 ; Gevgelija)

Proceedings / First international scientific conference "Challenges of tourism and business logistics in th 21st century, ISCTBL, 2017, Gevgelija, Macedonia, October 24-25, 2017. - Shtip : University "Goce Delcev" - Shtip, Faculty of tourism and business logistics - Gevgelija, Shtip 2017. - 340 стр. ; 25 см

ФУСНОТИ КОН ТЕКСТОТ

ISBN 978-608-244-465-9

а) Туризам - Собири
COBISS.MK-ID 104519178

ORGANIZER OF THE CONFERENCE AND PUBLISHER
UNIVERSITY "GOCE DELČEV" – SHTIP, REPUBLIC OF MACEDONIA
FACULTY OF TOURISM AND BUSINESS LOGISTICS - GEVGELIA

Co-organizers

Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*

Institute of Geography, Faculty of Natural Sciences and Mathematics, "Sts. Cyril and Methodius" University - Skopje, *Macedonia*

Faculty of Nature science chair Geography - Konstantin Preslavsky University of Shumen, *Bulgaria*

Faculty of Tourism, Hospitality, Environment, University of Peja "Haxhi Zeka", *Kosovo*

Faculty of Applied Ecology Futura, University Singidunum, *Serbia*

Aristotle University of Thessaloniki, *Greece*

Program committee

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia* (President)

Anne-Mette Hjalager, Department of Entrepreneurship and Relationship Management, University of Southern Denmark, *Denmark*

Angela Vasilevska, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Aleksandra Zezova, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Aneta Stojanovska Stefanovska, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Biljana Petrevska, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Blagoja Markoski, Institute of Geography, Faculty of Natural Sciences and Mathematics, "Sts. Cyril and Methodius" University - Skopje, *Macedonia*

Branko Nikoloski, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Cane Koteski, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Cvetko Andreeski, Faculty of Tourism and Hospitality - Ohrid, "St.Kliment Ohridski" University - Bitola, *Macedonia*

Dallen J. Timothy, School of Community Resources and Development, Arizona State University, *USA*

Dimitris Kourkouridis, PhD student, Aristotle University of Thessaloniki, *Greece*

Dean Metodjejski, 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*

Drasko Atanasoski, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Dusica Saneva, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Elizabeta Mitreva, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*

Husnija Bibuljica, Faculty of Tourism, Hospitality, Environment, University of Peja "Haxhi Zeka", *Kosovo*

Ivanka Nestorovska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Jovan Stojanoski, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Kiril Postolov, Faculty of Economics – Skopje, “Sts. Cyril and Methodius” University – Skopje, *Macedonia*

Lidija Simončeska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Liljana Batkoska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Marija Magdinceva-Sopova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Marija Takovska, Economic Institute, “Sts. Cyril and Methodius University” - Skopje, *Macedonia*

Mico Apostolov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Milen Penerliev, Faculty of Nature science chair Geography, Konstantin Preslavsky University of Shumen, *Bulgaria*

Mimoza Serafimova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Mitre Avramoski, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Nako Tashkov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Naume Marinovski, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Nazmiye Erdoğan, Vocational School of Social Sciences, Tourism and Hotel Management Program, Başkent University, Ankara, *Turkey*

Neda Petroska Angeloska, Economic Institute, “Sts. Cyril and Methodius” University – Skopje, *Macedonia*

Nikola Panov, Institute of Geography, Faculty of Natural Sciences and Mathematics, “Sts. Cyril and Methodius” University - Skopje, *Macedonia*

Noga Collins-Kreiner, Department of Geography and Environmental Studies, University of Haifa, *Israel*

Olgica Dimitrovska, Institute of Geography, Faculty of Natural Sciences and Mathematics, “Sts. Cyril and Methodius” University - Skopje, *Macedonia*

Oliver Filiposki, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Pietro Beritelli, Institute for Systematic Management and Public Governance, University of Saint Gallen, *Switzerland*

Ramona Rupeika-Apoga, Faculty of Economics and Management, University of Latvia, *Latvia*

Snežana Miličević, Faculty of Hotel management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*

Snežana Štetić, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, University of Novi Sad, *Serbia*

Sofronija Miladinovski, Faculty of Tourism, Hospitality, Environment, University of Peja “Haxhi Zeka”, *Kosovo*

Suzana Djordjević-Milošević, Faculty of Applied Ecology Futura, University Singidunum, *Serbia*

Shaul Krakover, Hemdat Hadarom Education College & Department of Geography and Environmental Development, Ben-Gurion University of Negev Beer-Sheva, *Israel*

Tanja Angelkova - Petkova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Tatjana Boskov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Zlatko Jakovlev, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Zoran Temelkov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Zoran Tuntev, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Organizing committee

Zlatko Jakovlev, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia* (President)

Drasko Atanasoski, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia* (Vice-President)

Zoran Temelkov, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia* (Vice-President)

Marija Magdinceva-Sopova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Natasa Miteva, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Dushko Josheski, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Tanja Angelkova - Petkova, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, *Macedonia*

Mimoza Serafimova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Biljana Petrevska, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Cane Koteski, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Cvetanka Ristova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Plenary session

Joanna Hernik, Faculty of Economics, West Pomeranian University of Technology in Szczecin, *Poland*

Ramona Rupeika-Apoga, Faculty of Business, Management and Economics at the University of Latvia, *Latvia*

Nazmiye Erdoğan, Vocational School of Social Science and Tourism & Hotel Management Program, Başkent University, Ankara, *Turkey*

Aleksandra Terzic, Geographical Institute "Jovan Cvijic", Serbian Academy of Sciences and Arts – Belgrade, *Serbia*

Host of opening the conference

Biljana Petrevska, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

Moderator

Ivanka Nestoroska, Faculty of Tourism and Hospitality - Ohrid, “St.Kliment Ohridski” University - Bitola, *Macedonia*

Tanja Angelkova Petkova, Faculty of Tourism and Business Logistics, “Goce Delčev” University - Štip, *Macedonia*

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
Nikola V. Dimitrov Ph.D. *Dean*

C O N T E N T S:

PREFACE.....	7
---------------------	----------

PLENARY SESSION

GREENWASHING IN TOURISM, SO HOW COMPANIES SHOULD NOT CREATE AN IMAGE	13
---	-----------

Joanna Hernik

THE PARADOX OF ACCESS TO FINANCE IN THE CIRCUMSTANCES OF CAPITAL MISALLOCATION: EMPIRICAL EVIDENCE FROM LATVIA.....	18
--	-----------

Ramona Rupeika-Apoga

SUSTAINABILITY IN TOURISM: ECOLABEL AND CERTIFICATION PROGRAMS AT HOTELS IN TURKEY	20
---	-----------

Nazmiye Erdogan

SUSTAINABLE TOURISM ISSUES – THE ROLE OF LOCAL COMMUNITY (THE CASE OF SERBIA).....	28
---	-----------

Aleksandra Terzić ; Nataša Simeunović Bajić

TOURISM

SHORT HISTORICAL PRESENCE OF TOURISM IN THE REPUBLIC OF MACEDONIJA.....	39
--	-----------

Nikola V. Dimitrov

POSSIBILITIES FOR SUSTAINABLE DEVELOPMENT OF WINE TOURISM IN DEMIR KAPIJA AND FLORINA	58
--	-----------

Naume Marinovski ; Sasho Korunovski ; Mishael Risteski

EVALUATION OF WESTERN SERBIA RURAL TOURISM DEVELOPMENT	68
---	-----------

Drago Cvijanović ; Aleksandra Vujko ; Tamara Gajić

PRINCIPLES AND METHODS OF CARTOGRAPHY IN TOURISM	81
---	-----------

Blagoja Markoski

OTTOMAN HERITAGE TOURISM FLOWS IN MACEDONIA	89
--	-----------

Ivanka Nestoroska ; Biljana Petrevska ; Petar Namicev

NEW GENERATION OF PV CELLS AND THEIR POTENTIAL APPLICATION IN TOURISM AND HOTEL INDUSTRY	100
---	------------

Vlatko Cingoski ; Biljana Petrevska ; Saso Gelev

EFFECTS OF TOURISM ENTREPRENEURSHIP ON REGIONAL DEVELOPMENT	111
--	------------

Branko Nikolovski ; Tatjana Dimoska ; Zoran Tuntev

MASS MEDIA RELATIONSHIP AND ITS SIGNIFICANCE FOR THE FINANCIAL STATUS OF THE MUSEUMS IN BULGARIA ..	121
Daniel Rumenov ; Severina Vaskova	
RURAL TOURISM AS AN ALTERNATIVE TYPE OF TOURISM.	129
Tanja Angelkova Petkova ; Marija Stanojkova	
RESEARCH OF THE WORK OF RESTAURANTS, THE DAILY MEALS AND THE CATERING PROCESS THROUGH THE USERS OF THE SERVICES IN THE CATERING FACILITIES IN SHTIP AS A FACTOR IN INCREASING THE TOURISTIC COMMERCE	135
Juliana Sazdova ; Aco Kuzelov ; Goran Antonievski	
TOURIST OFFER PEJA	145
Anela Džogović	
UN GOAL: SUSTAINABLE TOURISM AS A KEY CONTRIBUTOR FOR SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES.....	152
Aneta Stojanovska-Stefanova ; Drasko Atanasoski	
TOURISM RESEARCH METHODS IN PRIZREN	162
Naser M.Bresa ; Cane Koteski ; Nikola V.Dimitrov	
ONLINE BOOKING: BENEFITS AND ADVANTAGES	170
Tanja Angelkova Petkova ; Cvetanka Ristova ; Suzana Đorđević Milošević	
THE ROLE OF THE MONUMENTS FROM CULTURAL HERITAGE AS PART OF THE TURIST OFFER: DEVELOPMENT OF METHODOLOGY	178
Petar Namicev	
ANALYSIS OF THE NUMBER OF OVERNIGHT STAYS AND THE NUMBER OF FOREIGN TOURISTS IN THE REPUBLIC OF MACEDONIA IN THE PERIOD 2006-2015	187
Darko Majhosev ; Cane Koteski	
ENTREPRENEURSHIP AS A PROCESS OF SOCIAL INNOVATION IN TOURISM.....	199
Branko Nikolovski	
QUALITY OF THE TOURIST PRODUCT IN THE FUNCTION OF ATTRACTING TOURIST VISITORS	206
Sofronija Miladinoski ; Fejzula Beha	
THE PROCESS OF ADAPTATION OF TOURIST DESTINATION OFFER TO THE CONTEMPORARY MARKET TENDENCIES.....	212
Snežana Milićević ; Nataša Đorđević	
ANIMATION OF VISITORS DURING THEIR TOURIST STAY IN THE EASTERN REGION OF R. MACEDONIA	219
Zlatko Jakovlev ; Marija Takovska ; Neda Petroska Angelovska	
TOTAL QUALITY MANAGEMENT IN HOTEL INDUSTRY	229
Elizabeta Mitreva ; Dushica Saneva ; Natasha Miteva	

TOURISM DEVELOPMENT TRENDS IN PRIZREN	236
Naser M.Bresa ; Zlatko Jakovlev	
SERVICE QUALITY IN THE HOTEL INDUSTRY	246
Elizabeta Mitreva ; Natasha Miteva ; Dushica Saneva	
THE IMPACT OF TEAMWORK ON THE QUALITY OF THE HOTEL PRODUCT.....	252
Lidija Simonceska ; Toni Cvetanoski	

ECONOMICS AND BUSINESS

ANYTHING GOES THEOREM, INCOMPLETE MARKETS AND RICARDIAN EQUIVALENCE HYPOTHESIS	265
Dushko Josheski	
ANALYSIS OF THE REGULATION OF THE LABOR MARKET IN THE REPUBLIC OF MACEDONIA	279
Mimoza Serafimova ; Mirjana Stojceska Gjorgjioska	
THE ROLE OF THE ENTREPRENEUR IN MANAGING THE PROFESSIONAL STRESS OF THE EMPLOYEES	286
Marija Magdinceva-Sopova ; Snezana Bardarova ; Aneta Stojanova-Stefanovska	
PROCESS OF GLOBALIZATION IN THE WORLD ECONOMY ..	299
Vlatko Paceskoski ; Krume Nikoloski ; Emilija Miteva – Kacarski	
IMPACT OF THE BUSINESS ENVIRONMENT ON THE CONDITIONS FOR STARTING BUSINESS IN REPUBLIC OF MACEDONIA.....	305
Mimoza Serafimova	
INTERNATIONAL DEBT AND DEVELOPING COUNTRIES	313
Vlatko Paceskoski ; Krume Nikoloski ; Emilija Miteva Kacarski	
THE MODERN ENTREPRENEURSHIP IN THE PROCESS OF MODERN TOURISM DEVELOPMENT IN THE REPUBLIC OF MACEDONIA AND MUNICIPALITY OF GEVGELIJA	319
Marija Magdinceva-Sopova ; Kiril Postolov ; Risto Elenov	
ADDRESSING DE-EUROIZATION IN TRANSITION ECONOMIES: THE EVIDENCE OF MACEDONIA	326
Tatjana Boshkov	
Poster presentations.....	335

SERVICE QUALITY IN THE HOTEL INDUSTRY

Elizabeta Mitreva¹; Natasha Miteva²; Dushica Saneva³

Abstract

Quality assessment is one of the greatest challenges of the hotel industry. Given its complex nature, numerous technics help in quality measurement, assessment and management. Following this full quality management can be achieved and with that sustainable business development to the satisfaction of all stakeholders. In service industries quality is measured according to consumers' expectation and perception. The aim of this paper is through literature review to get the importance of quality in the hotel services and its connection with consumers' expectation and perception. The analysis is done on the difference in expectation and perception of consumers in the hotel service and their practical implication.

Key words: hotel industry, quality, quality measurement, expectation, perception, consumers

Introduction

Nowadays hotel industry is among the most researched and closely monitored by people from different spheres of interest, including the government, economists, investors, academics, travelers, and consumers. Furthermore, it is a broad type of industry including several businesses, such as food and beverage, accommodation, travel and tourism, and depending majorly from the service offered. ⁴ The hotel industry, a service-oriented industry with the consumer at its center, offers a mixture of products and services. In order to succeed in the industry, organizations focus on how they are delivered and not just on how many there are.⁵ To do so, organizations

¹ Elizabeta Mitreva, Ph.D., Assoc. prof., Faculty of Tourism and Business Logistics, University "Goce Delchev", str. "Krste Misirkov" 10-A, 2000 Shtip, Macedonia, elizabeta.mitreva@ugd.edu.mk

² Natasha Miteva, MBA, Assistant, Faculty of Tourism and Business Logistics, University "Goce Delchev", str. "Krste Misirkov" 10-A, 2000 Shtip, Macedonia, natasa.miteva@ugd.edu.mk

³ Dushica Saneva, Ms, Assistant, Faculty of Tourism and Business Logistics, University "Goce Delchev", str. "Krste Misirkov" 10-A, 2000 Shtip, Macedonia, dusica.saneva@ugd.edu.mk

⁴ <http://www.ehl.edu/en/what-hospitality-industry>

⁵ Chan, Benny, et al. (2013). *Introduction to hospitality*, Government of the Hong Kong Special Administrative Region. available at: www.edb.gov.hk/attachment/en/curriculum-

aim at identification of consumers' wants and needs, understanding their perceptions, and gaining satisfaction through value added activities and perceived quality.

Defining quality, as a term, is challenging by nature due to the different views when doing so. Given its complexity, there is no just a single definition and most the commonly offered in literature includes seeing quality as "conformation to specifications", "fitness for use", "value for price paid", "support services", and "psychological idea".¹ Similar challenge is experienced when defining service as a term, including the characteristics such as "intangible", "experience", "benefit" etc. One of the definitions offered by Christopher Lovelock, marketing guru, states that "services are economic activities that create value and provide benefits for customers at specific times and places as a result of bringing about a desired change in or on behalf of the recipient of the service".² Besides the complexity of their definition, service quality is the "tool" organizations use to gain customers satisfaction and therefore assure success and sustainability in the hotel industry.

The role of quality in the hotel industry

The critical component of the consumer's perception about quality is actually the service quality. It is in the nature of existence for a hotel industry to identify the consumer needs and meet or exceed the expectations, so that they can gain satisfaction. For service oriented and consumer driven industry, consumer satisfaction has been researched for many years and its link with quality, proven. The close relationship between service quality and consumer satisfaction has given them the role of critical success factors for any market-oriented organization. Moreover, there must be a consumer-driven organization for a quality to be assured. Consumer satisfaction as a business philosophy tends to create value for consumers, meet their expectations and satisfy their needs. In the hotel industry, as stated by Parasuraman, consumer satisfaction is the level in which expectations are met or exceeded. (1985) Furthermore, consumers' satisfaction has been conceptualized as a feeling of pleasure or disappointment by many researchers. This statement is a result from the comparison of perceived performance and expectation.

According to Olshavsky quality has many similarities with attitude. This results from its form as an overall evaluation of a product or service, and for that it acts as a global value judgment. Oliver goes beyond attitude and differentiates satisfaction from it stating that "satisfaction is a summary of the psychological state resulting when the emotion surrounding disconfirmed expectation is coupled with the consumer's prior feelings about the consumption experience". His definitions on consumer satisfaction try to link attitude with perceived service quality, and satisfaction to specific transaction. (Parasuraman, A, 1988)

development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/Hospitality_English_21_June.pdf.

¹ Reid, Robert D., and Nada R. Sanders. (2012). *Operations management: an integrated approach*, 5th ed., John Wiley et Sons.

² Bhattacharjee, C. (2006). *Services marketing: Concepts, planning and implementation*. Excel Books.

According to Valdani, organizations exist because they have a consumer to serve. (Gunarathne) As a result, the service quality that gains a level of consumers' satisfaction increases the opportunity for return and loyalty, which further increases the organizational profit.

Quality analysis in the hotel industry

In order to obtain quality in hotel industry, a consumer-driven industry, the organization has to: measure consumer mood, judge the consumer needs, improve consumer loyalty, listen to the feedback, assure on time service, follow the etiquette of service in the industry, and meet (even exceed) the consumer expectations. There are researches that define consumer satisfaction as a cheapest mean of promotion, proving its irreplaceable role with quality. Moreover, quality analysis give the opportunity to hotel industry to closely monitor its operations, purchase repetition, as well as differences before and after changes. Given the analysis and information gathered, organizations in hotel industry can identify their standards of service delivery, recognize problems (if any), and act accordingly.

Quality analysis in hotel industry is important and seen as a marketing method for every organization that wants to prove its quality delivered to consumers. Most often, organizations in hotel industry use the rating system to analyze the quality offered on the market or in the industry itself. It is considered that the top 10 on the list are certified for their quality service. (Le Na)

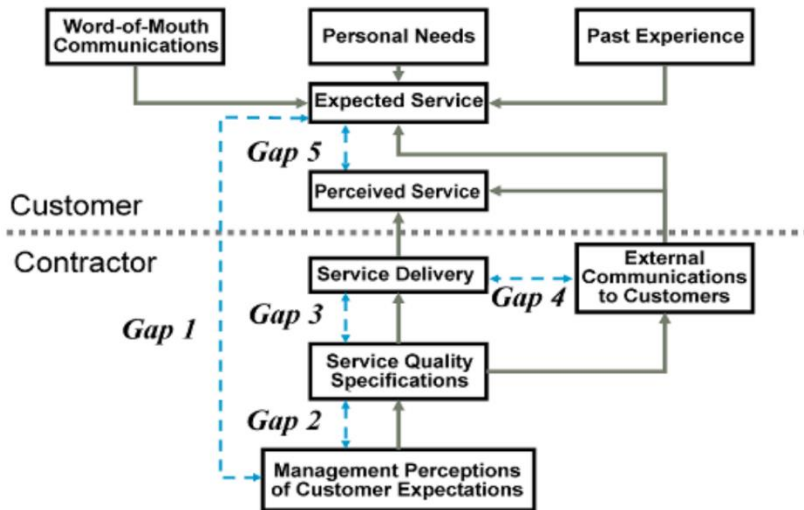
This list of positive aspects of quality analysis is continuously upgraded due to the complex nature and dynamics of hotel industry. Basically, quality analysis gives the opportunity to emphasize market needs, assure better quality performance, meet the competition, and develop adequate communication system. On the other hand, there are the few disadvantages of quality analysis, such as the high cost of doing it, creativity discouragement, employee resistance etc. However good quality analysis will for sure exceed the downsides of it.

Measuring quality in hospitality sector

After putting on point its meaning, role and importance, for a quality to be valid, it has to be measured. The need for measurement has been established with the appearance of gaps when trying to satisfy customer's needs according to their perceptions. Those gaps are identified as: (Parasuraman)

- Consumer expectation and managerial perception
- Managerial perception and service quality specification
- Quality specification and service delivery
- Service delivery and external communications
- Perceived service and expected service

Picture 1. Service quality model



Source: Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 44.

The first gap exists due to the inaccurate perception of what consumers actually expect and there is a need for management processes, market analysis tools and attitude in order to solve it. The second gap exists because of some inability for a management to understand the expectations of the consumer. The third gap emerges due to the lack of support to guarantee high quality service delivery with the given guidelines. Fashioning consumers' expectation by organizations' external communications implies the existence of gap four. The size and direction of the fifth gap represent the services' perceived quality. In turn this gap depends on other gaps related to marketing, delivery and design of services.

Measuring quality, especially in the service sectors, is declared as complex and therefore it is a topic of continuous research. However, some models have been found and proven as sustainable among researchers, such as: SERVQUAL, SERVPERF, INTSERVQUAL, INSQPLUS, HOLSERV, DINESERV, CASERV, LODGSERV, INTQUAL and INTERSERVQUAL. Among the most used is the SERVQUAL model based on the gaps mentioned previously, meaning, perceptions and expectations. This model is created so that it can evaluate the dimensions known as tangibility, reliability, responsiveness, assurance, and empathy. Its effectiveness in quality measurement has been tested, adapted and proven in great number of studies and more importantly in different sectors and industries. (Saneva)

As an alternative to SERVQUAL is used the SERVPERF model standing for Services Performance Model where the expectations are not relevant. Instead it is stated that the estimated service quality is equal to customer satisfaction.

Additionally, LODGSERV method has been designed, including “contact” as a dimension, in order to get more accurate measure of quality in the hotel industry. Besides, HOLSERV is one more model specifically designed for the hotel industry which is based on measuring three dimensions: reliability, employees, and material component. (Sekulic)

Other models and researches have been done to identify, measure and closely monitor the quality in hotel industry. Their mutuality is in identification of dimensions and components, and related questions.

Conclusion

Assuring service quality in the hotel industry leads to satisfied consumers, return and loyalty. Satisfied consumers have been in the focus of many marketing activities since satisfied consumers are loud and will spread good experience.

Given that service quality has been a goal to many researches and it will stay in the focus as long as the hotel industry remains dynamic and complex as it is. Service quality and customer satisfaction are in a proven strong relationship and for that quality analysis and measurement methods are of great need and importance. Existing models such as SERVQUAL, HOTELSERV, LODGSERV, etc. have been already implemented in several studies in hotel industry. Results show that use of quality measurement methods is possible and with a little modification the organizations can get reliable data and further use it to monitor, maintain or improve service quality. Moreover, with these methods organizations in the hotel industry have the opportunity to understand the various dimensions that affect service quality and consumers’ satisfaction.

As a conclusion on this literature review, for a hotel industry, a service-oriented one, the key to success is the consumer service or more precisely a high service quality delivered in order to ensure customer satisfaction.

Reference

- Abukhalifeh, A., Mat Som, A. P. (2012). Service Quality Management in Hotel Industry: A Conceptual Framework for Food and Beverage Departments. *International Journal of Business and Management*. 7. 135. 10.5539/ijbm.v7n14p135.
- Al-Ababneh, M.M., (2017). Service quality in hotel industry. *Journal of tourism and hospitality*, Vol.6, No.1.
- Bhattacharjee, C. (2006). *Services marketing: Concepts, planning and implementation*. Excel Books
- Chan, Benny, et al. (2013). *Introduction to hospitality*, Government of the Hong Kong Special Administrative Region. available at: www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/Hospitality_English_21_June.pdf.
- Gunarathne, U. (2014). Relationship between service quality and customer satisfaction in Sri Lankan hotel industry. *International Journal of Scientific and Research Publications*, Vol.4, No.11, ISSN 2250-3153

Holjevac, A. I., Markovic, S., Raspor, S. (2009). Customer satisfaction measurement in hotel industry: Content analysis study. In: Conference proceedings of 4th International Scientific Conference. University of the Aegean, Rhodes Island, Greece.

Le, N. (2010). Service quality and customer satisfaction in the hotel industry.

Lee, Y.-C., et al. (2016). Applying revised gap analysis model in measuring hotel service quality. SpringerPlus, 5(1), 1191.

Parasuraman, A., Zeithaml, A.V., Berry L. L. (1988) SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing, 64 (1). 12-40

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49, 41-50.

Reid, Robert D., and Nada R. Sanders. (2012). Operations management: an integrated approach, 5th ed., John Wiley et Sons.

Saneva, D., Shortoseva, S. (2016). Research of customers' satisfaction in the hotel service. IBANESS Conference Series. Prilep, Macedonia. 793-799

Sekulic, D., Mandaric, M. (2014). Models for measuring services quality and customer satisfaction in hotel industry. Actual problems of economics. 8 (158). Ukraine. 480-487

Internet sources

Gerhard, J., The new role of quality assurance, http://hotelexecutive.com/business_review/3355/the-new-role-of-quality-assurance (20 August 2017)

<http://www.ehl.edu/en/what-hospitality-industry> (15 August 2017)