

THE QUALITY OF SERVICES IN THE ACCOMMODATION STRUCTURES - HOSTELS

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Abstract

The indication of a minimum level of quality through an elaborate specificity within the cooperation and the consensus of the interested parties, aiming the optimal advantage of the community, as a whole, it is in fact an objective of improving the quality. The acceptance of the term standard here is the imposition of monitoring and coordinating the activities according to certain prescription of regulating the touristic activity. The Romanian consumer must know that in their reports with the economic agents, the law offers certain rights and protects him against abuses which might endanger his health and legitimatel interests.

Key words: Hostels, quality of tourist services

INTRODUCTION

The consumer's rights and his rights

The consumer's main rights, as they are provided in the legal dispositions , are the followings:

- I. To have access to the market** that ensures a variety of qualitative products and services, the liberty to take decisions when acquiring them without being imposed clauses which might favour the use of abusive practices, in order to influence his choice.
- II. To be correctly, clearly and precisely informed:** editing the contract clauses, including those related to qualitative features and guarantee conditions, the pointing out of prices and tariffs, as well as those concerning the credit and interest, must be known, so as the decision that is at the foundation of acquiring a product or service to correspond the client's needs. In addition to this right there is also that of being educated in their quality of consumers.
- III. To be protected** against the risk of acquiring a product or provided a service that might prejudice his life, health or security or that his rights or legal interests should be affected.
- IV. To be compensated** for the damages caused or inadequate services according to contract clauses, as well as the exempt of paying the services

and products which were not solicited or accepted. In this context it is worth mentioning the economic agents' gratuitous obligation to improve or replace the products and the services of inadequate quality, to give compensations for the losses suffered following deficiencies within the period of warranty.

The types of quality

The quality represents the degree of satisfaction. The types of quality of a touristic product expresses some phases of reality or moments on its achievement. Thus we can refer to *projected, prescribed, contract and real quality*.

The projected quality reflects the individual values of properties at a level chosen after comparing more variants. It is of major importance, having a great influence in achieving a service of quality.

The prescribed quality indicates the limited level of individual values of the properties of the product within the rules, the standards..

The contract quality expresses the individual values of the characteristic elements that the contract parties agreed upon. As a rule it is appreciated according to the above mentioned and in accordance with the degree of satisfying the tourist's demand.

The real quality expresses the effective achievement level of the service, the degree of satisfying the consumer, representing the difference between the projected, the prescribed and the contract quality.

The economic function and its parameters refer to the clients' and providers' contradictory interests, to provide services of low price quality and the reality as known to providers, who generally face high prices in case of quality services, will be optimized. The expenses on the product must be well studied considering the variants. Raising the level of quality must be realised by studying the beneficiary's interest which means to know and study some options- variants and by studying the deficiencies that occurred when achieving the service. Respectively the raising of the level of quality means also the study of costs occurred:

$$\text{The best quality} = \frac{\text{service}}{\text{the total of global cost}}$$

The efficiency consists in establishing an optimal report that is generated between the provider's effort to ensure quality service, along the material components of the quality involved in the provided service and the degree of achievement measured by the consumer's satisfaction.

RESULTS AND DISCUSSION

Regulations and rules regarding the functioning of the tourist hostels.

The regulation from The 4th of April 1995 regarding the classification of the tourist hostels and of the agroturistic farms – Published in the Official Monitor, part I no. 101 from the 25th of May 1995.

Hereby, the regulations elaborated according to the provisions of the Law no. 145/1994 on the Government's Decree no.62/1994 for establishing certain facilities in order to develop the rural tourism from the mountain area, The Danube Delta and The Black Seaside and of the Governmental Decree no. 455/1994 regarding the organising and functioning of the M.T., the methodology and the criteria of classification are established for the tourist hostels and agoturistic farms.

For the tourists' protection, the activity of the tourist hostels and of agroturistic farms, it will be realised by respecting the regulations regarding the tourism in Romania.

Depending on the level of subsidy and the quality of the provided services, the tourist hostels are classified by stars according to criteria provided in the annex no.1, that represent a significant part in the present regulations.

The location of the tourist hostels and the agroturistic farms must be chosen according to places away from pollution and any other causes that might endanger the tourists' health and life

The room for preparing and serving the food, in tourist hostels and agroturistic farms, in case they are destined to all consumers, the number of seats being larger than the accommodation ones, but no smaller than 16 seats, they are classified as food facilities according to specific regulations by M.T.

The Romanian Tourist Hostel at the European level.

The hostels must be aligned at European standards, beginning with this year, ANTREC pointed out some new criteria of classification that would favour the tourists. The hostels that would not respect these requirements, would not be promoted.

A recent meeting of the European Federation of the Rural Tourism – Eurogites – decided to adopt new criteria of classifying the rural hostels which correspond the international market demands. These refer to the equipment, environment, accommodation services, staff qualification and ambience, the client's security and protection. All the hostels enlisted in the ANTREC must correspond to the requirements. The new conditions will

complete the present system, that classifies the hostels according to the number of daisies. The main advantage will be a better information for the tourist, regarding the conditions offered by the hostel, considering that the hostel is going to have the sign of the EUROGITÉS (association that gathers 400.000 hostels).

According the officials of ANTREC, the hostels will provide a high degree of comfort, the rooms will be more spacious and more light, and for redecorating the bathrooms there will be used materials easy to maintain, as sand stone and crockery.

The buildings will keep the local style. The local style will be found also for the interior design. „There will be no more cases such as in the Danube Delta, to have the mountain style”, said Maria Stoian, the president for ANTREC. Also the owners of big houses should worry, about the double glazed windows. The foreign market wil promote only the hostels that have wooden carpentry, or wooden double glazed windows. the provision of hot wate it is prerequisite.

For the Romanian tourists the sizing of the bedrooms should abide by the local authority requirements. A single room for foreigners must have a minimum of 8-10 m². The foreign tourists will have bigger beds. Thus, the dimenssion for a one person bed, in case of hostels with local target, is 90/180 cm, while for hostels of European level, this will be 90/190cm. The European standards require that the toilet seat, should be separately from the bath. .

The EUROGITÉS requires that these conditions should be accomplished 75%. „ The hostels which will not respect the requirements will no longer belong to ANTREC”, says Maria Stoian. There will no longer exist hostels in big cities, in polluted areas, and the motels will not belong to this category. In spite of big investments that the owners will have to make to remain/to maintain themselves in the association, the management of ANTREC considers that the rates will not increase.

Minimum criteria regarding the classification of tourist hostels

The tourist hostels are accommodation structures, having a capacity for up to 10 rooms, in total 30 places for rural areas, and up to 20 rooms for urban areas, functioning in the citizens' homes or independent buildings that ensures in especially arranged spaces for accommodation, for preparinf and serving meals for tourists.

The location for urban tourist hostels and the rural tourist hostels must be must be chosen according to places away from pollution and any other causes that might endanger the tourists' health an life

The equipment/devices in the rooms and bathrooms will be exclusively destined to tourists. There will be no belongings of the

owner(clothing and shoes, knick-knacks or other objects that might cause discomfort to the tourist).

The tourist hostels that have camping and trailer area will respect the criteria regarding the sanitary equipment and parcel sizing.

The minimum mandatory criteria regarding the classification of the rural tourist hostels according to the number of daisies are presented in charts in the annex no.1, and considers: general criteria regarding the buildings including the household annexes, space organisation, devices/equipments, the minimum room area, the maximum number of simple beds in a room, bathroom equipment, room devices, kitchen devices, telephone and other criteria; the chart is completed with the minimum synopsis resulted from the evaluation of supplementary criteria.

A means that is very often used in order to verify the general state of the location of buildings, accommodation equipment and devices is the periodical evaluation – check- list, that is a questionnaire of self- evaluation and which was presented in the annex no. 2 and 3.

Quality management in tourism

According to the international standards ISO 9000, *the quality management* represents *the ensemble of activities of the management general function that determines the policy in the field of quality, the objectives and the responsibilities, in order to implement within the quality system through specific means, such as: the planning, the control, the ensurance and the improvement of the quality.*

According to the same standards: **The Quality management represents** the managers' responsibility at all levels, but it must be run by the general manager.

The essential objective of implementing the quality management

The quality management implementing organisation follows the achievement under maximum efficient and efficacy conditions only those products which :

- Satisfy entirely the customer's needs
- Correspond to the requirements of society

- Take into account every aspect regarding consumer and environment protection
- They are offered to the client a at the price and term established.

The importance of quality management in tourism

Once the market diversity strongly emphasized and also the proposal/offer, some changes occurred regarding the request, and the consumers became more critical and higher demands. For instance the main agents become priority in choosing a hotel for business purposes:

Today :

1. quiet rooms
2. tidyness/hygiene
3. temperature control
4. high security standards
5. secure location
6. efficient courier service
7. non smokers rooms
8. downtown/city centre location

In the future:

1. communication facilities
2. secure location
3. non smokers rooms
4. high security standards
5. efficient courier service
6. tidyness/hygiene
7. quiet rooms
8. location near the airport

Some changes occurred regarding the offer:

- the globalisation of the offer increase on a more and more competitive world market;
- the pressure of the increasing competitive environment, heavy investments, new products, improved services, costs diminishing;
- quality as differentiating factor against uniformity .

the positive effects or what determines the correct appliance and current implementation of the quality management in every service unit for tourists are :

- higher chances to repeat the visits ;

- financial performance: the attraction of new clients is from 5 to 10 times more expensive than keeping the existing ones;
- avoiding the expenses with the development of the complaints;
- a better motivation for the staff/employees ;
- external positive chain effects (promotion, business stability and new market gaining).

The stages to achieve quality management

1. the current situation analysis (quality audit)
2. the development of a quality strategy
3. to make up an improvement
4. introducing and integrating the quality problem, accompanied by :
 - communication plan and
 - monitoring system

CONCLUSION

While running all the stages of the quality management it is necessary that all members be involved. Only then we can speak about correct implementing of quality management within an organisation. În derularea tuturor etapelor de parcurs în managementul calității este necesar ca toți membrii organizației să fie implicați.

Quality means not only the achievement, the technical execution – entirely and in time – but also the provider’s conduct during the performance, thus the professional side and the proper conduct all together.

Inviting someone over, tourists, too, it means taking care for someone’s happiness for all the time that person spends under our „roof”.

The novelty became the social megatrend. Not only the youth but all the social strata and age groups look for novelty..

Novelty means change, novelty means quality. If the economic agents want, know and are able to understand in detail the consumer’s demands, they have high chances that their products/services be sold. On the contrary their products will not be sold.

The development and the diversity of the the turisti services is determined by economic development, the tourist services being a consequence of it. At the same time, the the tourist services influence the economic increase.

The quality of tourist services implies a comparison between the provided service and the customers’ demands. Ensuring the quality the main

role is that of the internal factors which belong to the service provider such as the necessary materials for the service providing, the attitude and the competence of the staff etc.

In order to appreciate the quality of the services we must take into account two aspects, as follows, the level of quality the provider wants to achieve and the clients' demand towards every component of the touristic product.

The quality may always be improved and the improvements need phase jumping and no additional costs. The quality improvement is a necessity and thus explains also the price level although we know it very well – the customers are very different, some may be very sensitive to quality and others to price. Hereby i will present some possibilities for quality improving in tourism.

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