

QUALITY MANAGEMENT IN THE TOURISM SECTOR IN TRANSYLVANIA

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Abstract

The Transylvania region represents a social construction created by economy, political, cultural and administrative discourses and practices with the serious possibility of becoming a center of power in the tourism sector based on leisure, recreation and rest tourism, cultural tourism but also for business tourism and other professional reasons.

In this paper we tried to highlight the role of implementing quality management in the development of tourism in Romania, starting from a brief analysis of tourism in Transylvania. Thus, in the first part of the paper we reviewed the role and importance of quality management in the development of a company, and in the second part we focused on quality assurance in the tourism sector in Transylvania. In this regard, we analyzed the indicators referring to the tourist reception structures with tourist accommodation function in Transylvania, as well as the number of staff employed in the tourist reception structures with tourist accommodation functions in Transylvania for the period 2016-2019.

Research methodology

- Dynamic changes in the tourism market require a major qualitative transformation for most segments of the tourist offer of a destination; this involves the survival of tourist destinations by intensifying actions to continuously improve the quality and supply of tourist services.
- Having as object of study the quality management in the tourism sector in Transylvania, we have chosen as barometer, the numerical evolution in the region of the tourist reception structures with accommodation function as the main purpose, in order to find out if the contribution of the management quality is a favorable one. The indicators chosen to analyze the quality management in the tourism sector in Transylvania are *the tourist reception structures with tourist accommodation function and the number of the staff employed in the tourist reception structures with tourist accommodation functions*; data collection was available with the help of official data provided by the National Institute of Statistics in Romania.

Results

- It is known that, due to the high degree of tertiary, direct and indirect tourism determines the positive development of the tertiary sector, in particular trade, food industry, hospitality management, trade in services and transport to and from a certain tourist destination. Tourism is a process that is rapidly transforming into the spheres of supply and demand, which considerably influences the intensity and quality of tourism development in many tourist destinations. The term "tourist destination" implies a combined and optimally adjusted market environment which, by developing important and dominant quality management skills, allows it to achieve outstanding long-term results compared to its competition. (Coros and Negrusa, 2014)
- The tourist reception structures with the function of tourist accommodation (fig. no. 1) have as a priority the protection of tourists and are classified quality-price ratio according to the constructive characteristics, endowments and the quality of the services offered for the tourists.

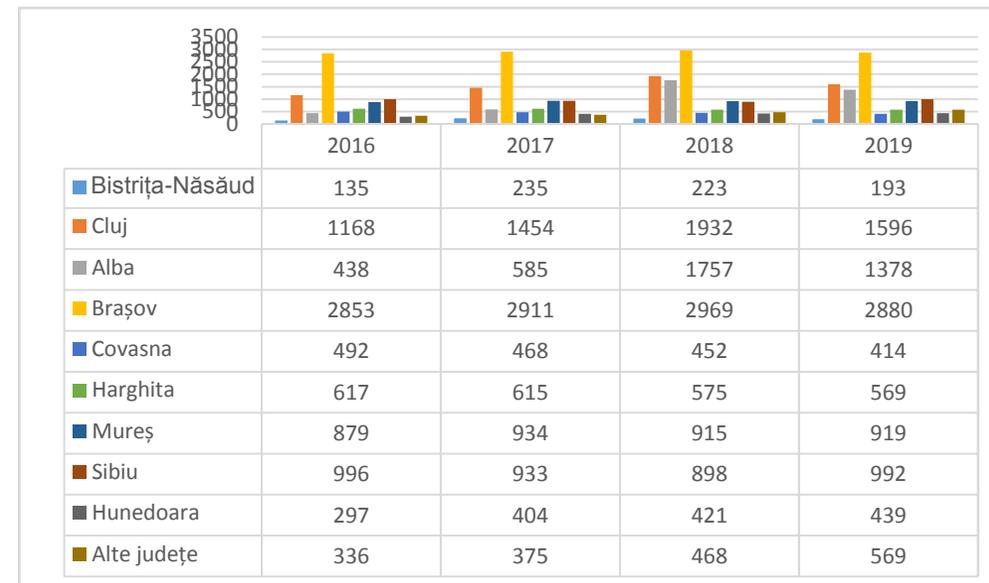


Fig. no. 2 Number of personnel employed in the tourist reception structures with tourist accommodation functions

Conclusions:

Despite the lack of a unique recipe for implementing a plan for the quality improvement in tourism in the Transylvania region, it is necessary to apply a planning process based on the inclusion between the locals, authorities and business environment aimed at cultivating the tourist's interest but also maintaining the relationship with it.

This study produced findings that are applicable to improving quality practices in the hotel industry in Transylvania, but also in Romania, and is based on official data provided by the National Institute of Statistics in Romania, as well as studies and research published in related journals. addressing quality and management in the tourism sector.

Tourism can serve as a factor for the development of the economic sector, which is why I put forward the following proposals: creating a strategy by analyzing the types of products and services characteristic of a certain area or region; defining the ways of action, as well as identifying the responsible actors; creating learning opportunities from specialists; creating institutions that come with optimal options for building new accommodation units, in accordance with quality and environmental standards.