

## Trends and Evolutions in the Sphere of Quality of the Romanian Tourism Services

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### Abstract

Nowadays the quality became a strategic element in the service companies because it determines the „competitivity” at the highest level. In the European Charta of Quality, the quality is defined as the „key to competitiveness” in companies, being forced to work for promoting the common objective of quality in all the European Union countries. By implementing a system of quality management in the Romanian touristic sphere, a continuous improvement of the quality performance of a product or service will be granted in order to reach the quality objectives. Nowadays, the major tendency in the quality sphere of the Romanian tourism services is to introduce an ensemble of methods in order to obtain the permanent amelioration products quality and services accomplished by means of permanent functioning improvement and by increasing the supply companies performances

Keywords: tendencies, evolutions, quality, competitiveness, growth and performance.

### Introduction

In the economy of a functional market, because of the more and more intense competition, the providers of the tourism services are more and more forced to keep into account the needs, requirements and expectations of customers and consumers, because of the fact that they are more and more informed and educated and prefer more and more frequently to buy products and services of maximum quality at a minimum price/ tariff. There for, managers and employees from the Romanian tourism industry would have to have to have the concern to offer on the market only touristic services of quality at tariffs as lower as possible.

The quality of the services provided by the touristic companies from Romania and their image represent a problem of surviving for them. Excessive industrialization in the communist period of time, as both as in the bad understood capitalism that followed communism, had a great influence upon the Romanian touristic base, and upon the managers way of thinking, who didn't know what to do with all the sudden changes.

In the last years we can see an ascendant trend that shows the fact that the young generation of managers learned their lesson and their trials although shy, have started to be visible. To provide services of quality is no longer possible without strong knowledge of quality and management of quality, as well as without strong knowledge of coherent and sustainable operation.

As a consequence, Associate Professor Ph.D. in his paperwork „To assure the quality of the services provided in tourism ” underlies the fact that nowadays it is necessary for the problem of quality of touristic services to become a problem of modern management, a problem of vision, values, objectives and strategies, a problem of codes of good practice, standards and models of excellence.

In order to sell tourism services of quality, the managers and employees from the field must want, be able to and know how to offer, evaluate and improve the quality in a continuous way. In order to do so, they have to implement a system of quality management, according to the ISO 9000 standards, in the touristic companies they are running, a system that involves to plan, control, ensure and improve quality of tourism services, especially those of accommodation.

Because of the increasing of the competition on the global and also on the national level, it's necessary for those who offer tourism services to take measures to readapt or retire in order to survive on the market, by diversify and correlate the quality with the price of the touristic product. It is time for the specialists from the touristic industry to understand the new tendencies that take place in the development of the Romanian tourism and realize the fact that the customers requirements that are bigger and bigger are forcing them to use new instruments of management. More than that, it is not enough only to be aware of this fact, but also for all that are involved in this field to put in practice all these ideas and instruments.

### **The theoretic context regarding the quality and the management system of quality**

There are a lot of definitions of quality, all having their own value. From the business point of view, the quality can be defined as " the totality of characteristics and features of a product or service, reunited in order to satisfy a given or implicit need" (British Standard 4778,1987) or "*The quality represent **the aptitude** of an entity to have an ensemble of **intrinsic characteristics** that gives it the opportunity to satisfy in a certain degree some specified or implicit requirements* (Maxim, Emil - The Total Quality Management, ed. Sedcom Libris, Iassy, 2007). The given or implicit need supposes that in the end the customer becomes the arbiter of quality. The activities performed in the companies of services involve knowing the implicit needs of customers. For example, in the moment of signing a contract of providing services, this type of needs can be established together with the customers. Then, they become a type of expectations in the mind of the customers- expectations regarding the type of service they would like to have, or regarding how much they are willing to pay for this type of service etc. If this kind of expectations are bigger than those desired or imagined by the customer, then, he/she will be satisfied and will have a "quality" experience. If these unwritten expectations are not in accordance with those desired or imagined by the customer, then, he/she and his/ her expectations will remain unsatisfied. These differences between the customers expectations and offering the required services have been very well researched by Parasuraman, Zeithaml și Berry (1985).

In the 9000-2000 standard, the quality is defined as being " the measure in which an ensemble of intrinsic characteristics are according to the requirements".

Nowadays the quality became a strategic element in the companies of services because it determines the „competitivity" at the highest level. In the European Charta of Quality, the quality is defined as being „ the key to competitiveness" of companies that must work towards a common goal of promoting the quality in all the European Union countries.

The managers of the tourism companies have to become aware and also to recognize the fact that their role supposes the clear and precise definition of the criterions used to establish certain levels of quality services and to fix and launch on the market these standards of quality, to evaluate with regularity in order to gain these standards and to ensure the system of providing services that reflect and strengthen these standards according to the way the internal and external customers have reacted.

By using the management system of quality the continuous improvement of qualitative performance of a product or service by implementing and reaching the goals of quality, is ensured. According to the ISO 9000:2000 standard, the management system of quality represents the "ensemble of organizational structures, responsibilities, procedures and resources that have as goal to create quality".

Observed in dynamic, those components are changing and then they meet at a higher level reflected through the quality spiral.

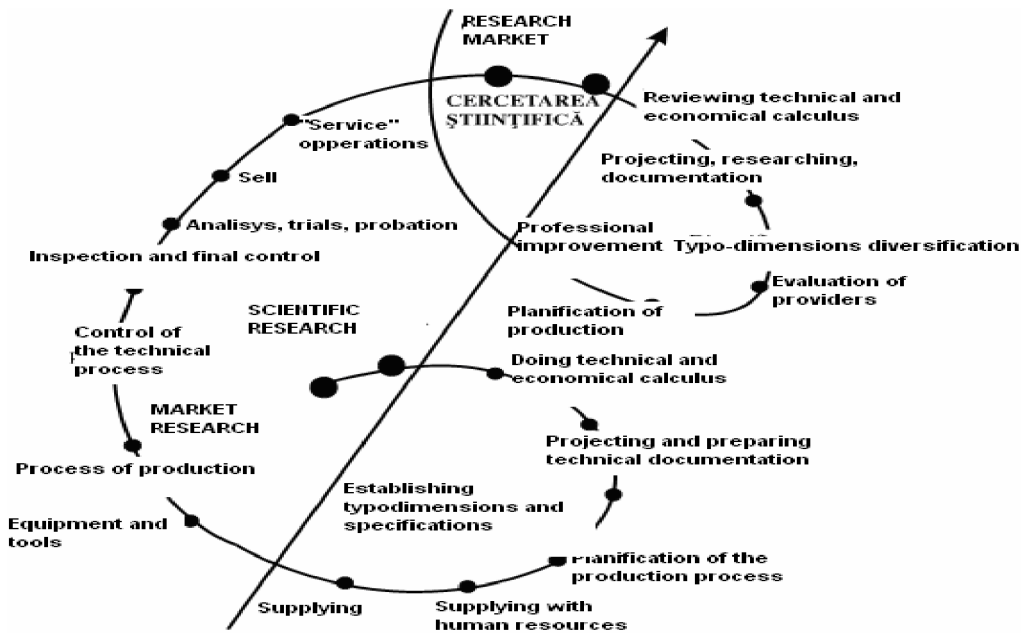


Fig. 1 Quality spiral

In this chart frequently mentioned in the literature of tourism, are presented the main stages that appear when services and products are delivered and improved: scientific research, writing the documents, ensuring the human resources needed, production, control, sells, assemblage, service.

The ISO 9000 standards establish requirements and recommendations for the management system of quality, not for the products, as you can see in the following table:

PROVIDERS	ORGANIZATION	INTERESTED PARTS
Inputs, for which are defined:	Transformations	Outputs, for which they define:
- their nature		- their nature
- quality		- quality
- quantity		- quantity
- deadlines		- price
		- deadlines
		- effects
		- Consequences.
Equipments	The network of	Useful products
Material resources	processes	Scrap and polluted emissions
Human resources		Financial results
Information		Effects upon the employees
Technologies		Information
Financial resources		Failures
Energy		

The requirements for products are established by standards of products, agreements, market research etc.

Mr. Andrei Octavian Paraschivescu, the author of the book „ Management of Quality” (2006), defines the management system of quality as being *„the ensemble of organizational structures, responsibilities, procedures, processes and resources, that have as goal keeping under control an organization in the quality field”*.

To increase the competitiveness in companies, you must increase the qualitative level of touristic products and services. From this point of view, the employees from a tourism company must involve and perform activities that guarantee the fact that the company will have an attractive offer. Managers should ensure all conditions in order to implement a management system of quality. This company should make the company understand the importance of ensuring the internal and external conditions required in order to develop quality.

Hence, *the quality becomes the result of implementation when we are talking about the management system of quality.*

### **How to describe the management system of quality in a tourism company**

In a tourism company, the management system of quality is an ensemble of politics, procedures and instruments that allow the management of quality

to perform in very efficient conditions in order to increase the satisfaction of potential consumers.

To project the management system of quality requires an efficient and continuous implementation of the company's performance, taking into consideration all the interested parties want.

An efficient implementation of the management system of quality appears when the processes of management are kept under control, the resources are provided, the products and the processes of supervising and measurement are done.

Keeping under control and continuous improvement of the required processes for an efficient implementation of the management system of quality must appear only through the following actions and methods:

- identification, measurement, supervision and analysis of the activity performed in the touristic company;
- implementation of the required actions necessities in order to achieve the goals and improve the activity;
- keeping under control of all documents and additional records.

The management of a touristic company, once a management system of quality is implemented, needs to achieve the following goals:

- to respect all the requirements in order to increase the quality of the touristic services, preventing the defects;
- to train and improve recurrently and in an organized way the entire personal in order to be aware of how important the quality and the achievement;
- to recurrently analyze the documents of the management system of quality and the results achieved after implementation in order to continuously improve quality.

The politics in the quality field, declared by the management of a tourism company, is based on the following criterions:

- The management of the company approaches quality as a function being under the responsibility of the entire personal a company has, that is involved in certain activities for quality starting with the top management.
- The actions of all the factors in the company are directed towards achieving the satisfaction of all the requirements and exigencies the customers have, at the same time with respecting the laws and norms in the field.
- The management of the tourism company adopts a system of quality in order to continuously improve the activities performed, the quality of the products, eliminating the reasons for defects, as a key factor to competitiveness in company.

The politics in the quality field is part of the business politics of a tourism company searching to obtain the satisfaction of the customers on long term and represents the directions of strategic actions established by the top management in order to apply the mission of the organization.

The strategic directions are part of a document that establishes the strategic goals on long term and the departmental goals on medium term.

The main goals on long term, as a component of the process of continuous improvement of the activity performed in a tourism company, are mainly focused on:

- Accomplishing touristic products and services in accordance with the needs, expectations and requirements the customers have and with respecting the standards in the field, following the motto: „*production with cu zero defects*”;
- to gain success in business due to continuously improvement of a tourism company performance in the quality field;
- to evaluate the performance of a tourism firm according to the performances of other similar companies that are a model of excellence in the quality field, in order to identify the strong and weak points of the company;
- to evaluate a tourism company in order to establish the level of performance reached and the degree of maturity of the management system of quality.

In a tourism company, the departmental objectives on a medium term can be:

- the strategy of marketing and public relations;
- the strategy of production and development;
- the financial strategy;
- the human resource strategy.

In order to ensure an efficient coordination, the management programme regarding planning of a tourism company's goals, is part of its general strategy.

Hence, from the dynamics of development that generates new activities in the company, the management programme is established flexible enough to be adaptable at all these changes. In order to do so, the programme is recurrently evaluated in order to reflect the changes in the objectives and the goals of the company.

It is recommended for the management of a tourism company to analyze each semester the implementation phase of the management system of quality.

The goal of all these analyses is to ensure that the management system of quality is adequate and efficient enough to satisfy the customers requirements, normative and laws requirements, as well as the politics and the objectives regarding quality, established by the company's management.

The analyses wants:

- to establish the degree of satisfaction of requirements according the applied standard and the objectives of the politics in the quality field;

- to establish actions of prevention and correction;
- to establish programmes of improvement the quality of the touristic services;
- to establish the resources needed.

The internal communication regarding the management system of quality is ensured by adequate methods in order to know the results of the products and measured of quality improvement.

The manager of the tourism company can define and and implement processes of communicating the politics and objectives in the quality field, the requirements and the results. Providing these information becomes a source of improvement and involvement of employees in order to reach the objectives in the field of the quality.

The means of communication include:

- meetings of the company's manager;
- meetings between the manager and the employees;
- operational meetings between management and heads of departments and between heads of departments and personal in order to analyze the tasks regarding planning and performing the activity, communication of decisions and work orders from the management;
- internal instructions;
- display and improvement proposals panels.

As a result, although the management system of quality in tourism services is a required condition to a continuously improvement of quality in tourism services and products of a company, it is not enough. If a company of tourism has implemented an excellent system of management of quality, but doesn't have an efficient system of solving the problems as a team, it will never reach the necessary level and rhythm of improvement in order to remain competitive on the market.

### **Quality in the Romanian tourism services**

The sphere of services presents a series of particularities that lead to different ways of action and manifestation of some of the criterions of measuring the quality of the provided services.

In tourism services, these differences are often meet. These services represent a very big field, which makes the global approach of the quality problems very difficult.

Excelling the classic area of the study of quality and reporting strictly to the touristic services, we have to take into consideration the following indexes related to the touristic quality services: *quality of life, competitive values of the tourism activities and the qualitative dimension of the time for fun, sport and recreation.*

The quality of life has a direct link with the way the nine fundamental needs are satisfied: *support; protection, affection, understanding, participation, fun, creativity, identity and freedom.*

For example, in the transport services, the quality of the services depends mostly on the technical condition of the transport means and on the used gas, norms of pollution and safety. A range of activities such as the ones of the guides, animators, monitors, actions of promotion and the advertising ones are the most difficult to compare and measure from the qualitative point of view.

In the last years, the quality of the services offered by most of the tourism companies in tourism, has increased a lot. The touristic market in Romania has developed a lot too. The international flux towards Romania registered an increase, the most explosive period of time being 2004, as you can see in the table 1.1.

**Table 1: Arrivals of foreign guests in Romania on the main countries they come from (thousands arrivals)**

Area	2000	2001	2002	2003	2004	2005
Europe - total	5024	4696	4551	5344	6306	5522
European Union	2311	2401	2502	2951	3847	2868
Austria	66	85	88	101	90	129
Belgium	19	23	24	27	24	27
Czech Republic	71	78	78	65	61	50
Cyprus	6	6	6	7	7	9
Denmark	10	12	12	13	11	15
Estonia	1	1	1	1	2	1
Finland	4	4	4	5	4	4
France	76	88	92	101	93	110
Germany	255	328	359	380	296	354
Greece	7	67	59	60	46	61
Ireland	4	5	6	7	5	6
Italy	189	219	230	259	231	271
Latvia	1	1	2	7	2	3
Lithuania	5	5	5	4	5	4
Luxemburg	1	1	1	1	1	1
Malta	0	0	0	1	1	1
Holland	55	58	56	58	39	53
Poland	102	106	113	109	133	62
Portugal	3	3	4	4	4	6
Slovakia	80	84	103	84	89	48
Slovenia	8	8	8	8	11	9
Spain	12	14	17	21	20	29
Sweden	17	18	21	22	14	16
United Kingdom	53	56	60	69	55	77
Hungary	1203	1131	1153	1537	2603	1522
Belarus	28	26	25	23	25	34
Bulgaria	363	392	363	340	375	389
Serbia and Montenegro	143	127	175	271	220	148
Macedonia	15	11	10	6	7	7



Moldavian Republic	1436	1033	857	1059	1213	1435
Russian Federation	83	86	80	85	53	49
Turkey	253	230	191	205	195	201
Ukraine	330	324	289	349	310	328
Africa - Egypt	5	3	4	4	5	4
America - USA	79	78	82	92	111	120
Asia - Israel	51	61	53	48	55	59
Australia and Oceania	7	6	6	6	7	8
Other countries	2	2	2	1	1	1

Source:Statistic Yearbook of Romania 2006

If in 2000, the arrivals of tourists from the European Union in Romania were about 2.311 thousand, in 2005 this figure has increased 577 thousand arrivals, which is more than 20% in only 6 years. Mainly the countries from where most of the tourists come from are from the European Union: Austria, France, Germany, Italy, Hungary, Moldavian Republic. The tourists from all Europe chose mainly to practice tourism at seaside or in the mountains, and recently the tourism for treatments such as SPA.

In this global landscape, the tourism circulation registered a series of quantitative and qualitative evolutions, the main tendency being that of the growth of the arrivals each year.

If we strictly refer to those continents, America is the continent that generates the highest number of arrivals in Romania from 95 thousands in 2000, to 154 thousand arrivals in 2005, being registered a growth from 59 thousand arrivals in only 6 years.

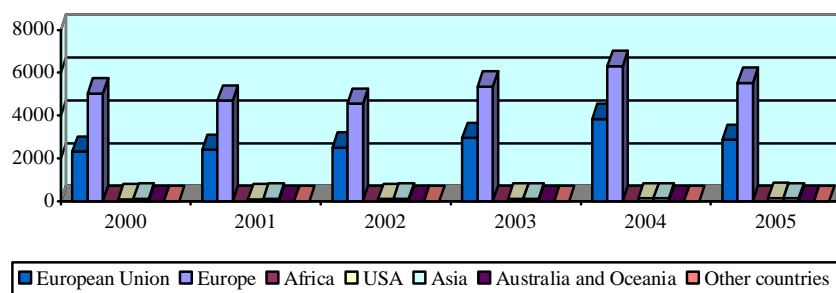


Figure no. 2 The dynamic of arrivals of foreign guests in Romania on continents they come from

You can notice a growth in the number of actors in this market share as well as a development of their activity. When we talk about the development of agencies we refer to those which in the last years, have started to ally to the Western standards. In this moment, the system of booking has a vital role in offering quickly services to the customers coming from agencies. It is no longer enough to receive a simple voucher, a professional agency must deal with the transfer from the airport and with all that we call service at the ground for its customers. The tourism agent must understand the needs and they way you want to plan your holiday. An agent doesn't have to hurry to give u brochures and recommend you a hotel without asking you if you have children or no, if you intend to rest or to visit, to spend more time in the hotel or outside, and what kind of conditions of accommodation you want. Obviously, the quality of the tourism performance is according to the quality of the human resource's professional qualification.

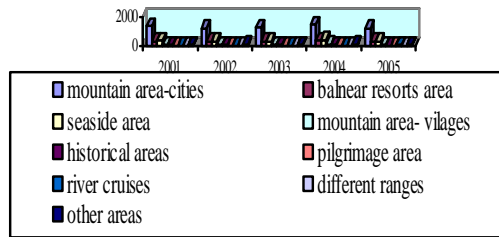
The analysis of the dynamics of tourism services in Romania, underline some aspects, the most important one being their decreasing after 1989.

During 200- 2005, you can observe a constant maintaining of the number of the touristic actions in some areas of the country.

**Table 2: The tourism organized by the tourism agencies in Romania on touristic activities and touristic areas ( thousands of people)**

	Number of tourists	Number of tourists	Number of tourists	Number of tourists	Number of tourists
	2001	2002	2003	2004	2005
Internal activities of tourism	1322	1203	1234	1429	1210
<i>Mountain area-cities</i>	340	312	341	372	293
<i>Health resorts</i>	360	330	334	317	288
<i>Seaside</i>	376	304	318	389	332
<i>Mountain area- villages and touristic roads on the mountains</i>	86	80	89	121	76
<i>Historical areas</i>	68	62	50	61	44
<i>Areas of religious pilgrimage</i>	2	4	4	4	13
<i>River cruises</i>	1	4	18	44	54
<i>Different ranges</i>	7	7	5	12	37
<i>Other areas</i>	82	100	75	109	73

Source:Statistic Yearbook of Romania 2006



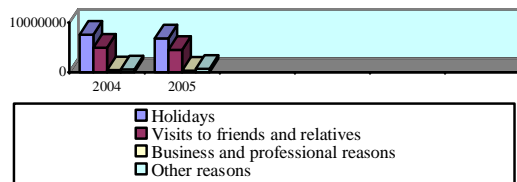
**Figure no.3: The dynamic of the tourism organized by the tourism agencies on touristic activities and touristic areas**

In 2005, comparing with 2004, a decreasing of the total number of tourists that has as goal different reasons to travel. This reduction of tourists is of about 6 thousand tourists a year.

**Table 3: Number of tourists, journeys and staying overnights because they travel (no.)**

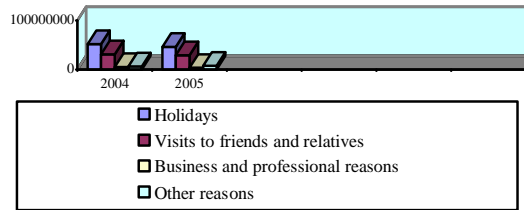
	Total tourists	Total tourists	Journeys	Journeys	Staying overnights	Staying overnights
	2004	2005	2004	2005	2004	2005
Total	8478311	7779327	11735842	9917719	63322463	57578058
Holidays	7560117	6830944	10376306	8738278	52034891	46117985
Visits to friends and relatives	4919745	4503124	7350829	6149656	31006639	29161154
Business and professional reasons	383830	309863	628489	487943	4988150	3616325
Other reasons (treatment, pilgrimage)	534364	638520	731047	691498	6299422	7843748

Source: Statistic Yearbook of Romania 2006



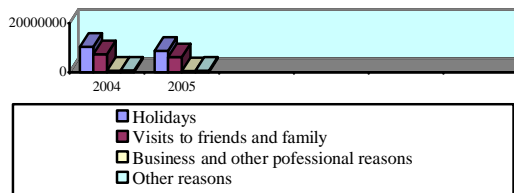
**Fig. no.4: The dynamic of the tourists when they travel**

In 2005 comparing with 2004, the number of tourists accommodated registers a decreasing from 63 thousand staying overnights to about 57 thousands, a difference of about 6 thousand staying overnights during a year.



**Fig. no.5: The dynamic of staying overnights when they travel**

The number of travels also registers a tendency of decreasing in the same period of time, reflecting the power of attraction of the tourism destinations, mainly because of the quality of the tourism structures.



**Fig. no.6: The dynamic of the journeys when they travel**

From the point view of the tourism destinations, the mountains and seaside are appreciated by Romanian tourists, the Black Sea coast mainly in the summer and the mountains in the winter.

Although there is a low preoccupation for the quality of the Romanian operators from tourism, you have to notice the concerns about the „quality in tourism” of the National Authority for Tourism, of the professional organizations in the Romanian tourism, of the contractors in the field and of the professionals from the Romanian learning system. From those just mentioned, the Ministry of Transports, Constructions and Tourism with its National Authority for Tourism and General Direction of Authorization started the steps for “**Q<sup>1</sup> Mark**”- a system of certification of the quality in hotel services in Romania”.

The representatives of the National Authority in Tourism, managers and owners of hotels, representatives of the Federation of the Hotel Industry

<sup>1</sup> Government Ordinance no. 668 from June 5, 2003 regarding the approach of the National Programme of increasing quality of hotel services and launching the “Q” mark

in Romania, of the Association „Tourism, Hotel, Restaurant, Consulting Group”, and the professionals in the hotel services quality have discussed about:

- the quality of services offered in tourism;
- competitiveness, good practices, standards, models of excellence; importance of standards;
- the implementation of the standards in quality of the tourism services- Q Mark, the safe premise of the development of Romanian tourism;
- introduction of a management system of quality in hotel services in Romania.

*The goal of this system* is to improve the quality of the tourism services in hotels in order to grow the level of satisfaction of the customers, and the opportunity to use a symbol to promote and recognize the importance of hotels inside and outside the country.

The goal of the system of certification of quality in hotel services in Romania has to be applied in practice by means of a new series of norms related to the quality of services in hotels in Romania for:

- endowment in hotel units with a system of intern and extern evaluation, that has to function as an efficient instrument of management in order to guarantee the quality of services offered,
- the building of a base of continuous action adapting the management system to the new needs, expectations and customer's requirements<sup>2</sup>.

These concerns are due to the fact that in the present, the Romanian touristic service has to impose on a market where the competition is in full development and where the consumers are more and more informed and demanding. From this reason, the reassertion of Romania as a tourism destination has to keep into account the growth of touristic quality of services.

Every company in the Romanian Tourism has to do an analysis about the quality performed. This analysis is the starting point in improving the strategic management of the company. The goal of the analysis is focused on the following aspects:

- to establish the level of the quality services;
- to establish important decisions in order to improve the touristic services and products offered;
- to know the strong and the weak points of the organization;
- to collect ideas and plan concrete measures of increasing the quality of the entire activity.

The improvement of the tourism services quality is closely linked by a management improvement of the companies from the Romanian tourism. This fact becomes true when the management of quality services is applied having the following concerns:

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<sup>2</sup> New approaches of quality in the Romanian tourism services- Associate Professor Ph.D. Puiu Nistoreanu

- to know the tourists expectations;
- to maintain buildings and additional structures as well as additional utilities;
- to increase the tourists satisfaction;
- to work as a team;
- to cooperate with partner organizations;
- to promote a fair motivation of the employees.

As a result, the managers and the employees of the companies in tourism (operators in transport, hotels, restaurants, tourism agencies) must offer only maximum quality services at cheaper prices and tariffs. In this way the customers are kept, and the incomes, the revenue, the market share can increase constantly and continuously.

All this is possible only if there is the desire, willingness and knowledge to offer quality, to evaluate it and to perpetually improve it. In order to put this in practice you have to know that P = PLAN, D = DO, C= CHECK, A = ACT which imposes the planning, performing, checking and acting. *Hence in the world of the tourism practitioners, it is said that you have the quality, you can control.*<sup>3</sup>

In Romania, because the competition is more and more intense, the providers of the services are more and more forced to care about the needs, requirements and expectations the customers and consumers have because they are more and more informed and trained- they rather buy services and products of maximum quality at the cheapest price/ tariff. This should be the concern of all managers and employees from the companies in the tourism industry such as: hotel, restaurants, tourism agencies.

A company in order to be able to offer only quality services it's necessary to entirely and correctly know the requirements of the customers, and after they provide the tourism services they should know as well as possible their reactions (satisfaction or discontent).

There is no such thing as absolute quality because it always depends on the requirements the present customers have at a given moment, on a certain market.

The quality of a touristic service( effect) depends mainly on the quality of the processes(causes) that comes from. But the processes can depend on 7 factors ( materials, equipments, personnel, methods, environment, management and measurements) and other variable factors that should be introduced and maintained under control.

To ensure quality- which includes the control of quality- means that you have to avoid nonconformities by anticipating potential causes and preventing their manifestation.

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<sup>3</sup> New approaches of quality in the quality of the Romanian tourism services-Associate Professor Ph.D. Puiu Nistoreanu

The management of quality could be achieved in an optimum way by implementing a management system of quality in tourism companies. The point of reference most used with this goal is represented by the international standards from the **ISO 9000 family**.

According to the European practices, in order to generate/ increase the trust of customers in products, services, people it is necessary to certificate them, and in order to generate/increase your partners' trust in organizations you have to practice their accreditation.

**The hierarchy of trust:**

- **awards for quality**( the point of reference: the voluntary model of excellency )
- **the certification of management of quality systems**( reference: voluntary standards)
- **the certification of products/ services**( reference: specifications, voluntary norms)
- **accreditation** ( reference: compulsory norms)

In tourism - as in other fields- only the first step( the authorization, that confirms the satisfaction of minimum conditions) is compulsory, the others are optional, but indispensable if we want to maintain a tourism company on the market. Only those business that could satisfy the interests of all business partners have the chance to maintain themselves in time and even to develop themselves. This is the spirit of international standards in the management of quality<sup>4</sup>.

**Tendencies in the quality sphere of the Romanian tourism services**

Lewis in 1989 claims that in all business a special attention to quality must be paid. There are 3 main sources that determine the increasing of the quality level of a company. First of all, the customers are more and more demanding with the products and services they buy, and with the way these products and services are delivered. Even in the United Kingdom, the customers are not being taken in serious when they are complaining about a bad service. Second of all, the development of a very high technology both hard and soft, allow managers to offer an extra quality and more affordable products, even if the face to face contact is still considered to be very important. Metaphorically speaking, the technology can be compared with the structure of a house, but the „direct contact“ is still very appreciated by consumers when they ask for a certain product to be delivered. Third of all, on a national and international market where the competition is very intense, the quality determines the edge of the competitive advantage.

Generally speaking, the quality of services became a key factor in the process of decision making of the customers when they choose a certain company in tourism. By developing an economy of market, the tourism also developed and the expectations are higher and higher.

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<sup>4</sup> Family EN ISO 9000:2000

The increasing of quality means both the increasing of offer and demand of touristic services. From this point of view a series of tendencies appear.

In order to better understand the behavior of the tourist on the intern market of touristic services, it's essential to analyze the major tendencies of the tourism nowadays.

From the documents provided by the World Tourism Organization, one can notice that the first qualitative analyses of the demand in tourism were made in about 1980, and the official moment of debating the topic was the Manila Conference that took place in the same year.

During the conference a series of major tendencies related to the behavior in consumption of the tourists were identified. Among these major tendencies registered in tourism there are:

- the decreasing of the role of the flexibility in price when we chose a product, while the role of the factor price/ quality is increasing- the tourists are more and more selective and eagerly to find on destinations exactly what they were promised with;
- holidays become more and more active, more particularized and more valuable;
- the conditional role of environment and communication, of integration and retrospection to the values the receiver environment has in choosing a product, leads to a the birth of a new type of tourism- „integrated“ also known as „green“ tourism.
- To increase the value of life- meaning a better appreciation of the quality of life, safety and health;
- The free time is more and more valuable- because the quality of life, the safety and health are more valuable too;
- The free time is more valuable- because of the standardization, the every day life became more standard and because of the increasing of productivity, the opportunity cost of the free time became higher. [Pascariu, Gabriela, Carmen - Evolutions and tendencies in the international tourism, flows, markets, politics, Ed. Sedcom Libris, Iassy, 2006, pp.143-144]

On the **Romanian tourism market**, these tendencies could be classified as following:

- The decreasing of requirements for the intern tourism while the extern tourism is increasing, because of the same level of costs;
- The accelerating reduction of the intern demand of tourism, because the power of buying is lower and lower;
- The decreasing of the tourism of mass because of the tendency of population to prefer the rural areas and because the quality of life is decreasing;
- The increasing of the demand in some areas of the country (specially the mountains) for the weekend tourism because the week of work has reduced and because the number of cars is higher, the transport being more easily;



- The reduction of the average journey, because the real incomes are lower for travel.

Regarding the evolution of the demand for the Romanian tourism offer, the foreign tourist have, the tendencies are the following:

- The continuous decreasing of the tourism demand for the Romanian market coming from outside the country because of the political instability, of the low quality of services and because of the limited range of touristic pleasure programmes;
- The insignificant increasing for the Romanian agro-tourism- a large number of foreign tourists prefer to stay overnight in private houses, specially where the local customs are still maintained;
- The demand for the Romanian seaside is decreasing because of the limited offer of touristic products and services.

On the global level, the situation is entirely different. The touristic circulation knows a real boom because of the rich offer for the exotic tourism, for the adventure one and for the business tourism.

In this context, we have to do a general analysis of the important elements of the tourism demand, in the next years and these could be:

- The increasing role of the quality/ price in order to ensure the competitiveness of the products;
- The increasing role of the need for self harmony and for harmony with nature;
- The increasing role of the level of education and of the training one;
- The increasing role of the need for culture;
- The increasing role of the need for freedom in association with the need for communication;
- The increasing role of living on the high edge- because of the amazing pressure of time that doesn't let you live a normal life;
- The increasing role of the need for security and mobility;
- The increasing of the number of short holidays- we are talking about the weekend holiday;
- The increased number of older people, with different preferences and hobbies.

Analyzing the tendencies mentioned above, we discover that the tourism market can register a higher dynamic and reorganizations that could attract important changes in politics applied in tourism companies, and in our country the tendency will be a positive one, because of the huge touristic potential, of the programmes of modernization of the material infrastructure and because of the diversity and increased quality of the services in tourism.

On the touristic market an intense competition is registered both between the companies in tourism and between the touristic destinations. From this reason, the customers became more and more demanding and more difficult to satisfy, searching in the huge lake of offer, the touristic products and services with the highest level of quality at the lowest price.

The global market entered in a new phase, both because the tourist is more mature as customer and because of the strong development of the biggest branch in the world- the tourism.

In this way, the companies that provide products and touristic services should adapt to the new conditions of the touristic market by being more concerns to diversity the offer and to increase its attractiveness and aggressiveness.

Among the **major tendencies** registered by the organization of the touristic market at the **global level**, we have to take these following aspects into consideration:

- The *touristic offer registers a tendency of grouping the touristic services*, into big and very big companies, such as the ones in the hotel business where voluntary chains appeared, in order to offer a homogeneous product with a higher quality at the same prices;
- The *touristic market is more and more global*- it's about that phenomenon of convergence of the tourists' tastes and preferences for a certain standard of quality in touristic services. The most eloquent example is the tendency of introducing a new technology, of developing computerized systems of booking at the global level.
- The *touristic offer is more and more diversified because of the diversification of the touristic demand*- a larger and larger range of touristic services and products is offered, giving satisfaction to a large sphere of customers.
- The *touristic offer is more focused*- on 3 ways: *on the horizontal line*( taking place between companies with the same stadium of touristic flux: hotel, travel, commerce of services), *on the vertical*(wanting to become as one group of companies performing the same complementary activities in certain stages of the touristic programme) and *as touristic clusters*( in the classical shape of focus by fusion or buying another company without activities related).

On the touristic market in Romania, when the touristic offer is organized, a series of tendencies with positive implications on the tourism developing, could appear. The specialists think that these tendencies could be:

- The reach and diverse range of natural and touristic resources made by humans, *offers a more important availability in tourism to this country*. Relevant in this sense is the declaration of the high secretary in command of the Global Organisation of Tourism: *„a country that has the Danube Delta, the Black Sea Coast, the monasteries from Northern Moldavia, and various destinations for health cure, could survive and develop only from tourism”*.
- *Steep decreasing of the internal and external touristic demand*, because of the economic reorganization, inflation, privatization, new laws, decentralisation, conflicts between old mentalities and new directions of the Romanian society.
- *The development of the touristic products and services for the potential customers*, because Romania has a diverse and rich touristic

potential: journey at the seaside, in the mountains, in health resorts, winter sports, hunting, fishing, cultural touristic tours.

- The *development of tourism at the end of week*- short journeys in rural areas, health resorts, mountain trips.
- Inadequate *capitalization of the touristic resources*- the fact contributed to the reduction of their market value and the inadequate presentation of the touristic products at the international level.

As a result, the tendency on the intern market of touristic services is increasing, new types of tourism being developed because the customers would not be able to consume in the same time the same type of space and entertainment. The touristic offer will be oriented towards mountains, seaside, cities, rural areas, in this way they try to distribute harmoniously the potential consumers in order to avoid the exceeding of the support capacity of destinations.

## Conclusions

The quality and implementation of a management system of quality, allow managers to see where the financial effects of a low quality, are, establish priorities of efforts of quality improvement, creating an equilibrium between prevent and inspection and establish budgets. Maintaining a management system of quality is the key to competitiveness in companies and the only way to survive in a competitive war.

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