

Place of evaluation in the quality management system of tourism enterprises

Bedradina H.K.

Lecturer at Department of Tourism, Hotel and Catering Business
Odessa National Economic University

The quality evaluation of services takes the important place in a general quality management system of tourist enterprises.

As for definition of this concept domestic and foreign experts have an approximately identical opinion. Assessment of the quality level of services is a set of transactions, which consists of the choice of the estimated product's quality indicators, determination of value of these indicators and their comparison with basic ones.

So, the author's position is that the quality evaluation of services is the integral component of general system or of the management quality mechanism, irrespective from which positions we study this process.

From the perspective of classical scheme of quality management the evaluation stage can be considered a quality control stage element. From the point of view of the process approach to the quality management system

of an enterprise the evaluation stage is a full-fledged element of this system as well as all others, such as: resource management, realization of a product, responsibility of the management.

If to identify the main business processes of a tourist enterprise, the quality management of tourist services should be considered as one of such basic processes and estimation of tourist product quality, whereas system of customer service should be considered as an important and crucial process. Assessment of service provision process is also an element of the so-called mechanism of quality management of tourist service. At the same time the result of service provision is estimation and implementation of quality systems of services at tourist enterprises, which is caused by the integration of Ukraine into world structures where there is a concurrence of market prices and services' quality.