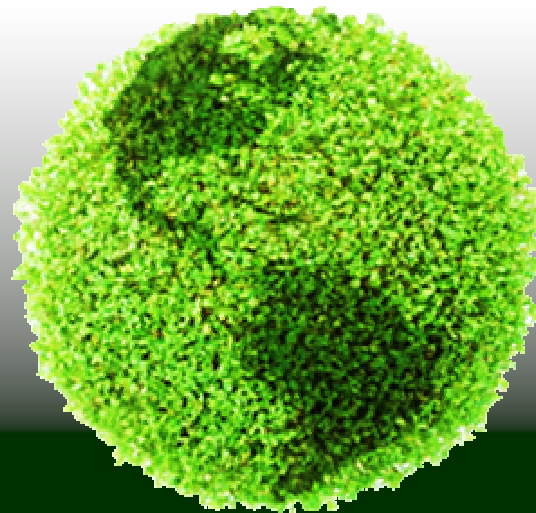


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TOURISM AS AN OPPORTUNITY FOR CONOMIC DEVELOPMENT, QUALITY MANAGEMENT REQUISITE FOR SUSTAINABILITY

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Abstract: For a number of developed countries in world, tourism is treated as a significant exporter, and also as an absorbent of the workforce this branch is important in alleviating unemployment. The Total quality management in tourism industry and catering as a branch of tourism has its own specifics.

Key-words: Tourism, quality, standards, management, development,

1. Aims and scope of the paper

For a number of developed countries in world, tourism is treated as a significant exporter, and also as an absorbent of the workforce this branch is important in alleviating unemployment, and this expectation is the same for tourism in Kosovo and in the region countries in near future. Attention for quality is being placed in the top priority, for most of successful tourist enterprises. This paper describes total quality in tourism and catering. Total Quality Management is one of management models which is applied by business enterprises for the purpose of usage, maintenance and improvement of quality of services and tourism product. Given the description of tourism and quality in tourism, we continue describing standards that are in application in tourism and catering, we carry one with different kinds and types of quality and its progress, and the booster that quality gives to the growth of businesses. A great attention should be paid to standards dealing with quality and safety of goods supplied in hotels. Here it should be noticed the fact that there is a liaison between the quality, consumers pleasure and consumers loyalty.

2. Review of the Literature

Many individuals have contributed on the analysis and implementation of quality management, among them is Edward W. Deming , J.M.Juran and F.B.Krosby. Philosophy of quality management of Deming who is mentioned constantly when fundamental principles of quality management are stressed. It is known the theory of “Chain Reaction” of Deming which states that the highest quality leads to a higher productivity which in turn leads to a long-term competitive strength.

Whereas J. M. Juran centralizes the quality issue in three major aspects called as “The Trilogy of Quality”: planning of quality, control of quality, and improvement of quality. Therefore this author considers the management of quality of primary importance as a management component in all enterprises.

As far as the quality part is concerned, in Kosovo this needs to be in compliance with the European level approved standards, such as ISO9000, ISO14000, ISO14002, etc.

3. Methodology of research/ approach

Based on collected data, descriptive statistical methods, and methods of comparison and analysis of the current situation and the measures to be taken for continuous business process improvement in tourism in Kosovo and its tourism product through continuous improvement of quality. In general speaking continuous improvement is not technique but mode and processes in business, and constantly improvement is being seen as an initiative for higher quality.

4. Results and Discussions

The tourism development in Kosovo, in general it was not concentrated, due to distribution of tourism location and destination everywhere, so there is dispersion all over the country that results with socio-economic factors in different regions.

The future of the hospitality is in small hotels that will be the pillar of tourism development.

Creation of the tourist product is a blend of quantity, quality and continuity of the tourist offer throughout the country. Therefore this tourist product focuses on the improvement of structures of the existing destinations, or in other words known as old destinations, adopting new standards for each offer element by aiming to create a distinctive mark in all levels it is exposed.

6. Concluding Remarks

From above said this it results that:

- Quality needs to be start and end point of each action-activity to be undertaken currently and those to be undertaken in the future,
- it is necessary to make efforts in reaching a better possible quality for products-services that constitute the tourist offer within the tourism-catering market, which is increasingly becoming more selective and refined.
- it is necessary to create and establish a standard within business that will compile “Quality of Regional Values”, to standardize the quality of products-services that will facilitate and create the image of Kosovo’s Tourist Offer and other related issues.

Exchange of experiences from abroad and with countries in the region and wider should work through cooperation in permanent basis which will enable the balance of knowledge and skills, especially with the countries in the region that provide similar tourist offers.

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