

Quality of services in the tourism sector

Introduction

Interest has increased in recent years in the tourism sector and tourism development due to its intertwining with many economic sectors and its role in creating new job opportunities, supporting the balance of payments balance and then contributing to economic development, as recent studies confirm that the tourism industry is one of the fastest industries in terms of achieving growth rates. We find many developing countries are seeking to harness all means to provide facilities that are supported by the necessary legislation to ensure the achievement of the desired goals of developing their tourism sector, and to track data on global tourism of both internal and external types. It is noticed that the tourism industry has become one of the largest industries in the world but it needs careful application of operations Providing tourism services to tourists and visitors.

Defining the quality of tourism services

It is a dynamic state associated with physical products and services, people, processes, and the surrounding environment so that this state matches expectations. It is also the case of a service or commodity directed to meet the needs of consumers. In the sense that quality is a set of advantages and characteristics of a product or service that is able to meet the needs of consumers, including tourists and visitors.

The importance of quality of services in the tourism sector

The success of the tourism marketing plan depends on the extent to which the quality of tourism services has attained the degree of visitor satisfaction, with the primary emphasis on the different tourism context. Therefore, the visitor's loyalty factor to the destination was the central concept and one of the main gains in the success of the quality of services provided in hotels and tourist facilities in the destination. Numerous studies have shown that the phenomenon of tourist loyalty to the tourist destination and the quality of tourism services cannot be dealt with without a full understanding of the concept of tourism marketing at the local and international levels for various tourism contexts and through the image of the tourist destination and the satisfaction of the tourist. As a result, the relationship between the quality of tourism services and the loyalty of the destination depends on the image of the destination in the minds of travelers.

The relationship between competitiveness and service quality characteristics in the tourism sector

Attention to the quality of services in service and production facilities has become a common and extremely important matter to reach customer satisfaction, loyalty and trust, and to achieve profitability and competitiveness for organizations and companies despite the difference in perceived quality in tangible goods from the perceived quality in services that enjoy

With different characteristics such as hotel services and other tourist facilities. Although tourism services have a different nature and characteristics from the product sector, which makes them characterized by complexity and great



importance in global and local economies, and with the intensification of competition in the tourism sector, the design of successful services includes engineering a set of processes, resources and outputs that lead to responding to customers' expectations and this is considered a challenge. An important input to achieving the quality commensurate with the satisfaction of consumers, corresponding to improving profitability and enhancing competitive position.

Service quality assessment

To identify deficiencies and improve the quality of services provided in order to achieve competitive advantage and profitability, increase return on investment, efficiency in operations, reduce costs, as well as achieve the satisfaction of beneficiary tourists and ensure their loyalty to the services provided. It can be said that the rapid development and the increase in competition between companies in the internal and external tourism markets has raised the status of the quality of services and has become a general feature that tourism destinations in various parts of the world are keen on.

The quality of the service provided is linked to several dimensions united with each other, which are: tangible aspects, trust and reliability, responsiveness, safety, assurance, empathy, and efficiency.

❖ Concrete Aspects

While the tangible aspect dimension refers to the appearance of the physical facilities available to the service organization, the appearance of the working personnel, tools and means of communication, and everything related to the physical equipment necessary to perform the service.

❖ Reliability and Trustworthy

The dimension of reliability indicates the service provider's ability to perform the promised service in a reliable manner and also with a high degree of health and accuracy. The customer stops providing him with accurate service in terms of commitment to time and performance completely and as promised and depends on the service provider from This particular aspect.

❖ Response

After the response, it confirms the ability, desire and willingness of service providers to be always ready to serve customers and their ability to perform the service for them when they need it.

❖ Safety, and Warranty

Whereas the dimension of security and guarantee indicates the degree of feeling of security and confidence in the service provided and who provides it, as well as the extent of risks for the results of receiving the service in the hotel or from its provider or from both.

❖ Empathy and Competence



While the sympathy dimension confirms that the service provider has a degree of respect and politeness and is characterized by friendly and good treatment with customers, and then this aspect shows the extent to which the degree of interest and care of the tourist and the care of his privacy and attention to his problems has reached.

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