

QUALIMETRICS AS THE MANAGEMENT TOOL IN TOURISM ENTERPRISE

Summary

The annual objectives of tourism enterprises are principally money oriented. The decision-making process is based on money figures – this is the way the managers of sales, marketing, finance, and even personnel operate and communicate. However in the majority of service (tourism) enterprises, quality management fulfils a role which is not measured or even quantitatively estimated. The idea of qualimetrics points out that the quality economics principle should be used in order to overcome this communication gap. Quality managers are to: identify and measure different kinds of quality costs; be able to recognize and eliminate those non-value adding costs; use appropriate measures and techniques to decide which quality improvement costs should be given priority (suggested tool is Pareto model analysis).

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