

SOLUTIONS FOR IMPROVING THE QUALITY OF TOURISM SERVICES IN JURBARKAS DISTRICT

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INTRODUCTION

Introduction

In order to improve the quality of tourism services, the European Union and the Government of Lithuania are creating strategic goals and solutions. Stankevičienė (2005) states that it is important to understand what factors influence the purchase process. Many factors determine consumer satisfaction with tourism services, but each tourist imagines success differently. What seems like success to one person may be indifference to another. Such an attitude depends on what the tourist expected and how things turned out. Therefore, we can say that the tourism service is successful only when it justifies the hopes and expectations of the tourist. It is difficult to standardize tourism services in Jurbarkas district, because different companies cooperate in their creation, creating separate services and products needed by users of tourism services. It is noticeable that insufficient attention is paid to quality assurance and improvement of tourism services.

The aim of research

Investigate the quality of tourism services in the Jurbarkas district and provide solutions for its improvement.

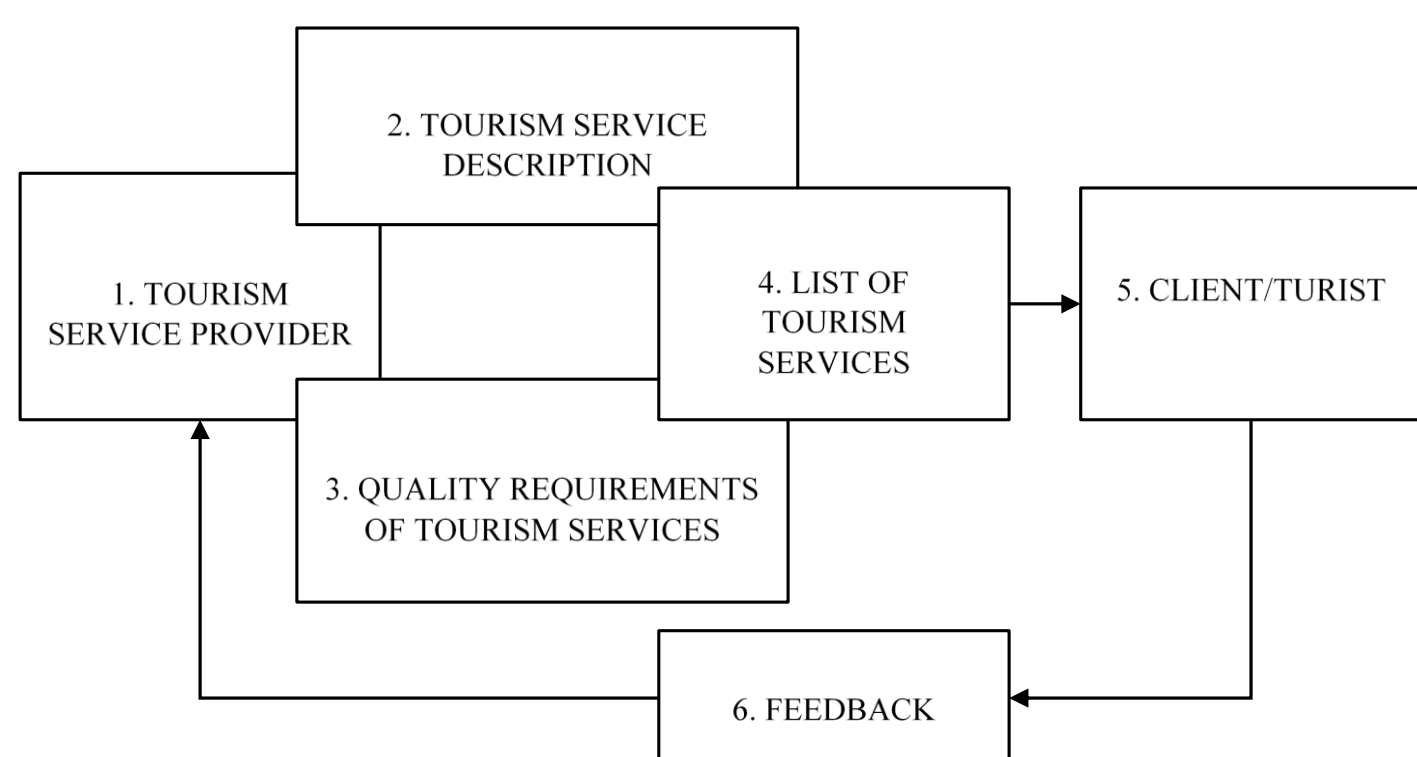
The methods of the research.

The interview method was used to conduct qualitative tourism. Informants - 6 professionals working in the field of tourism: 4 managers of companies providing tourism services, a representative of the tourism association, and a specialist of the ministry. The research questionnaire consists of five blocks of questions according to the model developed by the authors. The questions in each block are formulated in such a way as to get answers about the quality of tourism services in the Jurbar district. The qualitative study was conducted in February-March 2024.

Theoretical background

The quality of tourism services has become one of the future global tourism policy issues due to the rapid growth of the tourism industry. According to B. Romikaitytė, and J. Kisieliauskas (2012), as the tourism branch occupies an increasingly large share of the economy, there is a need to predict tourism trends, forecast changes, create tourism policy, manage the tourism economy, support tourism development, use tourist resources to create a competitive advantage and successfully profit from a rapidly growing area of the economy. In order for a service company to improve the quality of its services, it should first find out the wishes and expectations of users (Patapas et al., 2013: 312). The authors (Lin, Yang, and Ho, 2015; Grasso and Sergi, 2021) argue that in the current intense competition in the tourism industry, improving the quality of service has become even more important, as it especially helps tourism service facilities, tour operators and catering establishments to increase market share. and will attract more tourists.

The abundance of tourism service quality improvement models presented in the scientific literature reveals the complexity of service quality improvement. Therefore, the model created by the authors aims for universality to avoid problems in the quality of tourism services.



The service quality improvement model consists of six stages: tourism service provider, tourism quality requirements, tourism service description, tourism list, customer, and feedback. Therefore, at each stage of the model, it is necessary to look for directions to improve the quality of tourism services.

Lin, Yang, C.-L., & Ho, T.-M. (2015). Tourism service quality improvement - 'the early bird catches the worm' Total Quality Management & Business Excellence, 26(7-8), 793–810. DOI: <https://doi.org/10.1080/14783363.2014.886371> .

Patapas, A., Vilutytė-Žilienė, V. (2013). Anykščių komunalinio ūkio teikiamų paslaugų kokybės vertinimas vartotojų požiūriu. Viešoji politika ir administravimas, Vol. 2(12), p. 312–325.

Romikaitytė, B., & Kisieliauskas, J. (2012). Lietuvos turizmo sektoriaus plėtrai įtaką darantys veiksniai, 2(2), 125–135

Research results

The results of the qualitative research are presented in tables by stages:

I. STAGE	DIRECTIONS FOR IMPROVEMENT	NUMBER OF REPETITIONS
1. PROVIDER OF TOURISM SERVICES (TS). (RESPONSE TO CUSTOMERS)	TP PUBLICATION	11
	TP QUALITATIVE RELIABILITY	6
	TP UPDATE	7
	PROVISION OF TP	2
	TP IMPROVEMENT	2
	MARKETING IMPROVEMENT	3
	CUSTOMER RECOMMENDATIONS	2
	RESPONSE TO COMPLAINTS	9

II. STAGE	DIRECTIONS FOR IMPROVEMENT	NUMBER OF REPETITIONS
2. DESCRIPTION OF TOURISM SERVICE (TS) PROVISION (EXPLANATION OF INFORMATION)	DISTRIBUTION OF INFORMATION	8
	RELIABILITY OF INFORMATION	2
	IMPORTANCE OF INFORMATION	2
	AVAILABILITY OF INFORMATION	3
	INFORMATION UPDATE	5
	CONFORMITY OF DESCRIPTIONS	7
	CLARITY OF DESCRIPTIONS	2
	DESCRIPTION EXPECTATIONS	3
	NEED FOR DESCRIPTIONS	5

III. STAGE	DIRECTIONS FOR IMPROVEMENT	NUMBER OF REPETITIONS
3. QUALITY REQUIREMENTS FOR TOURISM SERVICES (TS) (DOCUMENTS; COMPLIANCE WITH REQUIREMENTS)	SECURITY OF CLAIMS	3
	APPROVAL OF DOCUMENTS	8
	COMPLIANCE WITH REQUIREMENTS	7
	REQUIREMENTS IMPROVEMENT INITIATIVE	3

IV. STAGE	DIRECTIONS FOR IMPROVEMENT	NUMBER OF REPETITIONS
4. LIST OF TOURISM SERVICES (TS) (TS FEATURES; LIST UPDATE)	LIST OF CERTIFIED SERVICES	5
	RELIABILITY OF TS LIST	2
	TS LIST UPDATE	1
	T ACCESSIBILITY FOR THE DISABLED	0
	ELDERLY HELP	0
	OWNERSHIP SOLUTIONS	8
	TOURISM CENTER REQUIREMENTS	1
	MINISTRY SUPPORT	0
	LTIC ASSOCIATION POLICY/RULES	9

V. STAGE	DIRECTIONS FOR IMPROVEMENT	NUMBER OF REPETITIONS
5. CLIENT/TURIST (SATISFYING CUSTOMER NEEDS)	ENGAGEMENT IN THE PROCESS	0
	ORDER OF RESEARCH	3
	PROVISION OF NEEDS	4
	REGISTRATION OF REQUESTS	5
	COMMUNICATION WITH CUSTOMERS	12
	IMPROVING THE QUALIFICATIONS OF EMPLOYEES	6
	TRAINING OF EMPLOYEES IN FOREIGN LANGUAGES	3

VI. STAGE	DIRECTIONS FOR IMPROVEMENT	NUMBER OF REPETITIONS
6. FEEDBACK (SUMMARY INFORMATION)	REGISTRATION OF INFORMATION	2
	COLLECTION OF INFORMATION	0
	INFORMATION ANALYSIS	2
	CUSTOMER RECOMMENDATIONS	2
	MEASURES TO IMPROVE TS	5
	INNOVATIVE OFFERS	9
	EMPLOYEE MOTIVATION	5

From the obtained research results, it can be said that feedback is an essential element for tourism service providers to ensure better service quality, attract new customers, and maintain existing ones. Based on the research results in the Jurbarkas district, directions for improving the quality of tourism services have been formulated.

MAIN RESULTS AND CONCLUSIONS

The obtained results of the qualitative research allow to present directions for improving the quality of tourism services as a basis for the development of tourism services in the Jurbarka district. It is recommended to: improve the publicity of tourism services on different platforms and communicate with tourism associations; monitor and evaluate service quality and implement quality standards; properly formalize documents on compliance with the quality requirements of tourism services; constantly check the quality of services, otherwise you may lose the trust of customers; monitor tourism trends in the market, customer needs and constantly improve and update the services provided; properly promote creative solutions and innovations of staff and cooperate with local communities and partners in order to offer unique experiences to tourists; to inform customers in detail about the provided services and places of interest; it is important to carefully evaluate customer reviews and complaints and respond quickly to them, especially on social networks, as this has a significant impact on the reputation of companies; permanently register customer opinions about the services provided; respond quickly and effectively in solving problems and meeting customer needs.

From the obtained research results, it can be said that feedback is an essential element for tourism service providers to ensure better service quality, attract new customers, and retain existing ones. The presented recommendations can help improve the quality of tourism services in Jurbarkas district. A tourism service is a dynamic process in which both the customer and the service provider can influence each other in various ways.