

UDC 338

## Quality of Tourism and Hospitality Management Systems in Russia

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**Abstract.** This article describes the features of quality standards (ISO), their application in Russia, analyzes Quality Awards, awarded to Russian producers, such as the Award of the Government of the Russian Federation in the field of Quality, National Tourism Award named after Yu. Senkevich, Travel Award «Golden Meridian», Moscow “Guiding Star” Award. The objectives of management system for Sochi resorts and hotels were determined.

**Keywords:** quality management standard; certification; Russian Quality Award; Travel Award «Golden Meridian».

**Introduction.** Services quality management in hotels and resort facilities (RF) involves the creation of quality systems that meet the guidelines of ISO 9000 and taking the necessary measures to ensure their efficient operation.

Quality systems performance means their development and implementation in the work of a company. Quality Management System (QMS) is the complex of interrelated and interacting elements, aimed at quality policy and goals work out and the achievement of these goals by coordinated actions on selection of its quality direction and control.

According to ISO 9000, companies must have the documentation for each transaction that affects the quality of the product and install the equipment only in accordance with the requirements.

Each part of the company must be certified separately. Certification of a company branch does not extend to the entire company.

Quality Management Standard (ISO 9004) describes the introduction of quality standards, direction for the development and application of ISO system. It describes basic elements of the quality system: requirements for the product and services, organization and control, serving the interests of a client, responsibility for products, system management.

More than three hundred thousand companies have certified their quality systems according to ISO 9000 standards by now.

There are only few in Russia, but their number increases. These standards have become the most popular in the history of ISO because of the significant promotional benefits they offer to the certificate holder over the nearest competitors.

Government Resolution from 12 April launched the Award of the Government of the Russian Federation in the field of Quality. It was the result of the large-scale set of works by domestic experts on the study and generalization of international experience on quality management and improvement of methods of its provision.



The award has been awarded annually since 1997 on a competitive basis for the achievement of significant results on products or services safety and quality provisions by a company, as well as the introduction of highly efficient methods of quality management. Maximum 12 awards are awarded per year.

Awards are issued by the Decree of the Government of the Russian Federation, which is published in the media. Companies participate in the competition for the right to win the prize on a voluntary basis.

Criteria for awarding are set in the Guide for Applicants, which is annually approved by the Council for Awards of the Government of the Russian Federation in terms of quality.

The model of the organization of the company, applying for the Russian Quality Award is characterized by nine criteria, giving the company (improvement) guidelines and guidance for its improvement. Contest participants are appraised by points in accordance with the model, including two groups of criteria.

The first group consists of five criteria and describes company capabilities. The second group consists of four criteria and characterizes the results.

Information should be provided separately for each component; it must be compressed, expressive and contain definite data.

All companies, having participated in the contest, get an assessment of the quality and recommendations for its improvement.

Introduction of the Russian Quality Award and the participation of industrial and service entities in the contest for the right to pick up this award, undoubtedly, intensify quality work in the country.

According to the principle of the Russian Quality Award, municipal and regional quality awards appear in many regions of Russia. They both serve as the basis for the participation in the national competition and promote the work on business quality improvement and competitiveness increase, mastering efficient modern methods of quality management in Russian companies.

The most prestigious awards in the field of tourist and hotel services quality are the following:

**1. Yuri Senkevich National Tourism Award.**

Yuri Senkevich National Tourism Award is prestigious and authoritative, the only non-profit award in travel industry, established by the Federal Agency for Tourism in 2002.

Its main objectives are: encouragement of governors and regional tourism authorities, improvement of competitiveness of Russia's tourism market participants, increase the quality of tourism education, promotion of charity activity, development of different types of tourism in the Russian Federation, assistance in expansion of international contacts, attracting media attention to the achievements of the domestic travel industry.

Enterprises, companies and representatives of the travel and hospitality industry, administrations of the constituent units of the Russian Federation, educational institutions, training specialists for the travel industry, cultural institutions, travel companies, management teams of national tourist offices, journalists and mass media can participate in the competition for the right to pick up the award.

**2. «Golden Meridian» Travel Award.**

«Golden Meridian» is awarded according to the results of Russian tourists' feedback and recommendations by industry experts. The award is a guarantee of high standards of tourist services and serve as guidelines to Russians in the variety of proposals by Russian and foreign companies.

National Award «Golden Meridian» reflects public recognition of the achievements of travel and hospitality industry participants, working with Russian tourists. The annual award was established to identify the best companies in travel industry.

«Golden Meridian» is the mark of quality at the tourist market.

**3. Moscow Award «Guiding Star».**

«Guiding Star» competition is the annual professional festival for the specialists of Moscow travel industry. The award was established in 1999 by Moscow Committee for Tourism in order to

improve the quality of tourist, sightseeing and hotel services in Moscow, form a positive image of the city as a world tourist center, help increase tourist flow to Moscow, improve efficiency of advertising and information work on forming attractive image of the capital.

Sochi resort and hotel businesses prior to the XXII Olympic and XI Paralympic Winter Games are actively involved in the development and implementation of quality management system and receiving international certificate ISO 9001:2000 on the render of resort (accommodation, catering, rehabilitation and remedial treatment) and hotel services, as well as picking up the prestigious Russian awards.

Hotel and resort facilities quality management system is focused on the consideration of the requirements of specified customers and continuous analysis of the efficiency of activities in accordance with the international standard ISO 9001:2000. It is aimed at achievement of the objectives, set by enterprise's policy in terms of work and service quality.

Sochi hotel and resort facilities quality management system is designed to ensure the system efficiency, meeting the requirements of consumers for services. Prevention of problems, rather than their solution afterwards is an important aspect.

Quality management system provides the solution of the following problems:

- achievement and maintenance of service quality, constantly satisfying the consumers' requirements;

- ensuring hospitality company's management team that service quality, technical and organizational facilities correspond to the planned ones; ensuring consumer (by providing evidence) that service quality meets his/her expectations, regulatory documents and contract terms;

- Continuous improvement of processes, based on objective measurement.

Planning and implementation of service quality requirements, stipulated by contracts and agreements is affected by fulfilling the requirements of quality management system documents, as well as by administrative procedures, executed by heads of departments.

Process approach is used by accommodation facilities of Olympic Sochi while implementing quality management system, namely: a) processes, required for quality management system are identified; b) processes sequence and interaction are set; c) criteria and methods for processes evaluation and improvement are established; d) resources and information, required for processes operation and monitoring are provided, and e) processes monitoring, measurement and analysis are accomplished; e) actions, required for the planned results achievement and continuous processes improvement are taken.

Quality management system of Sochi accommodation facilities is worked out in accordance with the requirements of IS ISO 9001:2000, with respect to the organizing structures, existing within facilities and various legal forms of ownership.

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### **Системы Менеджмента качества в индустрии туризма и гостеприимства России**

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**Аннотация.** В статье рассмотрены особенности стандартов качества (ISO), их применение в России. Проанализированы премии качества, присуждаемые российским производителям. Премия Правительства РФ, национальная туристская премия им. Ю. Сенкевича, туристская премия «Золотой меридиан», премия «Путеводная звезда» города Москвы. Определены задачи системы менеджмента для санаторно-курортных и гостиничных предприятий г. Сочи.

**Ключевые слова:** стандарт качества менеджмента; сертификация; Российская премия качества; туристская премия «Золотой меридиан».