# BENCHMARKS OF THE QUALITY MANAGEMENT IN THE REGIONAL DEVELOPMENT. EXEMPLIFICATION IN THE NORTH -WEST REGION

# REPERE ALE MANAGEMENTULUI CALITĂŢII ÎN DEZVOLTAREA REGIONALĂ. EXEMPLIFICARE ÎN REGIUNEA NORD-VEST

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***Abstract:*** *Nowadays the quality represents a strategic tool of the global management, but even an important element of the performed activities. Creating and maintaining the quality inside some regions evolution depend on the way in which the managers and the population understand to tap the quality management for the purpose of the population requirements accomplishment guarantee. For achieving to a certain level of the quality it is necessary that all the hierarchic levels to adhere to the established principles for quality.*

***Key words:*** *quality in regional development, quality, potential, non-quality, quality cost.*

The term "quality" is a complex one, with uses in many domains where different senses are being given to, and this is the reason for what it is hard to create an unique and rigorous definition.

At the present level, characterized through a continuous increase of the society's exigencies, it can be said, about the quality, that it is:

– a matter of education: only educated people can act with professionalism, creating good things for the first time and every time;

– a matter of culture: culture can allow the comprehension of the need of quality and the knowledge of what is good on global plan;

– a matter of behavior: creating some good products involves emphasis in activity, resuming the activities that have been performed in a wrong manner, hardness in labor;

– a matter of management: inside the management a different domain had born, that is called the quality management that lead to changes in the companies' strategy and tapping the production.

So, it has been prooved by different authors that the quality term can be defined and construed in different ways, ways that we consider that can be taken into consideration even regarding quality in the regional development:

*a) the quality is a philosophical category*, in the way that it expresses something that is inseparable from the given object, something that merges with it in a direct and whole way. The material identity of the world does not mean singularity, but on contrary, it means diversity. The quality operates philosophically in all spheres such as: art, culture, music, sport etc. not only in the material production sphere;

*b) the quality is an economics category*, in the way in which it represents an expression of the measure in which the economical requirements have utility for the existence;

*c) the quality is a technical category*, because everything is being created through advanced or less advanced technical means, after the domain and specifically. The modern technique increases in an obviously way the competitiveness not only throughout the efforts, but even throughout the quality.

*d) the quality is a social category* deriving from the emphasis of the mass character regarding not only the economic level, but even the social, educational, historical, national one etc.

The Total Quality Management (TQM) was foreshadowed together with the appearance of the "total quality"[*] concept and that it is different by the previous levels, mainly, through organizing a new informational system and the total involving of the high management and people in general, based on the principle "the quality is everybody's problem and of each one's in part"[†]. So, the informational borders between the departments, by vertical and by horizontal disappear.

[*] Masalar L., - *Considerations sur l'evolution du contenu des concepts de la qualite*, ICELM1, Universite de Liege, Belgique, 2004, p. 214.

[†] http://europa.eu.int/eur-lex/en/lif/dat/1985/en_385L0374.html

# THE QUALITY MANAGEMENT IN THE REGIONAL DEVELOPMENT

Starting from the ones that are previously marked out some of reasons related to the quality in promoting the regional development are important. It is required to take into consideration the fact that the space of a region assures through the economic-social and cultural development level a certain life standard of the inhabitants of the region, so it is taken into consideration the region's life quality.[*]

In the regional development, from the economic-social point of view, the quality is based on a series of principles such as: accordance with the requests; adequate for use; systematically intercede to excellence; accomplishing the society's needs: protection of life, health, persons and environment, appropriate capitalization of the natural resources, conserving the energy, abiding development.

The quality, in the regional development represents even the development project approach to the fulfillment of the society's and of the territorial communities' requests and expectations.

That is the reason why the existence of a quality management in the regional development it is needed.

A good process of the quality management in regional development presumes taking into consideration of some terms[†], regarding quality, as follows:

- *designed quality (conceiving quality)* represents the measure in which some components of the region assure the fulfillment of the beneficiaries requests and the possibility of use;
- *delivered quality*, meaning the effective level of the quality at any level and in any domain from a region;
- *potential quality*, representing the quality after planning a region's development project;
- *partial quality*, expressing the proportion between the obtained quality and the requested one;

[*] Gabriela, Fiat – *„The quality criteria in the regional development"* – The Second International Symposium of the Regional Sciences Romanian Association – Regional development and european integration – Bucharest, 4th-5th of April 2002, published at Economic Publishing House, Bucharest.

[†] *www.didactic.ro/files/13/asigurareacalitatii.ppt*

- *attained quality*, that kind of quality resulted after the attained evolution;

- *assured quality*, the one that is the consequence of a unitary program that contains all the activities that assure favorable results;

- *total quality*, in which the point of utility, economy etc. integrates.

For the absolute success in developing a region, according to the quality we estimate that the following requests must be fulfilled:

- a necessity, a utility or a well-defined purpose must be satisfied,
- people's expectations must be satisfied,
- to comply with the standards and specifications,
- to comply with the legal measures and other requests of the society.

The quality constitutes in any region and not only the object of a permanent analysis and of the continuously improvement effort of the reactions that a community has or a person has regarding the perception of what it is being done to it. Successful implementing of the quality management and in the regional development offers important possibilities of improvement of the: performances in satisfying the population; yield and efficiency in resource consuming.

The studies show that the population is prepared to pay more for having a quality service[*]. That is why the development of a territorial space can't be conceived without taking into consideration the quality's criteria and costs. Noted that there can exist even non-quality. Starting from this hypothesis it results that if the quality is considered as being free too, the non-quality will cost very much.

The non-quality's cost vary from a region to another. To all intents and purposes, managing the non-quality consists of optimizing the region's expediency, through treating the causes that lead to abnormities.

The most noticeable elements that generate non-quality[†] are being found in the absence of the development strategy, subjective resources evaluation, the lack of authority commissioning, not applying the law, subjective decisions etc.

Implementing a quality system in the regional development needs the assurance of the conditions that are necessary in respecting the rules that generates the quality in the respective process.

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[*] Crosby, P.,- *Quality is free*, Economic Publishing House, Bucharest, 1993, p. 125.

[†] ***The collection of the "Quality Progress" Magazine, 1990-1996.

## PRIORITIES REGARDING THE QUALITATIVE EVOLUTION OF THE NORTH -WEST REGION

The development is a desideratum that can be touched in many ways – there are series of models, each one creating its own order and pulling out its own action instruments. The choice is conditioned by the state of fact at the present moment, the one that confirms in what way the premises on which one or another of the models are based are or aren't fulfilled.

Stocktaking the models set represented the first logical level of the planning process at the Northern-Western Region level. So, there were identified three sets of main options for shaping a model of the region's development through implementing the quality in regional plan:

- *horizontal options*: focusing on economical growth or guiding to solve the social and environment problems;
- *territorial options*: adopting a polycentric or monocentric model of territorial development;
- *sector options:* guiding to the functional specialization of the North-Western Region or promoting the diversification of its economy.

Choosing one or another of the models need a deepened analysis of the social-economic and environment situation of the Region, the only one capable to emphasize the main problems and opportunities that need to be addressed.

The regional strategy needs to be done starting from the idea of its necessity as an action fundament of each relevant actor in the development process forasmuch the sum of these actions is the one that determines the economical and social phenomenon at the regional level.

At local/regional level the person has the role to be an "integrator", the duty to watch over the fact that the structural interventions done throughout any sectorial program contributes to the local/regional development. We understand the need of the existence of a regional/local development strategy. As a consequence, in The region's development strategy issuing process there has to be taken into consideration the following: the need of a continuity in the strategic action; the necessity of adopting some fundamental strategical options, according to the regional particularity.

## CONCLUSIONS

The importance given to the quality is being found especially in the concerns of the European Union, through setting up documents with differed impact on the products/services quality, in particular, and of the organizations, generally. Also, implementing the quality in the region is emphasized.

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