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STUDY OF TOURISM QUALITY IN TURKEY

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Abstract: *Total Quality Management (TQM) in tourism is a managerial approach aimed at improving the quality of services offered in the hospitality and tourism industry. The main purpose of TQM in this context is to meet customer needs and expectations, to ensure operational efficiency and to continuously improve processes and services. By applying TQM principles, tourism industry has the opportunity to provide high quality services and to increase their competitiveness in the market.*

• Introduction

Turkey, located at the border between Europe and Asia, is a tourist destination with a rich history and remarkable cultural diversity. With various landscapes including spectacular beaches in the Mediterranean, historical monuments such as Hagia Sophia and the Blue Mosque in Istanbul, as well as an exceptional gastronomy, Turkey attracts millions of tourists every year. From the combination of tradition and modernity to the warm hospitality of the locals, Turkey offers travelers a complex and fascinating experience in the world of tourism.

Material and method

Rigorous methods of economic analysis were applied, identifying trends, patterns and factors influencing the tourism in Turkey. This analysis process contributed to a deeper understanding of the total quality management applied in tourism.

• Results and discussions

In this quarter, sports, education and culture expenditures increased by 158.2%, food and beverage expenditures increased by 45.4%, and international transportation expenditures increased by 38.6% compared to the same quarter of the previous year.

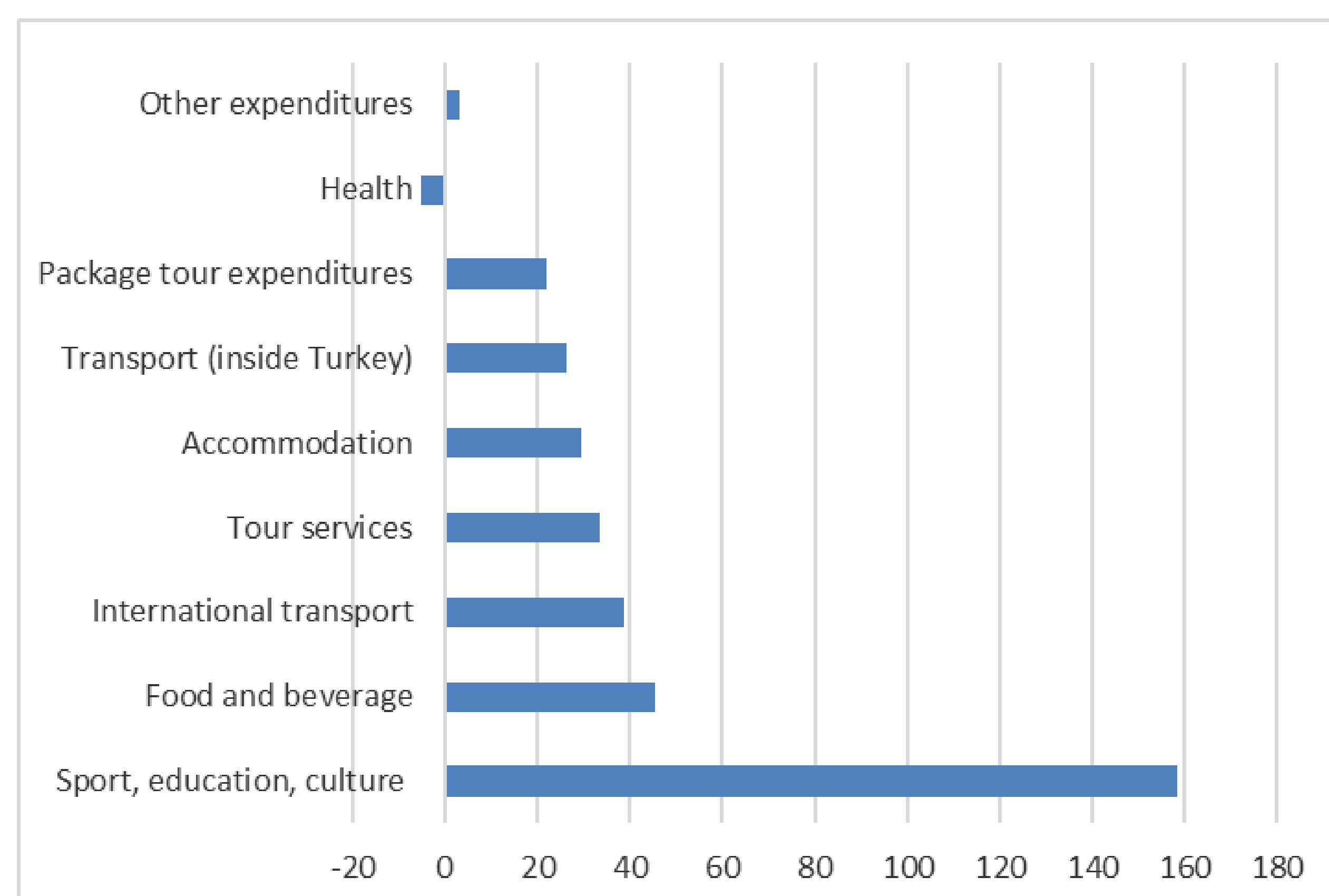


Figure 1. Change rates of expenditure types compared to the same period of the previous year (%)

Source: Authors own adaptation

• Conclusions

In conclusion, quality in tourism is a fundamental pillar for customer satisfaction and loyalty. A high quality tourist offer not only attracts visitors, but also contributes to building a positive reputation, stimulating the sustainable development of tourist destinations and ensuring memorable experiences for travelers.