

Application of quality standards of products and services at the restaurant "Marashi" in Prizren, Kosovo

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Abstract

Quality is economically expressed through profit, which is the highest objective of any organization. Hereupon, the existence and lack of quality do not directly affect profits. The quality of products and work processes, as well as the continuous improvement of work practice, is a permanent and strategic goal of an organization. The requirements and customer satisfaction, as well as other stakeholders (owners, employees, suppliers), should be systematically managed in all work processes.

Although the focus of scientists is on different aspects of product and service quality, they agree that attention should be placed on the level of satisfaction that all consumers receive as a result of the quality of service provided and satisfaction with the services after use.

The most common definition of the quality of services in restaurants is the view that there exists a connection between customer expectations and performance views with which the customer experiences the quality of service as a multidimensional concept.

The aim of this paper is to research the implementation of the quality standards of products and services offered by the restaurants in Prizren, and in particular the ISO 9000 standards in terms of the internal and external environment of the company, to understand better the importance of the quality of overall operation of the specific hotel companies, with particular emphasis on the restaurant "Marashi" in Prizren.

Keywords: Quality, service, restaurant, standards, hoteliery.

Introduction

The notion of quality is a multidisciplinary category that cannot be expressed in a single definition, but recently the most accepted definition is that quality defines as the sum of all the properties and characteristics of a product or service relating to their ability to meet the expressed or indirect needs of users (Juran, 2002).

Quality can be understood in different ways, because one means customer satisfaction, others understand this as harmonization of the terms of contracts and agreements, while for third parties it can be described as compliance with the relevant standards. More attention should be paid to the quality plan, where the definition of quality objectives is presented as a first step and according to ISO 9000 standards the objective of the quality is defined as something that is required or attempts to be quality.

The quality of tourism and hotel products and services differs from that of other economic activities. The quality service in the hotel sector means satisfying the needs and demands of guests. In the modern circumstances of tourism or hotel activities, every matter, in our case food, special attention should be paid to the quality of the foodstuffs because there is also the key to success and the constant attitude to competition in strong tourist markets of tourism.

Theoretical framework

Quality management is a unique approach, with particular emphasis on quality. In an effort to ensure the best possible quality, a number of measures are being undertaken to prevent the appearance of inappropriate quality. By attempting to remove the possible weaknesses that would lead to breakdown, waste and alike, it can be eliminated low production. So, with the introduction of a quality management system, efforts are being made to reduce the need for supervision, which also means reducing the need for quality control.

From the above we can conclude that quality has several common features:

- Includes meeting or overcoming customer expectations,
- Is applied to products, services, people, processes, and the environment,
- It is in a state of constant change (which today is considered as quality, tomorrow may not be quite high),

It is important for us to give a definition of ISO 9000 standards and therefore the quality is a level that meets the needs and requirements of internal product characteristics. If you combine quality and demand requirements under ISO 9000, the quality can be expressed as "the extent to which the needs or expectations that are declared, generally included or mandatory are fully met".¹

Any feature or characteristic of a product or service that is needed to satisfy customer needs or achieve fitness for use is a quality characteristic. When dealing with products the characteristics are almost always technical characteristics, whereas service quality characteristics have a human dimension. Some typical quality characteristics are given below:²

- Accessibility	- Functionality	- Reparability	-
- Transport	- Size	Testability	-
- Producibility	- Adaptability	- Storability	-
- Availability	- Interchangeability	- Safety	-
- Elasticity	- Susceptibility	rating	-
- Security	- Cleanliness	- Transport	-
- Appearance	- Maintainability	- Weight	-
- Permanency	- Strength	Deteoration	-

Quality Management

The modern consumer personally perceives and chooses the desired level of quality and is ready to pay a price for the value. Quality is the compliance with the requirements of a universal economic category which can be measured and accepted as a common denominator for assessing the value of products and services, based on the degree of fulfilment of customer requirements.

The market position that enables the goals of the organization is achieved with a continuous quality. Quality management is a system that enables quality maintenance and its continuous improvement. Total Quality Management (TQM) is a system for enhancing, effective actions and involving all employees and all activities from the

¹ Standardi i menaxhimit të cilësisë, ISO 9000:2004, pg.15.

² David Hoyle, ISO 9000:Quality System Handbook, Fourth Edition, pg.29.

simplest things to the highest level of management.

Quality management is the highest level of quality providing, which represents a new dimension in achieving overall quality and this is the environment. This level of management is marked as commencement and refers to the long-term achievement of overall quality determined through long-term competitiveness, profitability, the competence of the organization, namely the enterprise.

The Improvement of quality refers to the business system, clients, suppliers, employees, all associates, partners, and parts of the environment that are presently or in the future important to ensure the organization's competitiveness. At this level, the global component lacks the perception of global action with all strategic directions and potential company definitions for the future.

In modern operating conditions, in a situation where competition is unmerciful and demands on the market are increasing every day, there is a need for quality management techniques. Under such conditions, quality becomes a factor of survival, competition and market profitability. If a continuous improvement of overall quality is desired then it requires the management of everything that significantly affects the operation, namely full quality management. The basic idea of this system is that quality is not produced, but quality should be managed.

Quality management is a complexity because it needs to provide not only a high level of accommodation quality and food but also services. The full quality management system involves the designing of quality at all levels of the work process, as expressed in the organization's strategic plans.

The importance of quality in modern conditions can be noticed by the fact that quality is an essential element for the functioning and survival of enterprises in all aspects of economic activity. In this case the tourism and hospitality cannot be overlooked, where competition is so unmarked and the market demands are growing every day. Because of this, the need for quality management is essential and inevitable.

The purpose of continuous improvement of production quality and service is linked together with all the factors that have an impact on the implementation of the overall quality management system. This system aims to ensure that quality to be not produced but to be directed and therefore quality management is directed towards the market and is managed by tourists because this process starts and ends with tourists.

This is a cycle consisting of four main activities:

1. Planning of quality
2. Realization of quality
3. Assessing achievements and improvements
4. A process repeated continuously

Establishing a quality management system in the tourism and hotel sector is a very important element, considering that every hotel or tourist company needs continuous quality improvement, but the quality in the foodstuff service sector does not only mean the quality of a food service or accommodation, but the way the service is provided, which makes this process even more complex.

All this puts tourism and food companies to find out what kind of organizational structure achieves the desired results: profit, human resources, satisfied partners,

satisfied society. Quality of service means work and means of work, human relationships, employee trust, guest safety, and respect for working hours, cost-quality connection, correct information of guests, and the same. The main problem in achieving quality in the service is working on a team or group. This means that employees should know how to serve guests, what is the behaviour of guests, but also how perform the behaviour of colleges.

When you consider that hotel services are immaterial, intangible, then their quality assessment can be a relative and difficult job. Human resource awareness helps solve this problem, even though it may be partly.

I. Quality management standards

Standardization is a procedure for the adoption and implementation of standards, technical norms and quality standards. Under the pressure of increasing costs and the demand for efficient operation in the domestic and foreign markets, without the standards set as an indicator of the quality of service, the optimum satisfaction of guests and the rational operation in the hotel business is not possible.

The introduction of international standards in the operation of restaurants contributes to the growth of competition and the success of business, activities and restaurants. Standards determine a predetermined qualitative and quantitative size (Pirija, 2003). Standard is a document created by consensus and approved by a recognized body, by which rules, directions, characteristics of activities or their outcomes (for common or multiple use) are laid down.

Standard Contracts proves that contain technical specifications and other accurate criteria used as rules, guidelines or specifications of characteristics to ensure that the materials, products, processes and services are fully met for their purpose.

Standards are defined by norms or rules, which are mandatory measures for which subjects and criteria are subject to and are determined in advance by relevant experts of institutions in that field of work.

Problems in the development of hospitality have greatly attracted the influence of many experts and institutions in every country of the world. There are many discussions, symposiums and conferences in the hospitality industry and many writings by expert are written trying to eliminate problems at work.

Many tourism-related institutions and individuals focus their attention on analyzing the existing situation and assessing future development opportunities for hotel operations. In this analysis, perceptions from past experiences regarding the creation, development and implementation of standards, the standardization process in tourism and food strengthening are missing or are very rare.

1.1. Characteristics of international quality standards

Very often in everyday life we find the term "standard" for which there are many definitions. For example, a standard is a benchmark for comparison. It is a referent point where things can be valued, is a measure to do things. A synonym for a standard can be a criteria, measure, or model.

The International Organization for Standardization (ISO) is the world's largest organization created in 1946, which deals with the creation, development and publication of international standards. This organization is a network of national standardization institutions of 157 member states according to the principle one member of one voice, with the Headquarter in Geneva, Switzerland.

ISO standards have been developed by the Technical Committee (consisting of 186 technical committees, 3,000 technical teams and over 50,000 experts from various fields). These experts may be representatives of agencies, testing laboratories, consumer associations, non-governmental organizations and academic districts. Thus, ISO provides a consensus on solutions that will meet the requirements of the business sphere and society in general. ISO cooperates with the International Electrotechnical Committee (IEC) for all issues related to standardization in the field of electrical engineering.

All projects related to international standards adopted by the Technical Committee are communicated to all Member State bodies for review and voting. The publication of an international standard requires the approval of at least 75% of the members participating during the voting process.

Other quality management standards ISO refer to some of the most important areas and activities:

- ISO 22000: 2005, a standard for food industry and food safety management;
- ISO 14001: 2004, a standard for environmental management requirements;
- ISO 17025: 2005, a standard for requirements to be met by testing laboratories to extract air;
- ISO 27001: 2005, standard for information management and security used in the information technology field;
- ISO 50001: 2011, a new standard for the energy management more efficiently and it helps to provide an efficient mechanism for public and private sector organizations in the field of energy, cost reduction and performance improvement.

Methodology

Determining the impact of quality for achieving the highest business outcomes in relation to quality standards in hotel facilities, after carried out through the use of a proper screening methodology:

- Applying a descriptive method which means that there is a measurement of a variability and it is a set of scientific and research procedures that describe phenomena;
- Applying the analytical method through which the concepts and conclusions will be divided, and;
- Applying the comparative method or method of comparison through which the truth will be revealed and the appearance of unnecessary elements will be prevented, the existing theoretical aspects of the research area will be studied, as well as the practical experiences carried out by the managers, to achieve better business results in the operation.

The conclusions and recommendations in this document will be based on a theoretical

and empirical research. The data and knowledge required for the investigated problem, arising from theoretical research, will be obtained using the technique - analysis of the documentation through:

- Studying local and foreign theoretical literature in the field of quality, with a special focus on quality standards in hotel and restaurant facilities,
- Analysis of statistical data obtained on the research topic (restaurant "Marashi" -Prizren).

The empirical research involves the use of quantitative and qualitative research techniques, but in our case we will use the interview of the technique of the main restaurant director, according to a questionnaire prepared by some questions in the field of quality products and services in the restaurant business.

Empirical Analysis

The empirical part of this research aims to supplement the theoretical part of the research, but also to identify the real situation with the implementation of quality standards in the functioning of restaurants, with special reference to the restaurant "Marashi" in Prizren. The survey included a personal interview, and the interviewee is the owner of the restaurant. The analysis of responses is listed in this chapter.

The analysis was conducted on the basis of the scientific-theoretical content studied and the perceived in practice and refers to the quality standards in the restaurant's products and services as a way of achieving their image and competitive advantage. To carry out this research and get accurate results, a questionnaire is used, consisting of 37 questions raised by the owner-manager of the restaurant "Marashi" -Prizren. This interview was held on 31.08.2017 in the premises of the restaurant "Marashi" in Prizren.

Based on the interview with the owner of the restaurant "Marashi", following this text will be presented the results of the poll (interview) conducted:

Question No 1, For how many years exists the restaurant "Marashi" – Prizen?

- The restaurant "Marashi" has been operating since 2002, in the same environment used for other purposes. In that year the building was rebuilt, but the old architectural features of a typical old town house have been preserved.

Question No. 2, What are the capacities of your restaurant?

- The restaurant has a capacity of 100 seats inside and 50 outside of the building.

Question No. 3, Is your restaurant categorized according to the law?

- We submitted the request for categorization according to the law, but due to changes in laws and slow administrative procedure, the categorization is still pending.

Question No. 4, Are you an owner, manager, or employee managing the restaurant?

- I can say that the three functions mentioned in the question are merged into a person.

Question No. 5, How much work experience do you have as managing owner?

- I have 15 years of experience as owner-manager.

Question No. 6, How many workers are in the restaurant "Marashi"?

- This restaurant has totally 16 employees, of whom 4 in kitchen, 10 waiters and 2 cleaners. Half of those people work in the first shift, others in the second one.

Question no. 7, In recent years, how much financial investment have you invested

in the restaurant?

- In 2002, the restaurant was bought from privatization, for which considerable funds were spent and in the coming years of that year some funds were invested for renovation and maintenance of the restaurant.

Question No. 8, If you invested, what kind of investment is it?

- The investment was done by its own, by private capital.

Question No. 9, Does the restaurant function only during the season or throughout the year?

- The restaurant operates throughout the year, during national and religious holidays, in order to serve guests with quality food and drinks.

Question No. 10, Do you know what does the quality of products and services means?

- Yes, we know the term quality and we know exactly what the quality is, especially regarding the restaurant area.

Question No. 11, Do you think your restaurant offers quality food and service for guests?

- Yes, our restaurant provides quality food and drinks and this is one of the reasons we are well known and well-visited.

Question No. 12, Is the quality of food and service result of quality standards?

- Quality standards are the main reason for the high quality of food preparation and service.

Question No. 13, Does the restaurant facility meet the spatial and organizational standards for working, e.g., preparing and serving food?

- We consider that this restaurant meets the spatial and organizational standards for operation.

Question No. 14, Do you meet the standards for the heights and the area of the restaurant?

- Making a solution for opening this business depends on some standards for the height and the building area, and exactly when we purchased the facility, we have ensured that those standards are met exactly.

Question No. 15, Do you meet the standards for placing tables in the restaurant (inside and outside)?

- Yes, the desks placed meet the installation standards and we consider that we have respected the minimum standards and added even more space.

Question No. 16, Are you meeting spatial standards (distance between measures) for the guest service?

- The distance between measures is enough, not for the guests only who sit down, but also for the staff (waiters) they serve.

Question No. 17, Is there standards for the operating waiter?

- The waiters have their own working space and we consider that the part of the waiters' work is according to certain standards.

Question No. 18, Regarding the part of the kitchen of the building, are the spatial and organizational standards for the kitchen arrangement met?

- The kitchen of this restaurant is quite large, so we consider that spatial and organizational standards for kitchen arrangements are met.

Question No. 19, Does a percentage match the kitchen area?

- According to our calculations, each part of the kitchen has the value of the percentage

space and all the culinary elements are at their particular place and function.

Question No 20, Have you built an organizational scheme and how does it work in the kitchen?

- The kitchen has its own model: a place to wash the smaller dishes, place to wash plates and other large dishes, food delivery place (waiter's room), refrigerator for meat products, refrigerator for vegetables and fruits, the place for preparing hot food, the place for preparing cold meals, a room for staff and a toilet.

Question No. 21, Does the kitchen meet the standards for cooking hot dishes?

- Kitchen meets these standards because the equipment is from the latest technology.

Question No. 22, Does the kitchen meet standards for the preparation of cold dishes?

- Certainly yes, even for this kind of cooking we have appropriate equipments.

Question No. 23, Do you have enough space for distribution of the food with a buffet ?

- The space is sufficient for the distribution of food and is placed between the preparation area and the space for the guests.

Question No.24, At the same time, is the process of returning supplies and containers regulated?

- Return of means and food is regulated. Goods and food containers have returned from waiters through a special compartment at the eating table.

Question No. 25, Are the standards for maintaining cleanliness and hygiene in the restaurant and the toilet area meet?

- Hygiene is our motto and in this regard we do not save money because we consider hygiene as a very important aspect in convincing guests that they are in a clean space and eat clean and healthy food.

Question No. 26, Do you often change your tablecloths or how long do they stay on the tables?

- We change every day the tablecloths, they are used once and washed with special laundry.

Question No. 27, Are the waiters dressed according to the rules to wear a uniform for work (while serving) at a restaurant?

- All waiters, chefs and cleaners have their uniforms and this dressing is obligatory for each working day. The uniform has special features and DISTINCTIVE sign.

Question No. 28, Does your restaurant have a quality management system for products and services?

- At the moment, it is a written document that will set out the principles and rules for quality management system and for that this work is committed with professionals in the field of quality management.

Question No. 29, Does your restaurant work under the International Quality Standards (HACCP) of the products and services provided?

- The overall space and kitchen appliances are set according to such standards and we can vainly say that it is one of the few restaurants that function under such standards. This is not only in terms of equipment but also suppliers of foodstuffs and drinks guarantee biologically healthy foods that also meet quality and health standards.

Question No. 30, What is the reason for the increase of the number of customers at

the restaurant?

- Quality food, quality service, good prices and good location are the main reasons for the increase of the number of customers at this restaurant.

Question No. 31, Do you think that guests are satisfied with the food and services of your restaurant?

- Of course yes, our guests are satisfied with our restaurant, as we have had many praises from almost all of them who have visited us, and come to visit us from the recommendations of others.

Question No. 32, Do you use a reservation system?

- We have a reservation system, but only by phone and we are at the final stage of developing a computer system where everyone can make a reservation, no matter where they come from.

Question No. 33, Do you have a website that promotes restaurant services?

- We do not have a specific website, but we promote it through social networks.

Question No. 34, Is there an internal organization in the operation of the restaurant?

- We have an internal organization, the main chef, his deputy, waiter and his deputy, waitresses and hygienists, who together have their own special duties.

Question No. 35, Do you check the quality of products and services offered at your restaurant?

- We have constant efforts to control the quality of the services and for this purpose we have a specific chief manager and the restaurant manager, and we do not allow facing such problems in this regard.

Question No. 36, Have you taken measures to increase the quality of services?

- Certain measures have been taken to maintain and improve the quality of services such as the renovation of guest space, paintings, the replacement of old and consumed equipments, new clothes for waiters, tables and chairs, and alike.

Question No. 37, Do you have a plan or strategy to promote the quality of products and services provided?

- Every year, before the beginning of the new one, we made a plan of the restaurant based on the perception of last year's problems and difficulties. Based on all the answers given above, we assure you that our strategy is long-term and the key element in our company's development is the quality of services.

Conclusions

The restaurant industry is one of the main segments on internationalization of tourism, therefore the quality of services and products offered is more than necessary in creating and building profitable relationships with customers. Improving the quality of restaurant services and improving technology, transport and communication, people mobility and travel growth as well as knowledge in all parts of the world.

It should be noted that restaurant development is in a balanced relationship with tourism development and vice versa and this is a basic indicator as a group of activities, services and movements of people. Such changes among consumers create new needs for tourism by offering flexible and personal products and services, especially traditional foods and drinks. The factors that determine and influence the

quality of hotel services are of great importance in providing high quality services that will meet all the desires and needs of tourists and guests. Service quality is a parameter for satisfied customers.

It can be said that the management of restaurant enterprises, depending on the capacity of the service, takes care of improving the quality of the client-hospitality relationship.

In restaurants, the quality of services is a subjective task and is very important to satisfy consumers and therefore managers have their imperatives on the industry to use modern standards on international models to determine and implement the quality of services so that they can expect and meet the demands and needs of the guests and thus offer a better place in the tourist or hotelier market.

The application of international quality standards, especially ISO standards, implies a security system for customers and all processes and events related to the everyday life of citizens and tourists. This should be done in a detailed way, but with autonomy in encouraging new initiatives and sharing things. Quality management in catering and in particular the quality of services provided by restaurants is a very important factor for the success of each hotel enterprise. The concept of service quality is necessary if we want to better understand the essence of that quality on the one hand and all the possible deficiencies and weaknesses on the other hand.

Recommendations

The topic of our research is the quality of products and services in restaurants with special reference to the restaurant "Marashi" and based on the data we received from the interviews, we can issue the following conclusions:

- The restaurant "Marashi" has been operating since 2002, which means that it is a relatively new facility for food, it has a capacity of 100 seats inside the restaurant and 50 outside, but it is not categorized by law due to some administrative obstacles.
- The restaurant has the owner, who is also a manager, he has 15 years of experience in the hospitality industry and the restaurant has 15 workers.
- The restaurant was bought by the privatization proces, for which considerable funds were spent, the investment was its own capital and several funds were invested for the restoration and maintenance of the restaurant, and this restaurant works throughout the year.
- The owner has knowledge in the field of quality, especially in the restaurant, the restaurant offers quality food and service
- This restaurant meets spatial and organizational standards for operation, obtaining a restaurant solution or operating license depends on meeting the standards for the restaurant's height and surface, the placed tables meet the installation standards, spatial standards (distance between tables) are met for the guest service.
- Standards for the waiter area are in operation, the kitchen of this restaurant is large and the spatial and organizational standards for redaction of the kitchen and each part of the kitchen has its percentage and all the kitchen elements are in their place and function assigned by its own organization scheme.
- The kitchen meets the standards for the preparation of hot and cold plates, there is enough space for food distribution, and the dishwasher is adjusted. Hygiene is the motto of the restaurant, tablecloth are changed every day.

- All waiters, chefs and cleaners have their uniforms and this outfit is obligatory to wear every working day.
- The restaurant does not have a quality management system, but a document is being prepared that will define the principles and rules for that quality management system (professionals engaged in quality management).
- The restaurant includes international quality standards (HACCP) of the products and services provided, the general space and the kitchen equipments are set according to such standards, and food and drinks suppliers are guaranteed for biologically healthy foods that also meet the quality and health standards.
- Quality food, quality service, prices and good location are the main reasons for the larger number of customers on this restaurant, guests who are satisfied with the restaurant, there is a reservation system, but only by phone, there is no specific webpage, but all its promotion is done through social networks.
- There is an internal organization, there is a main chef, his deputy, the waiter and his deputy, waitresses and hygienists, who together have their own special duties. There are constant efforts to control the quality of services and for this purpose there are the main chef and the owner in particular.
- Some measures have been taken to maintain and improve the quality of services such as the renovation of guest space, paintings, changing old equipment, new clothes for waiters, tables and chairs.
- Every year, before the beginning of the new one, a restaurant plan is made based on the perception of last year's problems and difficulties.
- Based on all the answers given, it is pointed out the fact that the restaurant has a strategy prepared and such a strategy is a long-term element and the core of the enterprise's development is the quality of food and services.

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