

QUALITY OF SERVICES AND THE ROLE OF SPECIALIZED STAFF IN TRAVEL AGENCIES' BUSINESS

Mr Slobodanka Marković¹

¹ College of Applied Sciences, Užice, SERBIA, slobodanka.markovic@vpts.edu.rs

Abstract: The globalization of the world market, development of information technologies and their application in tourism companies have influenced the emergence of competition, and thus the placement of goods and services. Competition on the global tourism market is based on a new form of competition, related to the quality of service. For this reason, quality improvement is a priority for all tourism companies, and the quality of service, as a critical indicator of future economic activity, is essential for keeping consumer. The business of tourist companies, especially travel agencies, in the modern tourist market, is characterized by numerous and complex business operations. Successful business implementation depends on the complex staff structure, which contributes to the quality of services. Tourism human resources have a direct contact with consumers, i.e. tourists. The paper relates to the category of specialized tourist staff (tourist guides), as the last in the chain of tourist services sales.

Key words: tourism, quality of services, human resources in tourism, travel agencies