



Quality Management in Local Accommodation Establishments: Approach by ISO 9001, ISO 10002 and ISO 10004

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BACKGROUND: Portugal is characterized by its huge tourist offer. In 2015, Portugal was 15th in the ranking as the most competitive tourist destination in the world (World Economic Forum, 2015). In 2015, local accommodation received 2.3 million guests, which resulted in 5.3 million overnight stays. The average stay was 2.27 nights and the occupancy rate was 32.2% (INE, 2016). Adoption a quality management system is a strategic decision for organizations that can help improve its overall performances and provide a solid foundation for sustainable development initiatives “(NP EN ISO 9001, 2015).

OBJECTIVES: Determine customers needs and expectations, measure and monitor customer satisfaction, through the approach to ISO 9001: 2015 and ISO 10004: 2012 standards. How to deal with a customer who complains? Guiding principles for structuring a complaint handling process, through the approach to ISO 10002:2014.

METHODOLOGY: The method will be the survey and analysis of all complaints in the year 2016 and through monitoring and measuring customer satisfaction in local accommodation through the questionnaires available on the web platforms such as: Booking, Airbnb, HomeAway and Tripadvisor.

RESULTS AND CONCLUSIONS: Analyze the results of the study through the level of customer satisfaction related to the quality of the service, these criteria are important for the guests in the choice of accommodation and destination, as well as all the complaints during 2016 and compare it with National statistics, and adopt control and improvement measures to minimize future complaints.

Keywords:

Tourism

Quality Management

Customer Satisfaction

Private Accommodation