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Abstract

Shaping integrated quality management of tourist trails as networked tourism products

The problem of research lies in shaping a network collaboration among entities along tourist trails in quality management. The cognitive objectives of the study include providing new knowledge about the diversity of tourist routes, methods of route management, and quality assessment in tourism services along the route. Methodologically, the research aims to develop a methodology for the quality management of networked tourism products and construct a catalogue of quality evaluation criteria for tourist routes, which will serve as an evaluation tool for entities managing facilities along the route. The research focuses on identifying existing strengths and weaknesses in quality management and supporting the continuous improvement process.

The theoretical aspect of the study aims to provide information on the creation of an integrated quality management model for tourist routes as networked tourism products. Questionnaire-based surveys based on the Servqual method were conducted, focusing on a case study of the Piast Trail. The study also presents examples of route management from other European countries such as Spain and Germany.

The practical aspect of the study is focused on providing recommendations for implementing an integrated quality management system for tourist routes for entities managing the routes.

As a result, the study provides knowledge on 1) recommendations for implementing an integrated quality management system on tourist routes, 2) conducting a quality assessment of tourist routes from the perspective of tourists and managing entities, and 3) management tools in the form of a catalogue of quality evaluation criteria for tourist routes.

Keywords: integrated quality management, quality assessment, tourist route, tourism product, tourism services.