

## **The Role of Quality of Services in Tourism Activity**

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### **Abstract**

*We can say that compared to products quality, service quality is relative, as a matter of balance, meaning that it requires an approach on several levels, and his assessment is quite difficult to achieve and quantify.*

*For obtain differential advantage, service providers have to improve quality aiming to overcome the perceived quality of consumer expectations. For this purpose, organizations must identify: what are the main factors determinants of service quality, what are the customer expectations who want to access services from the company provider, how consumers assesses company services compared to their expectations.*

**Keywords:** quality, services, products, consumers

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