The Quality Management Systems and the Great Potential Represented by the Neiva Hotels for their Implementation

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Abstract

The establishment of establishments dedicated to the provision of accommodation services in the city of Neiva, capital of the department of Huila, has increased significantly in the last decade. This increase has generated a heterogeneous offer and without apparent union. The establishments demonstrate to the extent of their abilities, a management executed from different aspects or criteria and contemplate different interests, in some cases there are no clear objectives, and this has an impact on the provision of the service and in the same way on the perception that the client has. from each of them. The hotel sector of Neiva represents a very high potential for the design and implementation of Quality Management Systems (QMS) appropriate to each organization which makes them the ideal tool to structure the management based on their processes and give them a strategic advantage to achieve its objectives without losing sight of the satisfaction of all the groups of interest and contributing to the productive bets of the department and the city.

Keywords: Competitiveness, quality, innovation, management, guarantee, Quality Management System

INTRODUCTION

Quality management in processes has been standardized by the International Organization for Standardization ISO through its ISO 9001 standard. It becomes a strategic decision by an organization dedicated to the generation of products or provision of services, adopt for a management system based on the management of its processes [1], supporting it in the achievement of its objectives outlined in the strategic planning and improving the activities within it. The standard has a version dated from 2015 it is the current version and its fifth update, and over the last decades it has become the voluntary application standard worldwide accepted to ensure quality, demonstrating annually the growth of certified companies worldwide and an inclusion of productive sectors.

The hotels in the city of Neiva are an important factor in the performance of municipal policies to boost the region's economy. One of the axes in which the municipal administration works corresponds to *tourism*. Huila has many places of interest, among which we find the Archaeological Park of San Agustín, Betania Dam, the Tatacoa Desert, Isnos, and festivals such as The Reign and Folklore Festival of

Bambuco, among others. These municipal strategies are also accompanied by departmental policies that lead to the design of strategies to convert tourism in the region into a productive bet at different levels

For this, hotels must not lose sight of the fact that a QMS demands full knowledge of the company's capabilities for the provision of the corporate purpose of the organization, as well as the expectations and requirements that customers have on the offer. It is therefore necessary for hotels to develop strategies that strengthen the human resource competencies of their organizations, through training on issues related to customer service, a second language, teamwork; also on the importance of developing activities according to the social sector of the company always thinking about controlling and ensuring the quality of their outputs, that is, each person manages quality from their own work; also recognizing that it is important an adequate allocation of resources which include physical, economic, human and accounting and finally motivating to have a flexible attitude towards the constant changes generated in the sector.

These strategies, documented and aligned through a QMS, will unquestionably allow a more efficient operation and exceed the expectations of the stakeholders. A satisfied customer with good service will generate an increase in the operation of the organization.

THEORETICAL FRAMEWORK

The department of Huila has a high potential for exploitation of sites of interest for tourism at its different levels. It is counting with a geographical area with different thermal floors, allows it to offer to its visitors breathtaking landscapes, from mountains to hillsides, a particularly unique flora and fauna, and activities related to the department's agro-industrial sector. These characteristics are related in the departmental administration to the year 2017, within its productive bets, and it is not alone, since its capital Neiva, also has strategies at the municipal administration level, destined to potentiate this productive bet. Agro, ecotourism and natural tourism are strategies to boost the offer and attract national and foreign visitors to the department and the city. From this perspective you can find tour packages whose destinations are: the folkloric festivals of the bambuco national reign and festival, folkloric festival and national rice reign, departmental reign of tourism, and places like the Tatacoa Desert, Bordones jump,

Guacharos cave natural national park, San Agustín archaeological park, Mortiño waterfall, Magdalena river strait, Juncal beach, Rivera thermal springs, the water box, the Betania and Quimbo dams, among others. [4]

The city of Neiva undoubtedly contributes to the strategies of the department and the municipality. It has a little more than 130 hotels [6], 2200 available beds that are intended to serve an average of 3700 visitors per month in a city with a little over 400,000 inhabitants. However, this accommodation offer is not presented as a robust or consolidated sector, with a management method suited to the demands that customers currently demand from their suppliers. The technology provides more criteria for the judgment of each client, with which they can evaluate the offer and make decisions according to their needs. The establishments dedicated to the lodging must then always be at the forefront of innovation and the adequacy of their offer to the expectations of their visitors, exceeding them and managing to satisfy them with their products or services.

The Quality Management Systems (QMS) are, then, an opportunity for all organizations in the hotel sector in Neiva, to improve their management and focus on achieving strategic objectives.

DEVELOPMENT AND ANALYSIS

Process management has been consolidated as the preferred method by organizations to ensure the quality of their products or services. Being able to apply to any type of organization, this type of management is adapted to the changes and demands of the current client. A client that has broad criteria and information in real time that allows him to demand what he wants or expects in relation to the money he pays.

At the international level, the International Organization for Standardization ISO, supports the organizations of the 146-member countries to improve their processes and achieve the established objectives. This is done through the generation of standards that are used as a guide to modify their processes and make them more competitive through a structure based on the PDCA cycle (plan, do, check and act).

In the case of process management aimed at ensuring the quality of products or services, organizations have the ISO 9001 standard. In its most recent version dating from 2015, the standard adds to process management, wanting to satisfy the requirements of all stakeholders and perform an effective risk analysis to manage them [1].

The behavior of the standard can be analyzed thanks to the ISO Survey. This is an annual report on the behavior of the generation of certificates of different standards, including ISO9001. The report includes a record of the total number of certificates generated per year of the standard worldwide, information on the total of certificates generated by each of the regions in which ISO classifies the member countries, a record of the certificates generated by each country and the productive sectors to which the certified companies belong per year, among others. Table 1 shows the different

productive sectors that have generated ISO9001 certificates worldwide. Figure 1 shows the behavior of the total of ISO9001 certificates generated in the last 7 years and figure 2 the total of certificates generated by region in the last 3 years. [2]
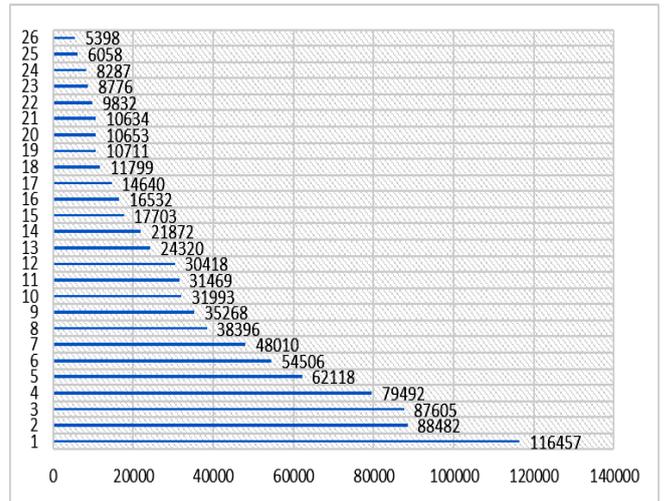
Table 1. Productive sectors with ISO9001 certificates

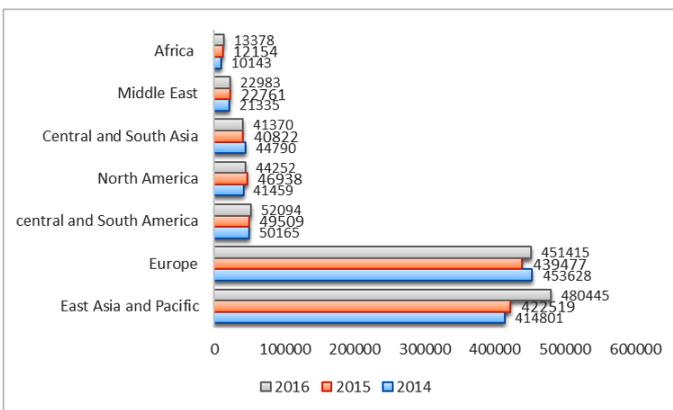| EA* Code Nos.	ISO 9001 BY INDUSTRIAL SECTOR
1	Basic metal & fabricated metal products
2	Electrical and optical equipment
3	Construction
4	Wholesale & retail trade; repairs of motor vehicles, motorcycles & personal & household goods
5	Machinery and equipment
6	Other Services
7	Rubber and plastic products
8	Engineering Services
9	Information technology
10	Chemicals, chemical products & fibres
11	Food products, beverages and tobacco
12	Transport, storage and communication
13	Health and social work
14	Concrete, cement, lime, plaster, etc.
15	Education
16	Financial intermediation, real estate, rental
17	Textiles and textile products
18	Manufacturing not elsewhere classified
19	Other social services
20	Other transport equipment
21	Non-metallic mineral products
22	Pulp, paper and paper products
23	Manufacture of wood and wood products
24	Printing companies
25	Public administration
26	Hotels and restaurants
27	Gas supply
28	Agriculture, fishing and forestry
29	Recycling
30	Mining and quarrying

(Source. ISO Survey 2016 [2])

Figure 1: Certificates generated worldwide (CGW)

Figure 2. Trend ISO9001 certificates and participation by region years 2014, 2015 and 2016

Figure 3. Total of certificates generated by productive sector year 2016

Figure 1 shows that since 2011, the certification of QMS under the ISO9001 standard has shown a constant increase. This can be interpreted as a constant growth in the interest of organizations to ensure the quality of their products and services regardless of the productive sector.

In Survey 2016 [2], there is also the history of the certificates generated by each productive sector listed in Table 1. Figure 3 shows this information for the first 26 sectors in 2016.

The hotel sector is in position 26 of the list. The number of certificates issued by companies in this sector compared to another, although it reflects 4.6% of the total of certificates generated by the first productive sector, but it cannot be understood as a minor interest of the organizations, because the number of companies constituted at the global level, it is presented as a significant variable that directly influences the outcome and analysis of this behavior. Figure 4 shows the historical behavior of the certificates generated in the hotel and restaurant sector in the last 5 years.

This behavior is reflected identically in the Central and South America. The number of certificates generated currently places it in position 3, below East Asia and the Pacific and Europe, areas with a larger number of countries. Colombia has maintained its contribution to Central and South America, with an average of 12462 certificates generated in the last five years, maintaining its constant and growing generation for the different economic sectors of the country. Figure 5

The Colombian government has developed strategies aimed at the economic development of the country. Among them is the one aimed at presenting a wide tourism offer. Since 2000, the country has been established as a brand and strategies have been used to take advantage of unique characteristics of the country where you can experience the climate of all the thermal floors, count on ancestral indigenous cultures, based in sacred places, and have 10 % of the total world species on its surface, which has also led it to position itself as the second country with the highest biodiversity. Since 2006, "Colombia es pasion" began the plan to take advantage of these aspects through the promotion of natural tourism, sites of interest, ecological, among others. [3]
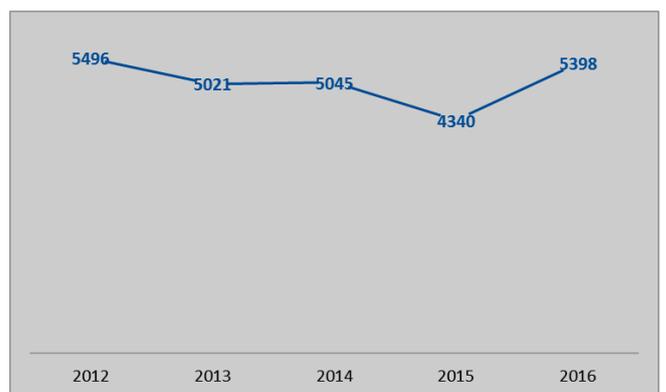
Figure 4. Certificates generated by the hotel and restaurant sector in the last five years
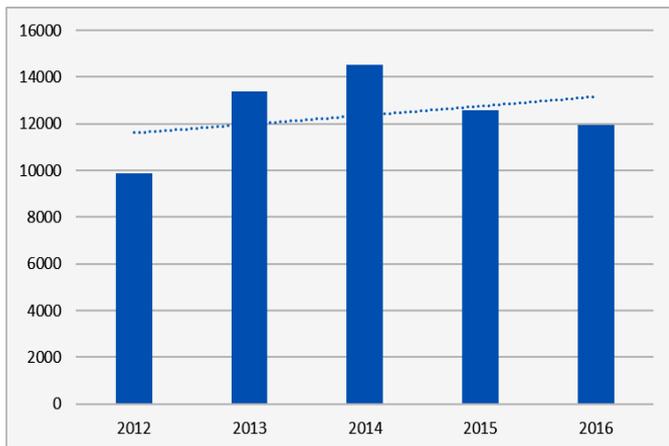
Figure 5. Generation of ISO 9001 certificates during the last five years in Colombia

Aligned with this national strategy, the administrations of each department generate strategies that likewise promote tourism in their geography. The department of Huila, located in the Andean zone of the country, presents an incredible potential for the development of ecological tourism, natural and emblematic places. Among its offer is:

Natural Destinations

- ✓ Desert of the Tatacoa
- ✓ The San Agustín archaeological park
- ✓ The Strait of the Magdalena River
- ✓ The Bordones jump
- ✓ The Mortiño Leap
- ✓ The Guacharos cave natural national park
- ✓ The water box

Recreational destinations

- ✓ Betania and El Quimbo Dams
- ✓ Juncal Beach
- ✓ Rivera's thermal baths

Fairs and parties

- ✓ The folkloric festival and the national reign of bambuco
- ✓ Folkloric Festival and National Rice Reign, Departmental Reign of Tourism. [4]

Within these strategies, the department has implemented the so-called "Huila, a paradise to be discovered", which, through brand generation, supports the productive commitment of tourism established by the departmental government since 2016. [5]

The amount of possibilities to develop tourism in the department together with the fact that its capital city Neiva is established as the center of trade generated by the southern departments of the country, oblige regional and external organizations to improve their processes so that their products and services are produced with quality and the customer always gets the satisfaction of their expectations. Figure 6 geographical location of Huila and Neiva.

The hotel establishments represent an agent of great importance in the achievement of the goal outlined against tourism in the department. Neiva has the largest number of visitors, who come to the city for reasons of rest or business. They can count on a little more than 2200 rooms available in their 140 registered hotels in the Chamber of Commerce of the city. [6]
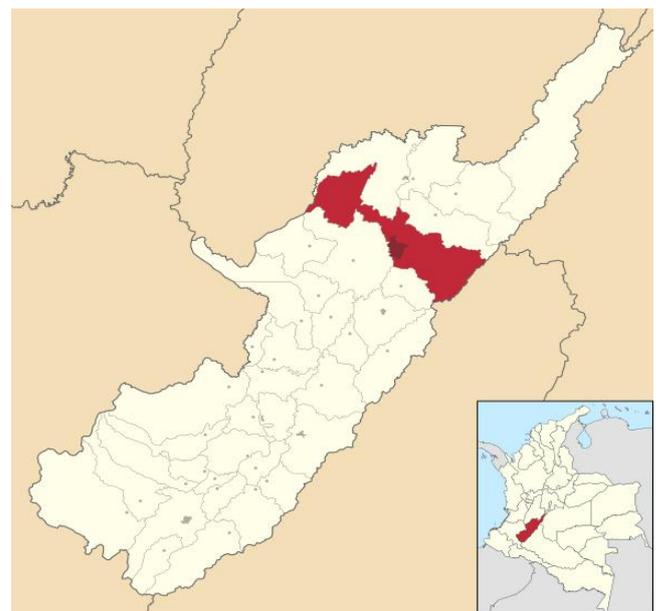
Figure 6. Geographic location of the department of Huila and city of Neiva.

(Source: https://upload.wikimedia.org/wikipedia/commons /thumb/7/7f/Colombia_-_Huila_-_Neiva.svg/582px- Colombia_-_Huila_-_Neiva.svg.png)

Total of hotels constituted and registered in the city, presented a particular behavior because more than half have been constituted only in the last 7 years. Figures 7 and 8. This proliferation is due to national policies that have supported this constitution, but it has not been developed in an organized manner, so the current hotel offer of the city is not organized, characterized and managed according to capacities and competencies of each of its owners. The lack of organization can be recognized by the fact that in the two most recognized groups of the region, Cotelco Huila (https://www.cotelcohuila.com/es/hoteles-en-huila) and the tourist and cultural information system del Huila (Sityc, http://turismo.huila.gov.co/) are not registered all the hotels. The first has a total of 15 associated companies and in the second you can find a total of 41 registered hotels. (http://turismo.huila.gov.co/hoteles).
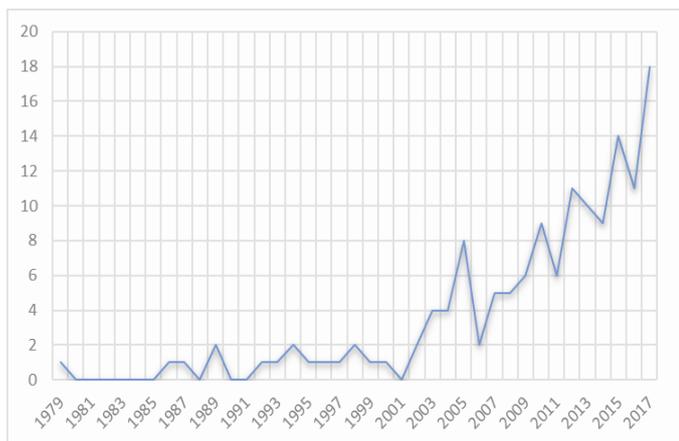
Figure 7. Total of hotels registered in Neiva chamber of commerce per year.

This behavior presents a high potential to be able to support the bets of the municipality by means of the improvement of the management of the same ones designing and implementing systems of management of quality adapted to each organization and individuals for their needs.
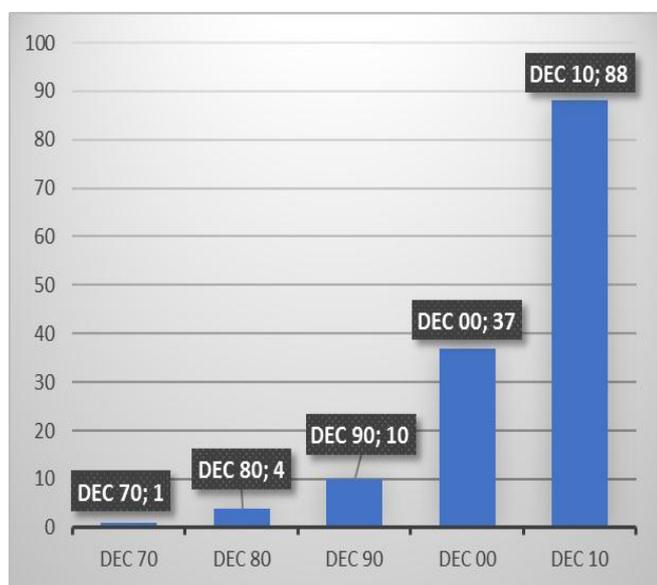
Figure 8. Total of hotels registered in Neiva chamber of commerce for decades.

CONCLUSIONS

Modern technology and the flow of information in real time and the access to this technology has generated customers with a higher criterion to compare what they really want and the money they pay for it.

Countries like Colombia, which are in development processes must recognize that any strategy they generate to improve their economies must be linked to quality. Thus, providing high quality services or products is essential to ensure market participation of different economic sectors worldwide.

In Colombia. Endowed with numerous landscapes, impressive flora and fauna, it has established natural and ecological tourism as one of its forts. At the national level, all departments are aligned with this strategy. The department of Huila located in the south of the country is also privileged by many sites of tourist interest, recreational and parties that attract visitors. For tourism to be efficient and productive, we must count on the commitment of all agents within that chain. Hotels are a fundamental part of the same and despite presenting behaviors in hotel occupancy acceptable according to the bulletins issued by the departmental government [7], they do not present a general or specific organization appropriate to the competitiveness that is expected at all levels. It is here where the governmental and private entities support the department and the city to make it an attractive tourist destination and that generates a perception of good service to each visitor.

Tourism is presented as one of these bets.

The University Corporation of Huila, Corhuila, being at a departmental level the private establishment of higher education of greater and better presence, contributes to these productive bets from research, social projection and teaching. By the year 2018, it has established the development of the research project called "*Development of the diagnosis of the current situation of the performance of strategic management, in the hotels of the city of Neiva, and optimization through the design of management systems for the quality for them*", with the intention of contributing to a characterization of the hotels in the city and the improvement of the processes developed within each hotel, based on the ISO 9001 standard to guarantee the quality of their products and services [8] This activity that takes place since August of the year 2017 already has the participation of some of the oldest hotels in the city and that have been benchmarks of the service over the years. Their interest in developing the SGC or retaking it in some cases, is evidence that the current mentality that the directors of the hotels in the city have is aligned with the improvement of their management and therefore they adapt the national norms established by the administration and codified with the acronym NTSH [9], and all those recognized to contribute to this objective, within which is the ISO 9001 standard which ensures quality and can expect an increase that exceeds the low 5% of hotels Currently certified with presence in the city of Neiva.

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