

OPPORTUNITIES OF EMOTIONAL QUALITY TO INCREASE THE COMPETITIVENESS OF TOURIST HOSPITALITY

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INTRODUCTION

The opportunities for success in tourism are not only in the introduction of new techniques. Some time is better to rethinking the possibilities of human capital (Dimitrova, 2017; Dimitrova, 2020a). The basis for the success of a particular tourist activity lies in the emotional and intelligent qualities of the individual (Dimitrova, 2019; Dimitrova, 2019c). The recommendations for progress in the tourism business are to the traditions, hospitality and competence skills of the management team directly involved in the production process (Dimitrova, 2019d). The competitiveness of the tourist product is influenced by the processes inside of the activity and is a function of innovation of the tourist activity.

Innovative management processes are aimed at implementing, mastering and complying with modern quality management strategies and systems (Kaneva, 2009; Polimenov, 2014; Ignatova, 2018; Ignatova, 2018a; Chipeva, 2018). The expectations are for satisfying the requirements of the consumers and for satisfying the internal company needs (Dimitrova, 2016; Dimitrova, 2019b). Systematic analysis of hazards and critical points is also aimed at implementing, eliminating and controlling the risk of operations below acceptable levels (Kaneva, 2009a; Dimitrova, 2019a). The goal is to reduce or eliminate the risks of both technological operations and emotional control (EIQ)¹. In the United States, it is not so much the IQ as the level of emotional intelligence [emotional quotient (EQ) / that is essential when choosing a specialist. The best operators of tourist products hint at emotions in the service (Lukanova, 2017) for finesse and harmony, through which they reach emotional satisfaction (Dimitrova, 2020).

Emotional intelligence (EQ) in the tourism product aims to improve or transform the factors of production to innovate the activity and create such a niche product that meets high quality with a high standard. The subtlety is in the knowledge and skills of the operators of talent and creative skills, created on the basis of competencies and competency skills.

METHODOLOGY

Assessing the potential of a particular tourism product on the basis of efficiency of the expected advantages, asks the question: How to improve the quality of supply?, in view of the expectations of guests, and by changing the perceptions of staff. The answer is in the preparation of a certain methodology and standards for work that meet the satisfaction of guests with service. There are many requirements and features that must be so skillfully compiled and directed so as not to confuse. The methodologies should be composed in such a way that they not only pursue the set goals but also have the opportunity to bypass to supplement the standards.

¹ emotional intelligence quotient (EIQ), коэффициент на емоционална интелигентност (EIQ)

The use of these levers allows managers to either increase demand (from the first to the second level) of the niche product at a constant price or increase the price while maintaining demand. In other words, either increase the quantity of supply (volume) and turnover at a low price or reduce the quantity produced by increasing the price in both cases while fully preserving the concept of the offered niche product (strategy). Therefore, quality management in the production process and supply is a function of the skills and emotional qualities (EQ) of all professionals, which leads to improving the quality of the service offered and increasing its competitiveness. Here it can be concluded that the determining factor-quality in the organization of service is the finesse-responsiveness which definitely tends to emotional intelligence (EQ).

Accelerating service depends on emotional intelligence (EQ) and is at the heart of improving product quality, and professionalism at the heart of labor savings is energy saving, which also leads to good financial results. The attractions of the emotions in the service strengthen the desire of the consumer to be a direct participant in the service process and create an image.

RESULTS

The created written technology must be adapted to the specific conditions in the individual objects, which is a slow process. The test effect and financial efficiency are tested in at least three sites. Standard technology proves to be effective (customer transactions are limited), where transactions are simple and repetitive to the point of feasibility. This allows operations to be standardized and dressed in process performance standards for maximum performance with minimum uncertainty. Operations are complex and personalized and difficult to formalize. Relationships are difficult to fix and therefore it all comes down to technology that captures emotions and different feelings by directing thinking and action to achieve goals.

Emotional qualities reflect the empathy of the staff and their willingness to respond to challenges. Empathy is a quality that must infect to see through the curtain and to feel and anticipate the wishes of the guests. Through external perception and facial expressions, non-verbal signs reach the emotional state of the guest, which helps to understand the mood and react properly. More and more companies rely on staff who are not only involved in the work but also to invest emotional qualities in the processes to be able to communicate with guests and colleagues. Practice proves that it is difficult to achieve good results. No matter how much one relies on the emotions of the reactions of the worker's ability to react, in practice everything depends on the actions and reactions. The ability to manage communication is embedded in practice in the emotional state and how it will reach the tourist. All this is embedded in the emotional intelligence of everyone and is related to satisfaction with the offered tourist product and emotional happiness. The degree of enthusiasm for energy should always move to a much higher energy level of communication and energy level of emotion. It has been proven that gains increase with effective emotional communication that is properly directed.

Ultimately, in order for a tourism product to be innovative on the market, it must outperform similar products by at least one of the indicators of quantity, quality and price. Undoubtedly, the highest competitiveness is achieved when the superiority is on all three indicators and when they are most effectively combined. In the economic literature, it is believed that the "competitiveness"² of a product is greater the greater the share of unpaid consumer value (utility) of the product (Ribov, 1997). This is defined as a sustainable increase in productivity and the imposed standard. That is, the more profitable the product,

² Ribov, M., 1997, Competition and competitiveness of the tourist product, - ed. "Economy", S.

the higher the turnover and the huge the demand. Implementation strategies are used, through which the unpaid part of the value of the product is compensated with speed and technique of service, ie increasing the turnover with professionalism and quality in the technology of service, ie increasing the emotional intelligence. We can easily direct all these skills to the emotional intelligence (EQ) of those employed in the industry. These non-price competitive advantages are in the differentiation of the tourist product are a condition for innovation and improvement of the activity and its competitiveness.

The technology of service is a factor and guarantor of the quality of the tourist product. The innovation of the tourist product also consists in the renewal of the product through the emotional intelligence (EQ) in the various forms in the technologies of service, but also in the supply from the point of view of the tourists and the search for quality products. In the restaurant business it should not be forgotten that for tourists the choice of different dishes is made not only depending on the organoleptic aspects (taste, content, color, appearance, smell), it is also influenced by the environment (atmosphere), through psychological, cultural, social, professional, economic and religious factors, as well as emotional intelligence (EQ).

The so-called technological core-core is created from the prescriptions with the main operations, the microclimate, the degree of representativeness is not formalized, but is detailed. Standard technologies, prevalent in many chains, are becoming a barrier to success. The reasons are many, but the main one is the lack of elasticity and rapid adaptation to changing demand requirements. It is difficult to reject the standard product and replace it with a variety of options and the focus is on the individual's ability to process emotional information and apply it. In individualization, the cost of changing the technology core is very high. The conclusion is that the technology of service as an element of the technological product has a life cycle, the emotional phases of which must be carefully monitored by specialists. The importance is enhanced by the role of service technology as an object of intellectual property. Emotional competencies are not innate talents, but rather acquired abilities, skills that need to be worked on and developed in order to achieve exceptional results. Goleman³ argues that people are born with a common emotional intelligence that determines their potential to acquire emotional competencies (Goleman, 1995). In the model below,



³ Goleman, D., (1995). Emotional intelligence: why it can matter more than IQ. London: Bloomsbury. Goleman, Daniel (1998), *What Makes a Leader?*, Harvard Business Review

four types of emotional abilities are observed:⁴

Fig. 1. Meyer and Saloway model (1997) with four branches of emotional intelligence

Source: <http://ehealthaustralia.org/article/emotional-intelligence-101-for-healthcare/>

1. Perception of emotions - the ability to identify and interpret emotions in faces, pictures and voices - including the ability to identify one's own emotions.
2. Use of emotions - the ability to use emotions to facilitate various cognitive activities, such as thinking and problem solving.
3. Understanding emotions - the ability to understand the language of emotions and to assess the complex relationships between emotions.
4. Emotion management - the ability to regulate emotions both in ourselves and in others.

Overcoming the problems and anticipating the reduction of the demand for the offered product is done on the basis of long-term planning and is directly linked to the overall strategy. Avoiding stagnation is overcome by implementing scientific advances in the study area this is achieved by copying the results of competition. Changes constantly lead to a fast-moving and changing process that is constantly renewed. Chains that care about the quality of service constantly stimulate their innovation and emotional intelligence of employees. This is achieved through a good knowledge of the details and operations of correspondence with the client and improving the elements and philosophy of the overall technology. There are opportunities to break standardization. Large chains such as leading hotels of the world, Small luxury hotels⁵ stimulate the development of their own technological rules skills, thus controlling the emotional intelligence and quality of service. The technology is marketed separately from the trademark or in combination with the trademark only. The conclusion is that the requirements for service technology as a condition for success in companies are growing. This liberal concept allows profitable companies to valorize their technology skills and derive financial benefit and a positive image. As an element of the tourism product, the technology of service skills can be very attractive and even unique. The whole service process is innovated, the unique technology, forms a unique product with a specific emotionally unique image. In practice, it is difficult to create and maintain a unique technology the difficulties are differentiated in the emotional thematic products. Another type of original technology is individualized emotional technology, which is directly related to emotional intelligence.

DISCUSSION

My opinion is that the next big evolution for tourism will not only be the natural resources, but also the emotional skills of the staff and its emotional vibrations leading to satisfaction for the guests.

Good service always relies on courtesy, speed and finesse. Speed does not always lead to efficiency, and as a complex vertical operation it is a set of techniques that recreate plastic movements and create harmony. This is associated with the exact execution of the order in strict compliance with technological operations.

⁴ "Chapter 2 EMOTIONAL INTELLIGENCE : AN OVERVIEW" (PDF). *INFLIBNET Centre*. Retrieved 3 February 2019

⁵ <http://www.slh.com/>; www.lhw.com

Observance of these creative processes over time will provide the consumer with recreational peace and pleasure from the offered niche tourist product (Dimitrova, 2019). Courtesy is not enough to build an image, it must be interwoven with the sequence of details of work techniques and trained opportunities for a sense of the tourist product.

Observation and anticipation of errors in technological operations is the basis for overcoming possible failures and creating a balance in consumers and good memories.

Professional hospitality is a complex category and it is inevitably related to the standard of service and technological processes. The guest hardly wants to remember these details after visiting the restaurant to eat, but He immediately feels the kindness, the way of loading and the visualization of the work techniques both when serving and when serving. This is exactly what is set in the standards for specific restaurant products. The main axioms create a quality of service, reaching the finesse and beauty of the offered product. They are related to, polite attitude towards guests, importance in the details of service and plasticity in the performance of specific operations. The attitude between the staff and the team work creates intimacy, compliance with the set standard and ensures the required quality of supply.

Professionalism does not only require knowing a standard or a technological process, it requires constant learning and enrichment of production skills, by improving observation, which fixes errors and proceeds to the details of operations. Quality, this complex concept that we struggle with, is an effort, but quite complex when it is tied to compliance with a certain standard in which many criteria and skills are set.

CONCLUSION

Achieving excellence in service technology is not just learning certain techniques, but it is a complete endless continuous process that is constantly smoothed out to achieve standard and harmony. Innovative technological processes are not easily achieved, they are based on creativity, planning, organizing and monitoring. These creative innovations are not possible without knowing the details in which emotional intelligence takes advantage of changes and moods at work.

From the analysis I allow myself to formulate the following conclusions:

1. The conclusion is that emotions help to feel the sensitivity of the niche tourist product, its variations and optimalities are also an opportunity to maintain quality;
2. Innovative emotional service combined with professionalism and compliance with the techniques of work and finesse in detail, provides recreational (Dimitrova, 2019) opportunities to obtain a niche product at a certain price at a certain quality;
3. Entrepreneurship is about providing better hospitality than competitors, but this requires knowledge and talent, components of which are targeted competitive niche tourism products.

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