

## THE IMPORTANCE OF THE APPLICATION OF THE QUALITY MANAGEMENT SYSTEM ISO 9001 IN TOURISM

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**Abstract:** *In the conditions of globalization and prominent strong market competition, orientation towards the quality is becoming an imperative to successful business of companies in service providing sector, particularly in the area of tourism. Quality is an indicator of value and a strong tool which improves competitiveness of service providing companies, not only in domestic, but also in the foreign market as well. This is why implementation of standards created by International Standardization Organization has strategic importance for all future undertakings of the mentioned companies. It is the aim of this paper to point out to the significance of application of quality management system in tourism (ISO 9001), with particular review on the Montenegrin market. This paper uses desk research to investigate the pleasure with the quality of hotel services on a random sample which consists of 30 Montenegrin four-star (4\*) and five-star (5\*) hotels, while the method of telephone interviews was used to carry out the research of the degree of using standards in sampled hotels. The research results have shown that Montenegrin hotels mostly apply the internal standards, that there is a small number of those who apply ISO 9001, that the quality of hotel services is satisfactory, but that the quality level would be much higher if the hotels implemented ISO 9001 to a larger extent.*

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**Key words:** *quality, standards, management quality system, tourism*

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