

Quality – access to success, nr. 6/2009

INFO/EVENT

- *New Edition of ISO Brochure on getting the best out of ISO 9000 Family*

QUALITY MANAGEMENT

- Mirela Secara, "*Europespa – Med*". *European quality mark for Romanian Spas*

In the present conditions, the Romanian spa tourism should relate to the requirements of tourism demand and should look at the similar products present on the international market. In this context, the alignment of the Romanian spa tourism to the European standards and regulations with regard to service quality imposed by the ESPA (European Association of SPA) represents a very actual subject in the area of health tourism services. The theme studied by this article is part of a complex statistical research personally conducted on the Romanian spa tourism, especially the seaside spa tourism, aimed to relaunch and develop this form of tourism in Romania.

- Tünde Szabo, Eniko Fazakas, *The Importance of the Quality Management in the Local Public Administration. Case study Town Hall of Sfantu Gheorghe*

The paper presents the principal quality aspects from the Town hall of Sfantu Gheorghe, Covasna county. In base of the reevaluation from its activity and the application of the quality norms stay a questionnaire with 30 questions. More the 300 people of the city answer at these questions and from (through) their opinion is possible become know their satisfaction from the quality performances of this institution. For the debate of the dates were used the characteristic methods of quality management.

- Firica Popa, *ISO 9001:2008, a Challenge for Organizations that wish to obtain Performance*

2008 version of ISO 9001, although not introduce new requirements, clarify existing requirements of the old standard, the author trying, over several articles from the journal, to highlight the main approaches of the ISO 9001:2000 version, followed by a point amendments of the new version of the standard. In this part, the author presents the changes and recommendations for implementation of the standard introductory chapters, 4, 5 and 6.

1. Submission of Application Changes to ISO 9001: 2008

- Mircea Nastase, Paula Liliana Socoll, *Risk Management in Public Institution. Concepts and Considerations*

Risk management in a public institution is realized by implementing risk management, the goal of this being to optimize the exposition to risk. The paper aims to present the necessity of risk management in a public institution and also the important role of department managers in establishing objectives and identifying risks that could appear during activities associated with objectives.

- Ion Popa, Cosmin Dobrin, *The Rational Decision Making Model*

Either we consider a strategic issue, vital for company's future, or a certain less important activity developing under our expectations, the necessity of a decision comes from „problems“ in the normal activities process. Decision represents a choice of an alternative from several in order to fulfill an objective.

- Dan Laurentiu Anghel, Alina Filip, Bogdan Georgescu, Anca Maria Stanculescu, *Touristic Marketing Mix – a Factor of Quality Tourism sustainability*

The importance of touristic services has increased lately, which is proven by the increase in tourists flows and also by the rise in the tertiary sector income of each country. Touristic companies try to seek new ways to differentiate and to provide their own services in order to maintain their competitiveness on the market. Through its four

components – product, price, placement, promotion – the role of marketing becomes paramount and decisive for the touristic services promoting and providing, as well as for their quality increase.

- Ruxandra Dobran, *The Involvement of Bank's Employees in the Process of Continue Improvement of the Quality of Services offered to the Clients*

This study brings into the spotlight the importance of the involvement of bank's employees in the process of continue improvement of the quality of services offered to the clients. Without their involvement, no theory or idea formulated and promoted by the top management will ever succeed in practice. However, in order to be involved, employees should be motivated and trained in all what quality means. Without the feeling of being part of the company culture, of the quality culture and without any message received from the top management, the bank's employees will not get involved enough in this process of quality improvement.

ENVIRONMENTAL MANAGEMENT

- Gratiela Branza, *The Importance of Waste Sustainable Capitalization for the Environment*

Waste management represents one of the biggest environment issue in the European Union countries. Due to this fact, EU's preoccupations in the field of waste capitalization have materialized in many legislative measures in order to reduce the significant waste impact on the environment.

- Carmen Valentina Radulescu, *Soil Resources Protection. Requirement of Sustainable Development*

Soil represents a viable system for goods production and a major deposit for carbon that should be protected. General protection of soil and its environmental, economic, social, ecological, and cultural functions represents a preliminary condition for the approach of the main ecological challenges at international level. In Romania, soil resources are widely depleted, while remediation actions are envisaged through the objectives assumed in the European process, being materialized in financing possibilities of contaminated/historically polluted sites' closing/restoration and of rehabilitation projects.

- Gabriel Nastase, Gheorghe Lepadatu, *Economic and Technological Development's Interdependencies with Environmental Protection*

Problems of environmental protection are complex and interplay with different aspects of the economic, social, and political life. The paper analyzes a set of economic and technological development's interdependencies with environmental protection aiming to shed light on the intervention possibilities which will favor more intense harmonized relations. Human activities are based on the valuation of natural resources, and the use of exploitation means has implication on environmental quality. On different historical thresholds of evolution, changes in environmental quality could be found proportionally with the methods, techniques and technologies of human intervention. The elevated level of economic and techno-logical development lead to a pronounced deterioration of environmental, so that energy interventions are needed in order to reestablish the balance and to develop harmonized relations.

KNOWLEDGE SOCIETY

- Bogdan Mocan, Mircea Fulea, *Value Innovation in Knowledge-Based Economy. Methods of Analysis of the Value of an Innovation*

The value innovation concept provides a relevant support for questioning product/market strategies as well as underlying assumptions. It must examine radically what constitutes real value for customers by asking fundamental questions: what value offerings need to be introduced or increased to meet customer needs? What value offerings can be reduced or eliminated, because they do not constitute real value for customers? This article analyzes some models for evaluate the various dimensions of the value of an innovation in the context of knowledge-based economy.

ACADEMICA

- Emil Petrescu, Viorel Gh. Voda, *The Law of Small Numbers in Quality Analysis*

In this paper we discuss the so-called „law of small numbers“ (Das Gesetz der keinen Zahlen – as baptized by the Austrian statistician L. von Bortkiewicz (1868-1931)), or the law of rare events and its role in quality analysis. The Poisson property is defined by the identity between the average value and the variance of the underlying measurable characteristic.

MANAGER'S LIBRARY

- The House of Publishing Universitara, Florina Bran, Ildiko Ioan, *Globalization and Environment*
- The House of Publishing ASAB, Emil Petrescu, Viorel Gh. Voda, *A little Unconventional Handbook for Quality Management System*