

MODEL QUALITY FITNESS SERVICES

Today there is a serious problem in connection with a situation that Ukraine will join the EU market. To do this, the country needs to go a long way different transformation and improvement, including the introduction of European standards of trade relations as voluntary standards for sustainable. Area of my research is the service sector, in particular the field of fitness services. In this context I would like to consider the process of developing a model for quality fitness services (see Fig. 1).

The content of the first part of the model of "Aims and Objectives of the quality policy" is revealed in the six blocks and fill with the following content. The first block, called "Accounting requirements of society", the following tasks: customer orientation and assessment of fitness classes in fitness club on specific programs; customer satisfaction obtained fitness services; consumer's right to accurate information about the quality of services (reliability, security, and so on.). The next block - "Environmental Protection" shall ensure the implementation of the tasks, the most important of which is ensuring sanitary (environmental) standards of training and the provision of services in the internal and external environment of the club.

The third block "Professional standards" is aimed at the opportunity to influence the quality of the services. It includes: ability to influence the consumer on the quality of services; the relationship between efficiency and cost of services; the standards and rules of conduct for the staff at the club and the individual departments; standards in customer service; the fair pricing of fitness services; accessibility for dealing of various target audiences: the disabled, for all ages. The fourth block of "Ethics and Culture in the system of quality of services" contributes to the solution of organizational and managerial tasks.

The fifth block "Monitoring and evaluation of quality" in practice must ensure: the control of the activities and self-control center staff; getting information from consumers about the quality of services; the control of the services quality. And finally, the sixth block "Effectiveness of services" should reflect: documented subjective health and physical development of each client's Club; socio-economic efficiency of the club.

Thus, developed and described model of quality fitness services is based on the theoretical basis of quality as a scientific category and accounts for the practical component of fitness clubs activities for the provision of services. Based on the proposed model, each fitness club may develop a formula for quality fitness services depending on the specifics of the club, facilities, ongoing programs, the training of personnel.

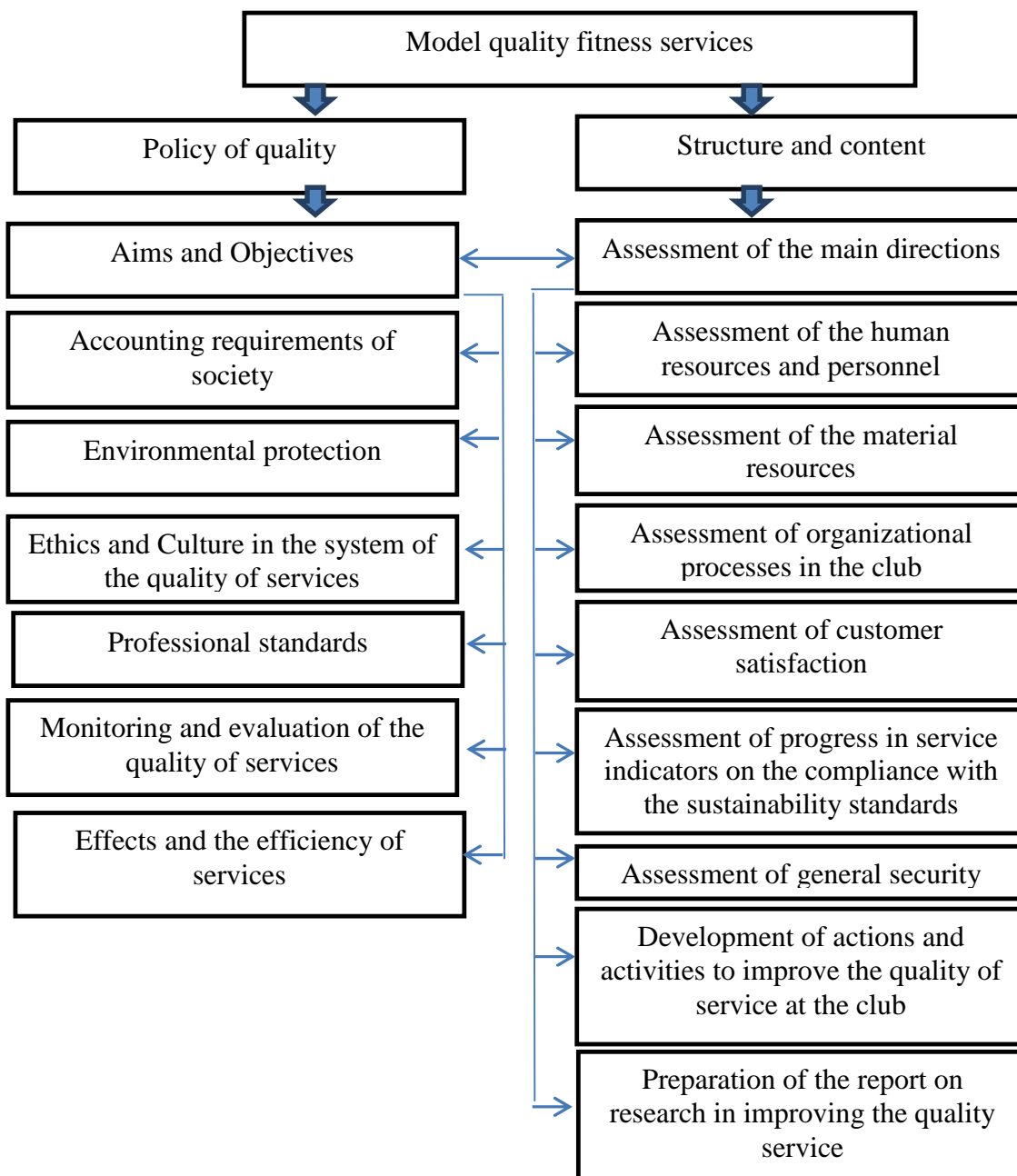


Fig. 1. Model quality fitness services

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MARKETING THINKING AS A MEAN TO INCREASE SALES

Currently, there is incomprehension of the role of marketing among the managers. Very often the heads of some companies consider the marketing department to be only a supplier of corporate gifts and advertising developer. I would like to cite the opinion of the prominent marketing expert P Drucker. He believed that