

Qualimetric Assessment Method of the Sea Beaches Quality Services of Sevastopol

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key words

methodology, qualimetric assessment, level of quality of service, scale of assessment, range of indicators

We offer you an algorithm for the qualimetric evaluation of the quality indicators of sea beach services. Using the results of research and the data of a social survey conducted to identify the desires and preferences of the consumer, we have developed a method of qualimetric assessment of the quality of services of sea beaches (for example, the beaches of the city of Sevastopol). The development of the methodology included the following steps: description of the object which applies the technique; the definition of the target group; description of the situation of assessment stating the purpose; the formation of a group of participants in the development of a technique; definition of the nomenclature of quality indicators; selection of the evaluation scale; establishment of normalized values of quality indicators; determination of the level of quality of services of sea beaches. It is important to note that currently there is no regulatory framework for performing procedures for evaluating the quality of sea beach services based on scientifically based nominal and limit values of quality indicators, which is a disadvantage of the process of evaluating the quality of sea beach services.

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