Abstract
Naturally, each company intends to increase its services quality, which is one of the most important ways to differentiate themselves from competitors.

In services field, the definition of quality concept is a very difficult task, in comparison with the production of material goods because in the production of material goods we have rigorous available parameters, measurable, quantifiable, in order to express and evaluate the level of quality that not can be adapted to the measure quality services.

Besides the price, the quality is the second element that provides competitive services. Service quality approach is relatively new (after 1990), but it led to profound changes in service delivery way and allowed overcoming traditional schemes used in this area. Quality has become in many cases a critical objective for organizations, which deal, in terms of management. If the price of productivity, flexibility, quality were, once, opposed concepts, which are mutually exclusive, that could not be pursued simultaneously today, the way how addressed quality is, ensures also the achievement of other objectives.

Although the service is a reality, when it is analysed, it is used as an image that includes only certain discrete aspects, represented by its features.

Keywords: services; quality; customer satisfaction; histogram of requirements;

1. Introduction

Travel services are, in the current structure, the most important group with a share of 63.6%. However, they have seen a decreasing trend in both domestic and international tourism.

It is obvious that tourism services and analysis of the causes of their deterioration is a priority of the utmost importance to make this industry a "hospitality" in a cost effective resource for the economy. It is necessary to create a "cult of quality" at all levels, from managers to the last employee in the public catering establishments. This involves cutting out some practices proven inadequate in these units, a reformation of manners a lasting process. But the quality of the leaves to be desired, not only because of the conditions which shall be evaluated and certified at the time of their classification but especially by the attitude of the staff.

2. Materials and methods

To remove the importance of histograms in determining the quality of services in public, feeding units were applied questionnaires in the restaurant "Students Tavern" from Timișoara.

3. Results and discussion

In the conception of French authors Tocquer and Langlois [1], the fairest is to define the quality of service as the spread between the customer's expectations in terms of quality and service perception after the use of the service. It is the
ratio between the benefits actually obtained when using the service given and expected benefits. One can speak of quality when the service is consistent with expectations or exceed these expectations. If the level of quality offered to meet consumer expectations, he will be pleased and will become a regular client of the providing unit. Otherwise, he is looking for other providers, units will be won from the competition [1].

In evaluating the quality of services by the customers, of particular importance turn out to be the impressions (e.g., a market research report, written in neat, surprises in a positive way the research beneficiary in assessing the content) and circumstances in which the services are performed (within "normal" conditions, tourists seeking accommodation, appreciate features such as price, comfort, cleanliness, etc., but when the tourists are in difficulty, in an isolated area, they will require only a refuge). [2]

Due to competition, quality has become a key element in the country's effort to maintain the competitiveness of European tourism. Application of the technology of quality tourist services sector is difficult, because the quality of service provided cannot be separated from the unit that produces it, because otherwise you would not be able to ensure that a service is supplied correctly every day. [3]

In designing a system of quality, the first step is setting the standards product/service depending on the needs of the application. That's why you need to design systems that can guarantee the fulfilment of quality standards. For the analysis, evaluation, improvement and quality control, adopted a series of techniques and methodologies that make up an information system. Currently using seven techniques or procedures that are called quality tools: histograms, charts, cause-effect, Pareto diagrams, diagram of correlation, regression analysis, and control charts. Histograms are used, as a rule, mathematical statistics for plotting the distributions of values, with the objective of determining the quality of a manufacturing process, process capability study, improving quality and eliminate defects, etc.

Histograms are used in two situations:
-When comparing two or more processes, when issues are followed: the shape, the size distribution range of variation, the volume of goods outside the technical specification, tolerance, position in relation to histogram limits, etc.

We have chosen to promote the process of serving in the restaurant "Students Tavern". This process was chosen randomly, without selection criteria, taking into account the following characteristics in order to achieve the ideal:

a. Staff promptitude;
b. Staff behaviour;
c. Payment methods;
d. The atmosphere in the dining rooms.

The quality of the catering unit
The restaurant provides catering services for about a year at this time, due to the outstanding quality of its services, the restaurant has earned a well deserved reputation and market share. The quality of supply and prices accessible attract a significant number of consumers. Catering unit offers a menu of food and beverages with a Mediterranean flair or traditional cuisine to its customers with a choice of a wide range of dishes. The company is renowned for its strict policy of quality assurance services, making it a competitive advantage.

Problem identification
The unit's objective is to fully satisfy gourmet demands, bearing in mind that people's concern for a healthy and nutritious diet is on the rise in recent years. The restaurant has managed to attract and satisfy the claims of new clients through a variety of culinary products and range of drinks available. This restaurant offers more than 80 dishes and over 90 kinds of beverages, which are accessible to any person in relation to their price.

In order to achieve the ideal characteristics:

a. staff promptitude: serving customers in a short time from taking the order represents an advantage for a catering establishment.
b. staff behaviour: Staff serving presents reviews information relating to products and meet at the same time that unit prices, apply the law and hygienic-sanitary norms in force, listens to information received from customers and is manifested with tact and diplomacy in dealing with customers.
c. payment methods: the practice of two payment methods: cash or by using the cards.
d. the atmosphere in the dining rooms: The ambient surroundings offer pleasantly through the interior decoration, modern ambient music.

Understanding the situation. Data collection
For the collection of data I used as the working method the questionnaire. The questionnaire has been used on a sample of 200 people of different social categories, age, sex, profession, etc., and its purpose is to identify the needs of customers.

Interpretation of data.
After the analysis of the questionnaire, the following were found:
- of the 200 respondents only 8 (4%) declined to answer the questionnaire; as regards particulars, i.e. age, sex, education, occupation, venturi, we can find: 68.75% (131 individuals) of respondents are persons of masculine and 3.25% (60 individuals) of female gender; 71.85% of respondents (145 individuals) were under the age of 30 years, 21.35% (41 individuals) from 31-50 years old and 6.77% (13 individuals) over 50 years, which is explained by the location of the restaurant in the resort area, the area where the student youth predominate; in terms of revenue, percent of respondents 35,42 stated that fall into the category of people with good incomes, 37,00% middle-income and 27,58% low income category;
- in respect of persons polled, they shall be submitted in the following manner: 13,02% gymnasium – 25 persons; vocational school – 6,77%-13 people; high school-16,15%-31; Forester-1.04%-2 persons; higher education – 50,00%-96; postgraduate studies-11,98, 23 people.

To the question "which of the following services are a priority in choosing a restaurant?" respondents stated:
- price- 47 respondents;
- the diversity of the menu – 13 respondents;
- hospitality – staff behaviour – 68 respondents;
- ambiance – 19 respondents;
- waiting period of the order - 58 respondents;
- the location of the restaurant – 0 respondents.

Source: own research

Figure 2. Priority in choosing the restaurant services

To the question "Do our waiters advice in useful way to choose our dishes?" replies were as follows:
- yes – 157 persons;
- somewhat – 4 persons;
- no – 2 persose;
- I don’t want to answer – 0 persons.

Source: own research

Figure 3. The degree of appreciation of consumer behavior

From the point of view of the profession practiced by the respondents, it is as follows:
- Teacher - 11.98%;
- Doctor - 0%;
- Engineer - 1.57%;
- Worker - 19.28%;
- Official - 4.17%;
- Student - 40.10%;
- High school student - 2.60%;
Retired - 2.08%;
Unemployed - 2.08%;
Another category – 14.06%.

Source: own research

Figure 4. Profession of respondents

Of the 192 people who answered our survey 120 people (62.50%) often go to the restaurant, 44 people (22.92%) go occasionally and 28 (14.48%) rarely.

Source: own research

Figure 5. Frequency of going to the restaurant

The motivation of the restaurant "Students Tavern" responses to those interviewed were as follows:
- price – 63 persons;
- service quality – 86 persons;
- curiosity – 21 persons;
- other – 3 persons.

Source: own research

Figure 6. The motivation of choosing the restaurant

The question with regard to the diversity of the menu of the restaurant "Students Tavern", compared to other restaurants, 65.31% (113 respondents) consider very diversified menu, 21.39% (37 respondents) satisfaction and 13.30% (23 respondents) poorly diversified.

At the end of the questionnaire, people who have responded to the mere fact of answering our questions and said they served a meal in the restaurant "Students Tavern" also was asked to pay a note it, on a scale from 1 to 5.

Source: own research

Figure 7. The restaurant Services and the degree of satisfaction of requirements to consumers

The restaurant "Students Tavern" also was asked to pay a note it, on a scale from 1 to 5.

Requirements histogram

Critical requirements: depending on the answers obtained from the requirements that were deemed "very important" were placed in the range 40%-50%.
a) waiting period of the order;
b) staff behavior;
c) the atmosphere in the serving room;
d) usage of prices;
e) location;
f) the diversity of the menu;
g) the hospitality of the staff.
Main requirements: depending on the answers received, the requirements which were considered "major" fall in the range of 50%-60%. Observe the waiting period of command and staff as deemed important.

Secondary requirements: depending on the answers obtained, requirements that were deemed "less important" falls within the range from 20%-50

Minor requirements: depending on the answers obtained, requirements that were deemed "very little importance" fall in the range 0-20%.

The diversity of the menu, the hospitality of the staff, the atmosphere in the room and service were considered to be of very little importance. These requirements do not affect the achievement of function, but generates dissatisfaction and can be removed.

Thus the requirements identified are:
- a. main requirements: the waiting period and staff;
- b. secondary exigencies: the atmosphere and service prices;
- c. minor requirements: the diversity of the menu, the staff's hospitality and restaurant location.

The choice of characteristics you want to change: in the wake of the information collected on the basis of the questionnaire, the characteristics you want to change are:
1. staff serving;
2. the atmosphere serving;
3. the diversity of the menu;
4. the hospitality of the staff.

4. Conclusions

The services of the restaurant "Students Tavern" is addressed to all categories of persons, with an average monthly income or up and coming mostly from the urban environment.

Due to the fact that the restaurant offers services at prices quite low, almost any person can have this any micro enterprise services.

In addition to the many advantages it offers to its clients and has some disadvantages, such as the need to extend the restaurant to meet her clients with a higher number of seats at the tables, taking into account the fact that their number is steadily increasing; changing space for preparing meals, in order to cope with the demand, which is growing; It is necessary to renovate the lobby serving area of the restaurant.
During the renovation of the following improvements will be made: changing tables and chairs; changing the image of the acquisition of new decorative items; changing apparatus to toilets and air conditioning in classrooms serving; staff without a corresponding function's qualification.

In the process of serving you can identify some irregularities related to serving personnel, such as the existence of a small number of staff serving for the number of seats at the tables, this causing an improper service.

In the interests of sound organisation for implementing solutions to the implementation of effective strategies on the part of the Manager, the staff will be motivated to achieve company goals as effectively as possible, as well as more complex assessment of candidates on the competition by the Department of human resources, cooperation with specialized institutions in the field of nutrition.

References

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