

QUALITY OF SERVICES FOR THE REGENERATION OF THE ORGANISM

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Article looks at the quality of regeneration services in the selected company. Object of research has become complex Women's World and clients who attend this facility. Through a questionnaire survey was determined by the level of customer satisfaction with the regeneration services in this complex environment. Subsequently, based on the survey results suggested measures that may lead to improved levels of satisfaction with the services provided.

Key words: quality, service, regeneration, reprocessing facility, customer satisfaction

1 INTRODUCTION

Expression of every healthy person is one equilibrium of the body. However, currently find ourselves in a world where adverse environmental and working environment, monotonous activity, excessive congestion, stress and many other factors other disturb this equilibrium and may also compromise the performance, efficiency, and even the very human health. It is therefore necessary to pay increasing attention to mental health care and regeneration, as well as physical strength.

Therefore, the regeneration can be characterized as a complex storyline, giving priority to accelerate the recuperation processes in the body, relieves fatigue, focus on prevention of overload or overtraining. The need for regeneration relates to a wide range of people, whether athletes, "non-sportspeople", children, adults.

The current time provides a variety of ways and forms of recovery, starting with normal movements, respectively, the outdoors in the fresh air never use the regenerative services in the facilities it built.

2 QUALITY AND REGENERATION SERVICE

To the organization characterized by sound and successful management and operation it is necessary to regulate and manage a systematic way, through the management system. Management organizations in addition to managerial disciplines includes quality management, is trying to improve performance, but on the other hand, the needs of all stakeholders.

Quality Management can be defined as all activities of the overall management function, determining policy, objectives and responsibilities that are applied to the quality system through planning, management, quality assurance and improvement.

Quality management and its importance is mainly related to the high quality of service than stand with the competition, representing the undertaking countless variety of benefits, such as. higher market share, lower cost, high return on sales, and the like. At the beginning it is necessary to establish a quality of service that is based on a correct understanding of customer expectations.

The aim of the services forming the tertiary sector is to provide the highest quality product with properties that ensure its market competitiveness.

2.1 Regeneration Services

In the context of the quest for definitions of recovery are facing quite identical formulations. Vojtech Stulrajter and John Janosdeak along with his team in the book of regeneration and regeneration massage defined as a set of measures to promote the recovery procedures and eliminate fatigue, restore physical and mental performance.

In order for man to be given the required performance in the work environment or any other area needs energy. Currently, there are many ways in which we can indulge your body rest and recovery. Among the most commonly used might include visiting the wellness center, massage, high mountain environments, as well as premises gyms.

3 COMPLEX WOMEN'S WORLD

Women's World complex is located in the center of Kosice Štefanikova the street. It is a newly opened, renovated, modern, luxuriously furnished Resort (formerly Women's gym), which has been around for nearly four years remodeling officially opened last year (31.1.2013).

The primary idea was to create a complex, providing services exclusively to the softer sex - women as a literal translation of the name itself complex Women's World – Women's World. However, this idea was maintained only within the fitness center. Currently, services provided by this complex also benefit men.

There are two types of services offered in this complex. It is a service aimed at the regeneration of the body and so. additional services.

Between regeneration services to the customer in this complex are advised wellness spa, massage and visit the fitness center (gym).

Strengthening helps in the systematic implementation of a healthy life style that prolongs life, improves quality of life and contributes to improving the overall health of a person.

Women's World Fitness offers state of the art fitness and cardio PANATTA that allow you to practice and toning the entire body. They have also easy to use, modern design and also efficiency. Machines in the case of strengthening have a significant importance

especially for beginners, which minimizes the possibility of injury and requires technical modesty. Advice about proper exercise can provide personnel for the specific requirements of the fitness center also has the option of a qualified personal trainer. Further requirements for the development of training and dietary regime belong solely to the liability of the personal trainer.

In gym is also a solarium, which is widely used mainly for cosmetic reasons for getting dark tan.

Last wellness center in Kosice is located right in the Women's World complex. It is a modern and luxuriously equipped Wellness Spa, which opened only recently, in December 2013.

The actual sauna and sauna bathing have many positive effects on the body and its regeneration. The sauna itself strengthens the immune system, relieves the body of harmful substances, speeds up metabolism, improves respiratory diseases and, of course, leads to the release of muscles, which ultimately contributes to relaxation and body regeneration. The wellness center Women's world there are 3 types of sauna (steam sauna, Finnish sauna, infrared sauna), swimming pool with massage programs, icefall, a cooling shower, Kneipp bath, tepidarium (room to relax).

There is a massager that works to order and offers a wide range of massage (such as. Classic body massage, chocolate massage, detoxification honey massage, back massage special, proticelulitidové massage, aimed at shaping, etc.).

Additional services, contained in this complex might include free parking in the yard of the complex, children's play area, cafe, beauty salon, hairdresser and nail design.

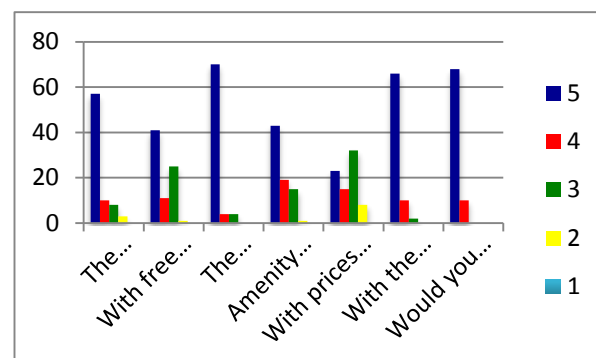
4 QUESTIONNAIRE SURVEY

Questionnaire survey was carried out among clients / female clients complex Women's World, focusing on the detection level of satisfaction with the quality of reprocessing services. First will be evaluated demographic data (gender and age of respondents), followed by data on the quality of the regenerative service selected complex.

Participants were a total of 78 clients / female clients complex Women's World in the time period from 03/02/2014 to 03/17/2014. The greater part of the respondents were women, representing a total of 63 to 80.80% and the remainder were men, a total of 15 (19.20%). The reason for the greater participation of women is that the bearing part of the complex consists mainly of a fitness center, which is exclusively for women. Conversely wellness center and massage use more men.

Based on a questionnaire survey, we found that the most complex of the Women's World visited by people aged 21 to 30 years a total of 30 respondents (38.50%), the main reason may be that this age category puts the greatest emphasis on regeneration

appearance, as well as to their condition. They are followed by people aged 31 and 40 a total of 21 respondents (26.80%), followed by other ages.



Obr. 1 Summary chart of satisfaction with the level of quality

Zdroj: Custom processing

4.1 Evaluation questionnaire survey and suggestions for improvement

They will then be evaluated on the basis of the answers clients complex Women's World various issues related to the level of quality of reprocessing services.

Customer satisfaction with the accessibility to the complex Women's World

Complex Women's World is located in the center of Kosice on Stefanikova street with easy access by various means (urban transport, private cars, taxis). Reputation in this complex attribute the harm nor the relatively low percentage of 3.80% partially satisfied respondents. The vast majority of people in fact answered the question positively associated with accessibility. Up to 85.90% more than satisfied with the accessibility.

On this basis, I assess this property complex Women's World, which is today quite often the number one issue for potential clients in the affirmative.

Satisfaction with the capacity of free parking complex Women's World

Maybe one of the main reasons why customers choose precisely this complex is the fact that the area is a parking area with a limited number of parking spaces (13). They are available to them only when using the services of this device.

Given that the complex offers its customers a Group exercise classes, the number of parking spaces sometimes insufficient, which we strongly reflected in the chart.

On the basis of inquiries to its average partial satisfaction as more than 33% of respondents responding to questions. The remaining more than 66%

answered in the affirmative. It is possible to conclude that do not use group exercises.

I consider it important to note that the quality of surface parking is in my opinion very low.

I would propose this lack not only rectified by balancing adjustments and stretching with asphalt, but also to increase the capacity of free parking spaces at the expense of removing unused garage space, which in this area are, thus, the capacity of parking spaces has increased significantly. I think it would be interesting to clients and recommend parking in the nearby business center free of charge, while a trip to our complex used as a pleasant stroll the main street of our beautiful city.

Satisfaction with the environment and the purity of the complex Women's World

As regards the renovated and newly opened complex with modern and luxurious design, increased attention and emphasis is placed on the fact that customers / clients feel comfortable in the gym environment pleasant and comfortable, which is ultimately induce a pleasant family atmosphere. This is why architects and designers decided to use this device on the walls nice warm colors and add images.

In the gym even instead of cold floors or linoleum, as in most gyms, there are carpets. Nice music that is adapted for all ages and playing through Internet radio, accompanies clients / clients all the time they spend in the complex.

Questionnaire survey also confirmed the correct philosophy of building environment and maintaining the purity of the complex, since all respondents reported the greatest possible satisfaction (100%).

Employees perform minor cleaning (including disinfection showers, toilets, machinery, tanning beds, vacuuming and flushed) after the conclusion of each day of operation and more cleaning, so. sanitation day is every Sunday. In the case of movement of a greater number of customers are minor "cosmetic" modifications are carried out during the day.

Satisfaction with equipment of complex Women's World

Complex Women's World is equipped with new machinery with modern Italian design brand PANATTA, which is characterized by technical fluffy. It is a gym with limited capacity for 13 women. Gym space is divided into four smaller rooms. The first cardio (where there are three treadmills, two Orbitreks, STEPRO two, three bicycles), two rooms with toning machines on each lot (on each of the machines, there are three images with descriptions that bunch reinforces what should be correct posture and how the movement is performed). The last room is adapted to exercise rather own body (pads, barefoot, fit balls, etc..).

The amenities of the complex expressed their overall satisfaction 79.60% and more than 20% of the

total number of respondents to its average partial satisfaction.

Based on the survey results revealed that many clients would require larger gym space, which is really unrealistic, **I would propose**, therefore, to prepare clients for one more multifunctional room. This should serve rather to practice dynamic aerobic exercise with different focus. Should serve for professionally trained / qualified instructors in the form of rent. **I would also propose** the gym facilities to enrich a few new machines, which should be for new clients and great benefit.

Satisfaction with prices for services in complex Women's World

Most problematic area with which customers / clients expressed their dissatisfaction is the area of prices provided regeneration services. With these shortcomings are encountered in almost every manufacturing and non-manufacturing sector. People should, however, insist that their body needs after exertion and recovery. This service is now more costly for the complex. The company expenses the operator must of course reflected in the price for the service.

Less than 50% of the respondents on this issue my satisfaction. I consider it important to emphasize that more than 51% does not cost too much satisfaction with the services provided.

Complex clients have a wide choice of alternatives. They can purchase a single entry pass input or raise credit. In the case of credit-accession tickets and meet with different price advantage or benefit from ensuing.

Within increase client satisfaction, **I would propose** to create a certain group decks between complex operations, such as. introduction of cards with chips, the use of which would have a certain client benefits - discounts. This would depend on the amount plus three. Another alternative, which would lead to increased client satisfaction, reaching a discount portals.

Satisfaction with access, helpful staff complex Women's World

For access, helpful staff is the first task of staff always greet customers with a smile and pleasant demeanor. Provide them with expert advice, assistance, whether in the field of nutritional supplements that are offered directly at the reception or the actual manipulation of individual machines, it goes without saying.

For more technical interpretation, drafting and catering training program in this complex available to qualified personal trainer. Which is based on the personal interview and the Convention drawn up eating program, or provide individual and personal training.

Based on a questionnaire survey, we concluded that the right to access and helpful staff this is why

should customers choose precisely this complex. More than 97.40% are very satisfied.

Therefore, I see no reason to look for some possibilities to improve in this area.

Level of complex Women's World

The final question in the questionnaire survey sought to obtain probably the most important response of the entire survey. Respondents should say whether the complex recommended a your friends based on their overall satisfaction with the level of quality of reprocessing services.

The results obtained have a clear result. Here we can say that it is a foolproof recommendation from clients for their friends.

5 CONCLUSION

Now we live in a world where issues such as the environment, stress, excessive loading of the body have become increasingly more popular. Let me therefore say that in the future, it is these topics number one.

Prevention as one of those annoying vicissitudes brought under control, the use of services in the regeneration of the body through the organizations it built. There are several different reprocessing facilities, which further specify the services offered. Women's World is a complex located in the center of Kosice, intended primarily for female clientele, where one can use for the regeneration of the body.

On the basis of inquiries I received information and knowledge that I have implemented in graphics, which have a high information value.

The information obtained is sufficient evidence that the level of service quality in the regeneration of the body is in the complex more than suffice.

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