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Foreword from Conference Chair

The Asia Tourism Forum was founded in 1993 to address important issues facing Asia's tourism industry, particularly in the areas of development, service management, marketing, and sustainability of tourism.

The 14th Asia Tourism Forum 2024 is designed with the theme of "Tourism Development, Marketing and Sustainability" for tourism academia and practitioners to share their insights. The Forum is held in Palembang, Indonesia, on 6-8 May 2024, and it is co-hosted by Palembang Tourism Polytechnic and School of Hotel & Tourism Management, The Hong Kong Polytechnic University.

This year the Forum accepted 21 abstracts and 35 full papers and they are published in this Conference Proceedings.

Compliments to the editorial team comprising of Dr Tony Tse, Ms Flora Ng, Ms Bubble Cheung, and Ms Ada Leung!

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Sustainable Service Models on Quality Control and Management: Insights from Nordic Countries

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Abstract

Nordic countries such as Sweden, Denmark, Norway, Finland and Iceland are known for their strong commitment to sustainability and environmental awareness and have implemented various measures to ensure sustainable practices in the service sector. This article examines the intersection of quality control and service management in the context of sustainable development principles, using the example of Nordic countries and their experience. It explores the critical role of sustainable development in optimizing service quality and operations while supporting environmental, social and economic sustainability. By integrating sustainability concepts into quality control and service management, businesses can improve customer satisfaction, operational efficiency and long-term viability while reducing their environmental impact and promoting social well-being. Through a comprehensive analysis, this paper explains the potential of sustainable development to drive positive change and innovation in the service sector, paving the way for a more ethical, sustainable and prosperous future.

Keywords: sustainable development concept, service, Nordic countries, Ecolabelling, quality management

Introduction:

The management of quality control and services is an essential aspect of all businesses and industries, as it directly impacts customer satisfaction, operational efficiency, and overall performance (Reed et al., 2000). and improving firm performance (Hendricks & Singhal, 1997; Lemak & Reed, 1997; Samson & Terziovski, 1999). It is no surprise that the links among market orientation, quality practices, and performance have attracted the attention of marketing and operations management researchers (Samson & Terziovski, 1999; Ettlíe & Johnson, 1994; Flynn et al., 1994; Kohli & Jaworski, 1990; Narver & Slater, 1990). In recent years, there has been a growing recognition of the importance of incorporating sustainable development principles into these practices (Erol et al., 2009). Sustainable development seeks to meet the needs of the present without compromising the ability of future generations to meet their own needs (United Nations Brundtland Commission, 1987). Therefore, integrating sustainable development concepts into quality control and service management is crucial for ensuring long-term success while minimizing adverse impacts on the environment, society, and the economy. Nordic countries, such as Sweden, Denmark, Norway, Finland, and Iceland are taking the lead on such service models ensuring the quality of their service industry. This article will explore how businesses can effectively utilize sustainable development principles to enhance the quality and management of services.

Literature review:

Sustainable development concept in service industry: Sustainable development in the service industry refers to the pursuit of economic growth and prosperity while minimizing negative impacts on the environment, preserving natural resources, and promoting social well-being. In practical terms, this involves adopting sustainable practices and integrating environmental and social considerations into business strategies and operations (MARIN & Lucian, 2013).

Environmental sustainability in the service industry entails reducing energy and water consumption, minimizing waste generation, and mitigating pollution. For instance, hotels and resorts can implement energy-efficient technologies, promote water conservation, and adopt waste reduction and recycling programs. Healthcare facilities can focus on reducing the use of hazardous materials and implementing eco-friendly practices for waste management (Bilińska-Reformat et al., 2019).

Social sustainability in the service industry involves promoting fair labor practices, supporting local communities, and ensuring accessibility and inclusivity. This can be achieved through initiatives such as employee welfare programs, community engagement projects, and providing accessible services for individuals with disabilities.

Quality Management and Sustainability: A Synergistic Approach: Quality management in the service industry encompasses the systematic processes and practices that aim to ensure that services consistently meet or exceed customer expectations. This involves a focus on factors such as service reliability, responsiveness, assurance, empathy, and tangibles, all aimed at delivering customer satisfaction and continuous improvement (MEHL & Elena, 2012).

Sustainability, on the other hand, encompasses the environmental, social, and economic dimensions of business operations (URLAUB & Julie, 2011). It requires businesses to adopt practices that promote environmental conservation, social responsibility, and economic resilience, while also meeting the needs of the present without compromising the ability of future generations to meet their own needs.

The Nordic countries shall promote the transition to a more sustainable form of development, in which the region's economies grow at the same time as damage to the environment is reduced. The biological diversity and the ecosystem's productivity shall be preserved in order to ensure good living conditions for humans. It is important to find the balance between the use, the value and the protection of natural resources. Emissions of hazardous substances should cease as soon as possible or be successively reduced if they cannot be stopped immediately with the purpose of minimising concentrations of these substances in the environment. All sectors including service shall contribute to changing their production and consumption patterns so that their goals are met (Nordic Council of Ministers, 2020).










In 2019, the Nordic Council of Ministers, the official body for intergovernmental cooperation in the Nordic region, set a vision to make the Nordic region the most stable and integrated region in the world by 2030. Long-term strategy for 2021-2024. A budget was adopted to enable the implementation of the long-term goals set out in the 2020 action plan for the Nordic region[16]. The 2020 action plan involves below issues:

- Greater engagement of the business community through enhanced public-private partnerships in the Nordic region's green transition efforts.

- Invest in more initiatives that support the safe use of digital technologies such as 5G, artificial intelligence and computerized solutions.
- Strengthen the bioeconomy as a driving force for growth and green transition in the Northern region.

Methods: This article is mainly based on the case study method, in which it relies on the experiences of service management models in the organization of the service sector based on the criteria of sustainable development of the Nordic countries. The article is also based on the results of a survey conducted by the Nordic consumer study 2022, based on qualitative and quantitative methods, in order to research the services and consumers' attention to sustainable services by ecolabelling service model in the Nordic countries. In addition, the article also used the observation method on the documents of United Nations' related to sustainability.

Results: According to sustainable development report 2023, on top of list, most Nordic countries performed the highest indicator on SDG implementation in their countries. Below the table provides an information about the top ten leaders on SDG performance¹³.






Rank	Country	Score	Performance by SDG
1	 Finland	86.76	
2	 Sweden	85.98	
3	 Denmark	85.68	
4	 Germany	83.36	
5	 Austria	82.28	
6	 France	82.05	
7	 Norway	82.00	
8	 Czechia	81.87	
9	 Poland	81.80	
10	 Estonia	81.68	

As can be seen in the table, most top leader countries are European countries, especially Nordic countries. Nordic countries are taking the lead being on top lists of sustainable societies by providing a balance between socio-economic, environmental aspects of their life. Sustainability is on the top issue on every industry they have, provides quality ensuring people trust.

According to the Nordic consumer study 2022, consumers of all Nordic countries choose services and goods based on sustainability. Below is a table covering these questions of the survey. According to the given results, consumers of Iceland are mainly concerned about the consequences of their actions on environment. Consumers from Finland and Iceland noted that

¹³ Countries are ranked by their overall score. The overall score measures the total progress towards achieving all 17 SDGs. The score can be interpreted as a percentage of SDG achievement. A score of 100 indicates that all SDGs have been achieved.

Ecolabel makes their choice easier when choosing products or services. As can be seen from this survey, the criteria of sustainability in managing the quality of services and products are very important for the Nordic countries.

4 and 5 Agree	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
I am concerned with what I as a person can do to protect the environment (n=5419)	58	60	69	56	38	76
I try to keep the environmental impacts of my life at a minimum (n=5419)	57	67	49	62	56	71
I am willing to waive the goods and services I currently use, if I could help to preserve our natural resources (n=5419)	48	51	53	49	33	67
I feel a responsibility as a consumer to choose products that are more environmentally friendly (n=5419)	54	52	54	57	52	62
I believe that the choices I make as a consumer regarding the environment makes a difference (n=5419)	51	43	52	53	52	63
I often find it difficult to know if products are good environmental choices (n=5419)	55	64	55	56	44	54
It takes extra effort to find environmentally friendly products (n=5419)	58	67	65	56	38	43
Ecolabels are an important tool for me when I am to choose products (n=5419)	41	37	44	45	36	43
The Nordic Swan Ecolabel makes it easy for me to make good environmental choices (n=5419)	58	50	58	59	62	60
I believe there is currently substantial social pressure towards living more eco-friendly (n=4291)	56	55	59	51	0	69

To summarize, such issues are the reason why sustainability issues are at the top in the quality management of Nordic countries.

Integrated Approach: Sustainable Quality Management: The integration of sustainability principles into quality management in the service industry entails a holistic approach to addressing the environmental and social impacts of service delivery, while simultaneously ensuring the highest standards of service quality. This approach can be guided by the following key principles (LUŠŇÁKOVÁ et al., 2012).

1. Environmental Responsibility:

- Adopting sustainable procurement practices to source environmentally friendly products and services.
- Implementing energy-efficient technologies and renewable energy sources to reduce environmental impact.
- Minimizing waste generation and implementing recycling and waste management programs.

2. Social Responsibility:

- Ensuring fair labor practices, diversity, and inclusivity within the workforce.
- Engaging with local communities and supporting social development initiatives.
- Providing accessible and inclusive services for all customer segments, including people with disabilities.

3. Economic Viability:

- Ensuring financial stability and resilience through efficient resource management and risk mitigation strategies.

- Fostering innovation in service delivery to create economic value while minimizing negative impacts.

Sustainable service models and quality assurance: Nordic countries, such as Sweden, Denmark, Norway, Finland, and Iceland, are known for their strong commitment to sustainability and environmental protection. These countries have implemented various measures to ensure sustainable practices in the service industry. Some key experiences and measures from Nordic countries include (Nordic Council of Ministers, 2020):

1. *Eco-certifications and standards:* Nordic countries have developed eco-labels and certifications to promote sustainable practices in the service industry, such as the Nordic Swan Ecolabel and the EU Ecolabel. These certifications provide guidelines for businesses to operate sustainably and meet specific environmental standards.

2. *Clean energy initiatives:* Nordic countries have invested heavily in renewable energy sources, such as wind, solar, and hydroelectric power. Many service industry businesses in these countries have adopted clean energy initiatives to reduce their carbon footprint and promote sustainability.

3. *Waste management and recycling:* Nordic countries have advanced waste management systems, with a strong focus on recycling and waste reduction. Service industry businesses are encouraged to minimize waste generation and implement effective recycling programs.

4. *Sustainable transportation:* Nordic countries have prioritized sustainable transportation, including public transit, cycling infrastructure, and electric vehicle adoption. The service industry has embraced sustainable transport options for logistics and delivery services.

5. *Consumer education and engagement:* Nordic countries have actively engaged consumers in promoting sustainable practices. The service industry has focused on educating consumers about sustainable choices, offering eco-friendly products and services, and promoting responsible consumption.

Discussion:

Nordic countries have built a reputation for fostering a culture of sustainability and innovation, and this ethos is reflected in their approach to service quality control and management. A key aspect of sustainable service models in the region is the integration of robust quality management systems that adhere to industry standards while emphasizing environmental and social considerations. By implementing stringent quality control measures and environmental certifications, Nordic service providers ensure that their operations meet the highest standards of quality while minimizing their ecological footprint.

Furthermore, Nordic businesses have demonstrated a commitment to incorporating sustainability principles throughout the entire service lifecycle. This includes the careful selection of suppliers and partners who share their environmental and ethical values, as well as

the adoption of eco-friendly practices in service delivery and operations. Through these efforts, Nordic service providers are able to maintain high-quality standards while contributing to the preservation of natural resources and the well-being of their local and global communities.

In addition to environmental considerations, sustainable service models in Nordic countries prioritize continuous improvement and innovation in quality management. This involves the utilization of cutting-edge technologies and data-driven approaches to enhance service delivery, minimize waste, and optimize resource utilization. By harnessing digital tools and analytics, Nordic businesses are able to streamline their quality control processes, identify areas for improvement, and drive efficiency gains, all while aligning with their sustainability objectives.

Another hallmark of sustainable service models in the Nordic region is the strong focus on stakeholder engagement and social responsibility. Nordic businesses actively involve their employees, customers, and local communities in quality management and decision-making processes, fostering a sense of shared responsibility and ownership. By prioritizing the well-being of their workforce and engaging in socially responsible initiatives, such as philanthropy and community development projects, Nordic service providers contribute to a thriving and sustainable society while upholding high standards of service quality.

Moreover, the Nordic region serves as a rich source of best practices and lessons learned in sustainable service models that can be applied globally. By sharing their experiences and insights, Nordic businesses can inspire and influence service providers worldwide to adopt sustainable approaches to quality control and management. This cross-border knowledge exchange can lead to the development of a more sustainable, resilient, and interconnected global service industry, benefiting both businesses and society at large.

Conclusion:

The Economic Benefits of Sustainable Development in the Service Industry:

Embracing sustainable development principles in the service industry can yield a variety of economic benefits for businesses. Cost savings can be achieved through improved resource efficiency, reduced operational expenses, and long-term resilience to environmental and social risks. Furthermore, businesses that demonstrate a commitment to sustainability often attract environmentally and socially conscious customers, leading to competitive advantage and enhanced brand reputation.

Additionally, sustainable practices can drive innovation and create new market opportunities. For example, the adoption of green technologies and eco-friendly services can lead to the development of new products and services that cater to the growing demand for sustainable solutions.

Benefits of Integrated Sustainable Quality Management:

The integration of sustainable principles into quality management practices offers a myriad of benefits for businesses in the service industry. These include:

- Enhanced brand reputation and competitive advantage through differentiation based on sustainability performance.

- Improved customer loyalty and satisfaction by meeting the increasing demand for sustainable services.
- Operational efficiency and cost savings through resource optimization and waste reduction.
- Reduction of regulatory and compliance risks through proactive environmental and social responsibility initiatives.

In conclusion, the Nordic countries exemplify how sustainable service models can elevate quality control and management practices, setting a high standard for ethical, environmentally conscious, and innovative service delivery. By integrating sustainability into their quality management systems, engaging stakeholders, and fostering a culture of continuous improvement, Nordic businesses have demonstrated that environmental responsibility and high service quality can go hand in hand, setting a precedent for the global service industry. As businesses worldwide increasingly prioritize sustainability, the insights and best practices from the Nordic region can serve as a guiding light, shaping a more sustainable and responsible future for the service sector.

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