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HIGHER EDUCATION FOR PROVIDING SERVICES COMPANIES WITH GOOD RESULTS

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Abstract. This paper presents the results of a sociological survey regarding the opinions of a group of 304 students (in Management and Tourism) on the level of trust in the organizations they own or are employed by. The findings highlight the status of organizational trust in the surveyed companies. On the other hand, we follow the opinions of the students regarding the possibilities to improve the education and learning process, for a better training of managers and employees in service providing companies, for high efficiency of activities and to improve the relationship with the clients. The objective of this approach is to obtain a global image of the level and results of organizational trust in the companies where the students work, but also to identify the common, respectively, the different aspects of the improvement of teaching curricula and processes in the two faculties, the final reason being to increase the efficiency in service providing and to recover the activity in the field of tourism.

JEL classification: O, O15

Keywords: competence, concern for employees and customers, job satisfaction, professional development, specialization in management / tourism.

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