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Annotation. This article provides a theoretical overview of the specific features of quality management in the tourism sector. In addition, the specific features of tourist services and their content, the processes of quality management of services in the tourism sector, and a five-dimensional service dimension structure that focuses on customers are developed.

Keywords: Quality management, tourist services, use of technology, trust, responsibility, assurance, Empathy.

Introduction. The tourism industry is considered the largest driver of economic development of countries and contributes significantly to the 3 main goals of developed and developing countries: income, employment and foreign exchange earnings.

In this regard, the tourism sector can play an important role as a driving force for economic development. The impact of this industry at different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism consumption, its economic impact is also widely manifested in other production sectors, helping to achieve the goals of rapid development in each case.

The development of tourism remains one of the priority tasks in the new Uzbekistan, which seeks to accelerate the pace of economic development. From this point of view, the fact that the Strategy of New Uzbekistan states that “issues such as improving the material and technical base to improve the quality of services in the sector will also be in the focus of our attention” indicates that it is an expression of the large-scale reforms being carried out in our country.

Quality has become one of the most important factors in international competition for business success, and continuous improvement of quality is a guarantee of good business. This is especially true with the increasing popularity of new types of tourism destinations in tourism, forcing marketers and operational managers to invest in ensuring high service quality as a competitive strategy aimed at differentiating their products from those of other competitors.

Literature review. A group of experts led by M. Christopher, taking into account the increasingly competitive nature of the tourism sector today, should think not only about increasing market share, but also about satisfying and retaining the existing customer base, while taking into account the fact that guests demand products that will ensure that they receive high-quality, value-for-money services. Therefore, they believe that the main goal of organizational efforts should be to retain existing customers and attract new ones.

However, not all enterprises and tourism sectors are aware of the importance of the quality factor in today's tourism market, and poor quality of services and negative standards are widespread in the international tourism sector.

According to O. Neil, a scientist who has conducted many scientific works in the field of services, today in most enterprises related to tourism, the modern customer perceives quality as his right. Now the old axiom of management is no longer able to sufficiently help ensure cash income and business success, - today the success of the tourism industry is directly dependent on the management of improving the quality of services. O. Neill's research has shown that today's tourism operators need to serve a “smart” public that is more likely than ever to complain and to show its loyalty to providers of quality services. This, coupled with the increasingly hostile nature of the

current business environment, has forced the tourism sector to invest in providing high levels of service quality as a means of achieving competitive differentiation.

C. Elliott's research has shown that service quality is defined as the overall assessment by customers of a service, determining the extent to which the service meets the customer's needs or expectations, and that the service is perceived as quality if it meets the customer's expectations. Customer service is defined as the quality of service provided by knowledgeable, capable and motivated employees to meet the identified and unidentifiable needs of their customers, resulting in positive word-of-mouth advertising and increased business profitability. According to K. Tapan and Das. Satyabrata, customer service is a set of activities designed to increase customer satisfaction, and is evaluated from the point of view of whether the service meets customer expectations.

According to C.F. Chen and his followers, service quality is defined as the perception of customers about how well a service meets or exceeds their expectations. Also, Jaroslav Dadoa and his colleagues believe that "service quality is defined as the difference between customers' perceptions of the service, their expectations, and the service received".

V.A. Zeithamiet stated that "customer satisfaction is the key to long-term business success" and believed that in order to protect and gain market share, organizations should outperform their competitors by offering high-quality products or services to ensure customer satisfaction. D. Baker et al. argue that "customer satisfaction and service quality are positively related constructs." On the contrary, several studies by J.J. Cronin have emphasized that service quality is the most important factor in customer satisfaction, regardless of whether it is cumulative or transactional.

Services are considered as special consumer goods that satisfy the needs of people and society. A characteristic feature of services is that the provision and receipt of a service occur in the same time and place, in addition, it is impossible to store it, and the quality of the service depends on the employee providing it. In addition, the intangible nature of some types of services makes it much more difficult to evaluate them than tangible products. Evaluation is often based on the behavior, taste, knowledge and skills of the consumer about the service.

Methodology. Tourism services, although not directly related to the material manifestation of other services, have a significant impact on the quality of life, standard of living and general well-being of the population. These services, along with a number of other services, help improve the mental state of people. At the same time, tourist services have their own characteristics, for example, the ability to provide a certain type of comfort and relaxation that is not found in other services. Some of the specific characteristics of tourism services are presented in Table 1.

Table 1

Specific characteristics of tourism services and their content

T/r	Specific features of services	The essence of the features
1.	Quality and competitiveness of tourism services	Enterprises and companies providing tourism services operate under very high risk conditions. If they cannot provide quality service, they are likely to lose out in the competition.
2.	The inability to provide tourism services at the place of service and transport them to another place	Tourism services are characterized by their intangible nature, their inability to be stored and transported, and the fact that the service is provided at the time and place of consumption, making it impossible to transport it to another location.
3.	When providing tourist services, the client, provider, and tourist product must be present at the same time.	Another important function of tourist services is characterized by the need for the service provider, consumer, and tourist product (service) to be present at the same time during the service provision process.

4.	Lack of tangible representation of tourism services in the sales process	Like other types of services, tourism services are consumed simultaneously, without being materially reflected in the purchase and sale process. The service of the service provider, in accordance with his professionalism, implies how much the consumer will benefit from this service, and as a result, it depends on the overall level of both parties.
5.	Tourism services are of considerable importance both socially and economically at the same time.	The social role of tourism is to provide employment to the unemployed, reduce unemployment, and improve the income level and living standards of the population. From an economic perspective, its contribution to the country's economy is determined by the production of tourism products and services, as well as other factors.
6.	Inability to maintain tourist services	Tourism services, like other services, cannot be stored, because they are consumed directly in the process of being provided, and their quality is assessed by the consumer during this process.

Companies with high-quality “goods” and “services” usually have a larger market share, higher return on investment, and asset turnover than companies that are considered to be of poor quality. The most important factor affecting business performance in the long run is the quality of the “goods” and “services” offered by the organization compared to its competitors.

Managing the quality of services in the tourism sector is of great importance, and this is achieved through the development of a set of processes. Table 2 lists the most important methods and processes used in managing the quality of services in the tourism industry:

Table 2

Processes for managing the quality of services in the tourism sector

Service quality management processes	The essence of the process
Education and training	Tourism businesses should offer their employees training and education programs to provide quality service. This training allows employees to understand customer requirements, improve communication skills, and be familiar with business standards.
Receiving customer surveys	Tourism businesses can conduct surveys to measure customer satisfaction. These surveys allow customers who have completed their vacation to rate their experience. The feedback received can be used to improve the quality of service.
Setting standards	Certain standards should be established to manage the quality of services in the tourism sector. These standards should cover elements such as the way of service delivery, the behavior of staff, and the cleanliness of facilities. The standards should be set in accordance with industry requirements and customer expectations.
Collaboration	Tourism enterprises have the opportunity to establish strategic partnerships with state-owned enterprises and government organizations, as well as other stakeholders. Through this approach, they can participate in the exchange of quality management processes and improvement initiatives, and work together to implement best practices.

Using technology	Improving the quality of services provided requires investment in tourism technologies. The use of automation systems, booking and communication applications to improve the quality of service will give good results.
Continuous development	For businesses in the tourism sector to be successful, they need to analyze feedback and initiate improvement steps to continuously improve the quality of their services. Business processes are developed and service quality is improved through methods such as studying customer complaints about the services provided, measuring and evaluating performance, and analyzing employee performance.

Service quality is a key factor in competitiveness. Focusing on service quality helps an organization differentiate itself from other organizations and thereby gain a sustainable competitive advantage. In some industries, service quality is considered more important than product quality. High service quality is the key to increasing profitability, not reducing the cost of doing business. Service quality affects the repurchase intentions of existing and potential customers, and poor service, on the contrary, reduces the potential customer base.

Analysis. Trust - refers to the knowledge and courtesy of employees and their ability to adapt these methods, companies need to focus on building and inspiring trust. This dimension is especially important for services with high risk due to uncertainties.

Responsiveness - emphasizes the willingness to help customers, responds to customer requests or complaints, and emphasizes the speed of service delivery. Achieving service excellence involves responding to customer requests and resolving problems quickly. This includes providing employees with the necessary training to perform their duties professionally and minimize service delivery times. Whether it is an initial or subsequent meeting with customers, it is crucial to prioritize customer satisfaction in mitigating any negative impressions.

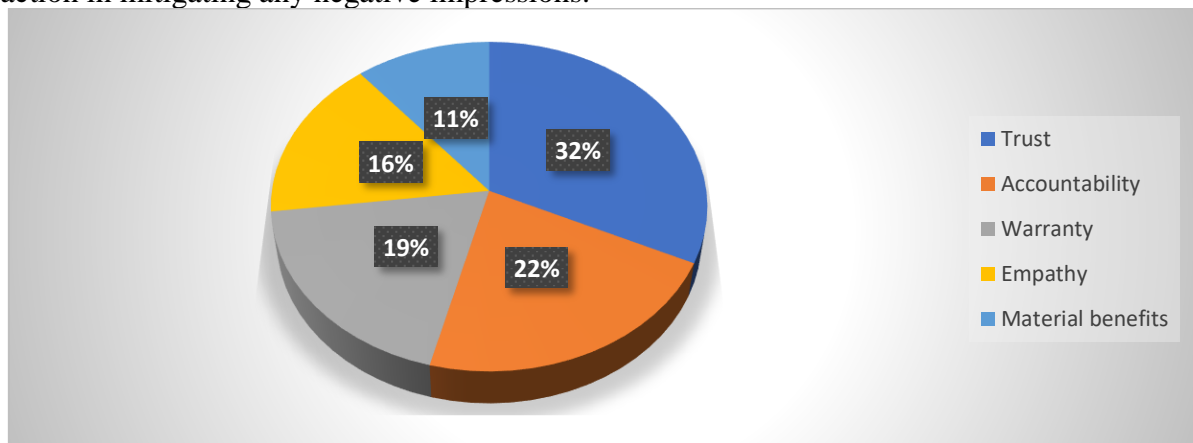


Figure 1.8. Five dimensions of customer-focused service

Assurance - defines the role of employees in providing services, more precisely, the performance of employees instills trust through their knowledge, actions and information. On the other hand, it is related to raising awareness of the capabilities of these services through visible objects such as logos, advertising and employee clothing, etc., and this invisible element can be related to communicating with customers about the company's experience.

Empathy refers to understanding and providing a special experience, even individualizing attention to the customer to achieve satisfaction, which can easily simplify the behavior of employees or personal care of customers' needs, increasing their impression. In order to work well in such situations, it is recommended to organize training and improve the level of skills of employees in the field so that they can help employees quickly and professionally.

C.Gronoos emphasized that “Material goods (objects) are mainly physical objects, materials and equipment that are multifunctional and represent the external image of the organization. This aspect is emphasized by the fact that material goods serve as the face of the organization for new customers to the tourism organization and its employees.”

He believes that companies should use this measure to demonstrate quality and improve their image in the first thirty seconds, and concluded that customer satisfaction and service quality are positively related constructs.

Conclusion: The study showed that in tourism, it is possible to improve the quality of services and provide the services that customers expect, ensuring customer satisfaction and thereby achieving customer loyalty. Achieving customer loyalty, in turn, serves to ensure high profits and a large market share.

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