



# Improvement of the Mechanisms of Development and Quality Improvement of Tourism Services

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## ABSTRACT

Recently, in Uzbekistan clients using tourism services have given greater preference to those travel agencies that pay great attention to the quality of services. This contributes to the development of the tourism industry, attracting clients from all over the world, based on the quality of services provided. Improving the quality of services is the main step that will allow us to compete with other tourism enterprises. That is why this topic is relevant at the present time. The purpose of the article is to assess the quality of services and develop recommendations for improving the quality of services of a tourism enterprise in Uzbekistan, based on theoretical and analytical material.

## Keywords:

Product performance, concept, market needs, advertising products, participation, exhibitions, agreements, application, tour, quality, control stage.

The tourism product and its marketing are the most important links in the activities of a tourism enterprise. One of the main objectives of the company is to increase its profits. Receiving and increasing profits implies, first of all, the presence and increase in the number of regular customers. Customers can be attracted and retained if they are interested in receiving services from a given company. Sales and promotion of tourism services will be effective only if the client's goals and needs are first determined, and then an affordable product or service is created and offered.

Currently, the term "service quality" is usually used to attract the attention of customers and show that it is important for the manufacturer that the purchased service is useful and satisfies all the criteria that must be present in the product being sold [1].

Quality issues play a vital role in the production and consumption of tourism services. Without good service, a company is unable to achieve its

main goals. The history of the development of various tourism enterprises indicates that profit is the main indicator of quality.

A tourism enterprise is faced with the task of providing and maintaining the quality of service at the proper level, timely eliminating shortcomings in the provision of services, and developing a strategy to improve service [2].

It is believed that the main reason whether a customer visits a tourism establishment again or not is the good or bad service provided to him. The first time a guest can be lured by excellent advertising, an elegant interior or a varied menu, but the second time he comes thanks to the qualified work of the staff and the first-class service provided earlier.

Quality belongs to the category of concepts that everyone has heard about many times and has their own idea. At the same time, this idea only emphasizes the too subjective interpretation of the content of the term, into which everyone

puts something of their own, gained from personal experience.

The first known definition of quality was given by the ancient Greek philosopher Aristotle (384 - 322 BC) in his economic teaching: "Quality is a good that ensures happiness" [3]. This definition is very small in scope, but the meaning of this phrase is very large and comprehensive, since people, regardless of the time period, have strived and will strive for happiness, putting different criteria into this concept. "Quality" also has many criteria that a person defines for himself as the most important in order to satisfy his needs.

In any case, management theorists believe that "quality is the main factor of entrepreneurial activity" (G. Harrington, USA); "quality is the defining goal of an enterprise" (Denis Coton, France). These definitions show that at a given time, quality can have any formulation. However, the main factor of quality and the place where these formulations are applied will be the enterprise, which is trying in every possible way to understand the requirements and needs of the client in order to improve the properties of the product that it offers. In other words, "quality is a set of properties and characteristics of a product or service that affect its ability to satisfy established or anticipated needs".

The development of quality theory can be traced through the following concepts, which correspond to the stages of development of the Japanese theory of total quality management [4]:

- compliance with the standard;
- compliance with operational characteristics;
- compliance with the explicit requirements of consumers;
- compliance with hidden (latent) needs.

The concept of compliance with a standard evaluates whether products manufactured as described in the standards, technological and design documentation meet the standards. Compliance with the standard defines quality as full compliance with the parameters specified in the documentation. To achieve compliance with a standard, managers and technicians define production objectives and determine inspection methods to ensure compliance with standard

practices. To assess compliance with a standard, businesses often use statistical quality control (SQC) techniques, an approach that quality specialist Edward Deming pioneered in manufacturing in Japan in the early 1950s [5].

Product quality according to this concept is determined by checking products during the production process and rejecting products with defects and those that do not comply with the standard for this product. In reality, this process often results in a clash of interests between those who create the product and those who test it.

However, this concept does not have time to take into account the needs of the market. Creating production standards takes a long time. Control for compliance with standards focuses personnel more on the product and on the compliance of this product with the parameters laid down in the standards, rather than on the product's compliance with consumer expectations.

The product performance concept solves the problem of meeting market needs. According to this concept, manufacturers are forced to constantly develop products with higher performance. This concept addresses the real needs or desires of the buyer, and not simply the standards set by the manufacturer.

As with conformance to a standard, compliance with performance characteristics is achieved by verification. It is typical for any production process that the product produced has characteristics that fall within a certain tolerance range. Not all cars that come off the assembly line have exactly the same power. And, as we know, it is generally impossible to produce the same tourist service. A tour operator can create several identical tour packages, but upon final consumption they will still differ significantly from each other. This feature makes the application of the product performance concept in tourism particularly problematic. Deviations from the standard in both one and the other direction must be rejected.

The efficiency of tourism companies is directly dependent on the quality of their products.

For the competitiveness of firms, development management is based on the following goals:

increasing the volume of sales of their products, which will lead to an increase in their own market share; ensuring sustainable competitive advantages based on creating market barriers that are insurmountable for other manufacturers; successful development of business activities in the long term.

In order to achieve the set goals, it is necessary to solve the following tasks: achieve a sustainable competitive advantage through product differentiation based on ensuring its quality is higher than that of competitors; reducing the cost of the product through the use of modern effective management methods and the construction of production processes using modern technologies.

It is very difficult to solve the problems in the field of tourism, since the tourist service has special properties that greatly complicate its perception and evaluation in the process of purchase and sale. These features include:

- Intangibility of services. All services have such a feature that their consumer properties - the level of quality of execution and service, reliability, integrity and harmony, accuracy of execution and safety, etc. - cannot be fully assessed in advance, before their consumption. It is especially difficult for a service provider, as opposed to a manufacturer of material goods, to characterize the novelty and originality of a service.

- Discrepancy in time between the fact of sale of a service and its consumption.

- Inseparability of tourist services from the source of formation. Unlike material goods, tourism services do not move in space to their consumers. A tourist service is inseparable from the source of its creation. Therefore, tourists cover the distance separating them from the place of consumption.

This feature, on the one hand, evokes pleasant expectations in the consumer and a natural interest in a change of environment, and on the other hand, the consumer's perception is influenced by persons who are not directly related to this service (vacationers, local residents, other persons who have a different, not always acceptable behavior).

One of the fundamental principles for creating the concept of quality management in the field

of tourism is the correct definition of the essence of the quality of a tourism product (service).

Let's consider quality assurance processes at all stages of the life cycle of a tourism service [4]:

1. Quality within the framework of marketing research. To play a leading role in determining the requirements for product quality, marketing must: determine the needs for a product or service; clearly determine consumer desires based on constant market analysis and take into account their dynamics; inform the company about all requirements and changes in desires presented by the consumer.

The marketing service must provide the company with regulatory materials (for example, brief product descriptions). Before drawing up any service program, it is necessary to conduct marketing, analyze the service market, study competitors and potential consumers.

2. Quality in new product development. When developing a product, the results of marketing research are used, as well as a set of measures aimed at preventing errors. All this will help ensure the functionality of the product, its harmony, expressiveness, and integrity.

The most important task of specialists is to ensure that the tour matches the destination, that is, meeting the explicit and hidden expectations of the consumer. Also, product development is accompanied by an assessment of costs per unit of production and the development of measures to reduce them.

3. Quality in the technological preparation of the production of a tourist product. Preparing the production of a tourism product should provide confidence that the technological process and the state of production elements (components, personnel, organizational culture, regulatory documentation, equipment, information systems) will ensure the receipt of the product in accordance with the standards developed in the first stages of the product's life cycle.

4. Quality in the production (packaging) of services. After signing the necessary documents, the product production stage begins. It includes a set of preliminary works to complete services, i.e., preparation for production (this includes the release of advertising products,

participation in exhibitions and concluding agreements with agents), after which the company works with received applications for booking or purchasing a tour, and others services provided [4].

5. Quality at the control stage. Control over the quality of service delivery can be external and internal. External control involves analyzing the project in its actual implementation, eliminating problems if they arise, and monitoring the work of partners in the provision of services. Internal control implies a control analysis of the activities of the structures and departments of the company.

6. Quality at the stage of promotion and sale on the market. This stage includes a set of measures to advertise and popularize the company's tourism services products directly to consumers through certain advertising media selected in accordance with the segment, and also determines the basic principles of communication ethics for working with agencies and tourists.

7. Quality at the stage of customer service (sales of services). The most important stage for a travel company, since the success of its further development depends on the quality of customer service. Service to a tourist begins with his arrival at the travel agency and ends with the provision of the last service. Customer service at the end of the tour plays a particularly important role in order for the tourist to become a regular client of this company. A tour operator can use various methods of pre-sales and after-sales customer service to encourage its customers to purchase a tour by providing discounts and benefits, and holding various drawings for tour packages. To do this, the company needs to have a client file, which will allow it to conduct an in-depth analysis of the company's activities at all stages of service provision, highlight the shortcomings of the tour, and then eliminate them, thereby improving the quality of its tourism product over and over again.

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