

THE IMPORTANCE OF CUSTOMER SERVICE IN TOURISM

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***Abstract:** This article analyzes the impact of the level of service quality in the tourism industry on the business activities operating in this sector. In addition, this article contains suggestions for further improvement of customer service in the field of tourism.*

***Key words:** tourism, services, GDP, human resources*

Аннотация: В статье анализируется влияние уровня качества услуг в туристической отрасли на бизнес-деятельность, действующую в этом секторе. Кроме того, в статье содержатся предложения по дальнейшему совершенствованию обслуживания клиентов в сфере туризма.

Ключевые слова: туризм, услуги, ВВП, человеческие ресурсы.

Introduction

Today, the global tourism market continues to grow steadily and is becoming a major source of socio-economic development and job creation. In order to develop this sector and provide employment for many young people, countries have radically changed their policies in this area and are expanding measures to encourage this sector, including the adoption of a number of decisions and decrees on the development of this sector in our country are being imposed. Nevertheless,

the amount of currency coming into the country from the provision of tourism services is still not high. However, the development of the tourism industry and the services provided to its customers will serve to fully demonstrate the potential of the country in the tourism industry, as well as increase the share of this industry in the formation of state budget revenues and provide high quality services to tourists. Like all countries of the world, the COVID-19 pandemic has not bypassed Uzbekistan, and has shown its socio-economic impact. Initially, the economic crisis caused by the pandemic and the suspension of flights had an impact on the developing tourism industry in the country, as well as on other forms of business after the introduction of the quarantine regime. Due to the economic crises in our country, which is becoming more and more integrated into the world economy, as well as the closure of state borders, the foreign trade turnover in January-March 2020 amounted to 8,140.4 million US dollars. USD, which is 924.1 mln. USD more than in the corresponding period of 2019. USD or 10.2%. In the foreign trade turnover, the volume of exports decreased by 10.9% to 3,374.7 million. USD and the volume of imports decreased by 9.7% to 4 765.7 mln. USD. This has had a significant impact on the development of tourism, which is now developing in our country. During the pandemic, the government has adopted a number of measures and decrees to support the tourism and hotel industry, as well as to preserve the existing jobs. At the heart of these measures, there is the goal of employment of young people studying in the field of tourism and hospitality and reducing unemployment in the country. In this situation, the tourism industry can maintain the existence and further development of their business by bringing a new quality of customer service.

Literature view

A number of scientists have conducted research on the tourism industry and the importance of customer service in this area. In particular, according to research by Slutsky, J. - Slutsky, M. (1992), "Customer" is a term used to describe the buyer who buys your product or service. In the tourism industry, your "ideal

customer” is probably the customer who makes up the top 20 percent of your customers, and that person is responsible for 80 percent of your profits.

According to Peck, H., Payne, A., (2001), new breakthroughs are being achieved compared to customer engagement and customer retention analyzes, where customers spend four to seven times more than retaining existing customers. On the other hand, a 5 percent increase in a company’s customer retention rate could increase a company’s profitability by 20 to 125 percent.

Min, H. - Min H. - Emam, A. (2002) argues that in order to be competitive, for example, hotels need to develop a strategy to retain customers. As one of the keys to successful development, such a strategy is related to customer relationship management, hotels mainly need to identify useful ways to build and maintain loyal customer relationships.

According to research by Müller, J. - Srića, V., (2005), customer information is the greatest asset in today 's economy, and it is the growth of the tourism industry and the level of customer service in it as an asset that must be available for development. It is becoming the fixed capital of the company, which, if properly organized, can guarantee successful development and future business.

Methods

Methods such as induction, deduction, synthesis were used in conducting scientific research. The Web of Science and Jstorg scientific databases were used to analyze the literature.

Results and Discussions

Tourism is one of the areas in which many developed and developing countries are focusing today in order to play a key role in the formation of state budget revenues. This area includes the provision of the following types of services, as well as the areas in which the industry should focus on improving the quality of services provided by:

1. Tourist accommodation services (hotels, motels, campsites, boarding houses, sanatoriums, tourist bases, etc.);
2. Food services for tourists (restaurants, cafes, bars, etc.);
3. Transportation of tourists across the country in different modes of passenger transport and through other countries;
4. Excursion services (interpreters, groups of tour guides);
5. Services to satisfy cultural interests (visits to theaters, cinemas, concert halls, parks, nature and historical reserves, sports competitions and other events);
6. Satisfaction of practical and scientific interests of tourists (participation in congresses, assemblies, scientific conferences, seminars, fairs and exhibitions, participation in general and special purpose trade events):

When carrying out activities in the above-mentioned areas, if we pay attention to most of the services they contain, we will see that they are types of services where the number of jobs may vary depending on seasonal and market demand that we can do. It is very important to properly organize the provision of customer services in these areas, and it is important to organize appropriate work to improve the quality of each area.

Quality service to customers means a sense of appreciation or hearing. Sometimes this is part of a guest's preference for one tourist or hospitality provider over another. It is sometimes not possible to fully disclose quality customer service, but it is a crucial factor for tourism success, both as a means of meeting the growing demands of customers and to achieve business profitability.

Regular training to improve the quality of customer service provides a basis for effective customer service. The potential benefits of this training are to improve staff skills and customer relationships, communication skills, better understanding of workplace practice, increased morale, confidence, self-confidence and job satisfaction, increased participation in projects, great work and

career growth potential, greater interest and desire to participate in additional training, and the ability to be more independent.

The development of the tourism industry and the services provided to its customers will create a competitive environment among young people growing up in this field, the state-oriented direction will change towards quantitative and qualitative indicators, as well as modern thinking and a new worldview. The existing youth will come and join. Therefore, as the global tourism industry will be the main source of budget revenues for all countries in the near future, the issues of improving the quality of services provided to consumers in this area are urgent. Firms and organizations operating in the field of tourism, or individual entrepreneurs engaged in this field should increase the range of services for tourists and customers, as well as further improve the existing ones in terms of quality. leads to the development of the industry and its recognition as a major revenue-generating industry. As a result, more attention is paid to the industry and its development is guaranteed.

In order to analyze the existing tourism industry in the country and study the level of services provided to customers, the hotel "Minor" was used, and due to the constant study of customer feedback in this hotel, the results of 2015 and 2020 It was possible to study the aggregated data. According to the data, in 2015, when the level of customer service by the hotel was assessed by customers, the level of services provided by 5% of customers surveyed as "excellent", 14% as "good", 45% as "satisfactory". and 15 percent rated it as "poor" and 5 percent rated it as "very poor". The figure below shows that by 2020, these figures will be 28% "excellent", 39% "good", 17% "satisfactory", 12% "poor" and 4% "very poor".

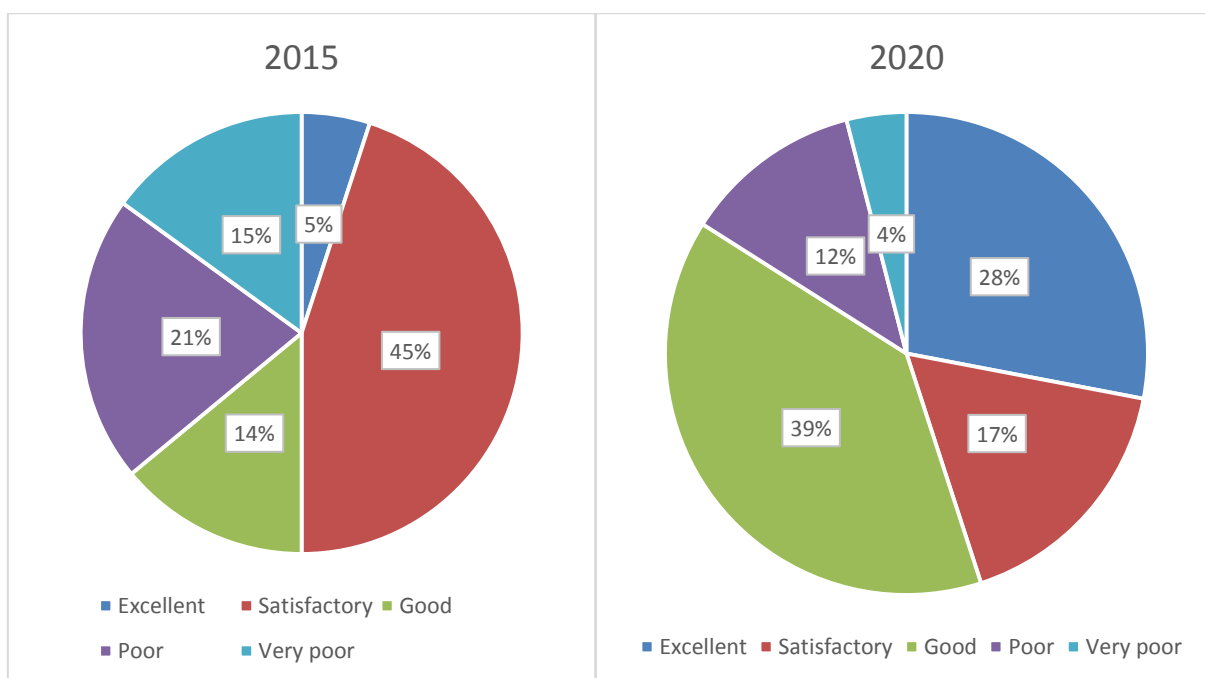


Figure 1. Information about the services provided at the Minor Hotel

Now, if we analyze the importance of the quality of customer service in the tourism and hotel industry in the country, the development of the tourism and hotel industry in our country from year to year requires highly qualified personnel to carry out their activities in this field. and requires a high level of customer service. It is natural that the development of the industry makes it attractive for young people with modern thinking skills to work in this field. Another aspect of this industry for young people is that they work in tourism and hotel in the early stages, gain experience there and later in this field. will be able to organize their business separately and employ young people as well.

However, in the field of customer service in the field of tourism, as in the world, in our country there are problems with the recruitment and retention of qualified personnel, lack of skills and gaps in human resources. The reasons for these problems are the outflow of young people with specialized skills as labor force, the fact that women and students work part-time and informally, the fact that unskilled workers make up the majority, and the working hours of social workers. can be attributed to the excess of yors. The above-mentioned problems in the field

of tourism and hotels indicate the need for a number of reforms in the field of customer service in this area.

In order to prevent negative attitudes of students studying in the field of tourism and hospitality in the country, as well as to support the industry in the current pandemic, as well as to further enhance the role of the industry in state budget revenues. In accordance with the Decree "On priority measures to mitigate the negative impact of the coronavirus pandemic and the global crisis on sectors of the economy" from April 1, 2020 to stop the calculation and payment of tourist (hotel) fees, In accordance with the Decree PF-5978 of April 3, 2020 "On additional measures to support the population, sectors of the economy and businesses during the coronavirus pandemic", from April 1, 2020, tour operators, travel agents and entities providing hotel services (accommodation services) in the field of tourism The exemption from land tax and property tax for legal entities, the payment of social tax at a reduced rate of 1% testify to the high level of attention paid to the development of this sector in our country.

Conclusion

As a result of studying the state of customer service in the tourism industry in the country, there is a shortage of qualified personnel in the development of the industry, the quality of customer service in the tourism industry has not yet reached a high level. indicates that the leak potential has not been activated. In order to develop this sector, it is necessary to focus on improving the quality of customer service processes and training of personnel working in this field.

In our opinion, in order to prevent the negative impact of the economic crisis caused by the Covid-19 pandemic on the tourism industry, as well as to prevent the rise in unemployment during the crisis, the government should Many reforms are needed to improve the quality of services, as well as to reconsider the discipline of business entities operating in the industry, as well as the work of qualified personnel and the continuation of their activities in this area. It would be expedient

for them to reconsider their working conditions in accordance with the requirements of labor legislation.

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