

THEORETICAL FOUNDATIONS FOR IMPROVING THE EFFICIENCY OF SERVICES IN THE TOURISM SECTOR

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Abstract. This work is devoted to the theoretical foundations of improving the efficiency of services in the tourism sector. It analyzes the development trends of modern tourism, the principles of customer orientation, signs and measurements of service quality, as well as innovative technologies and management strategies aimed at improving the efficiency of services. The work covers in detail the theoretical and practical aspects of optimizing service processes, improving staff skills, ensuring customer satisfaction and enhancing competitiveness. The results of the research allow us to develop practical recommendations for improving efficiency for tourism enterprises.

Key words: tourism, efficiency, tourism services, customer satisfaction, quality management, innovation, technology, competitiveness, human resources management, marketing, customer orientation, service processes

ТЕОРЕТИЧЕСКИЕ ОСНОВЫ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ УСЛУГ В СФЕРЕ ТУРИЗМА

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Аннотация. Работа посвящена теоретическим основам повышения эффективности услуг в сфере туризма. Анализируются тенденции развития современного туризма, принципы клиентоориентированности, признаки и показатели качества обслуживания, а также инновационные технологии и стратегии управления, направленные на повышение эффективности услуг. Курс подробно охватывает теоретические и практические аспекты оптимизации процессов обслуживания, повышения квалификации сотрудников,

обеспечения удовлетворенности клиентов и повышения конкурентоспособности. Результаты исследования позволяют разработать практические рекомендации по повышению эффективности деятельности туристических предприятий.

Ключевые слова: туризм, эффективность, туристические услуги, удовлетворенность клиентов, управление качеством, инновации, технологии, конкурентоспособность, управление человеческими ресурсами, маркетинг, ориентация на клиента, процессы обслуживания

Introduction.

The tourism industry is developing rapidly and is becoming increasingly competitive. In this context, the success of tourism enterprises directly depends on the high quality and efficiency of the services they provide. Changing customer requirements, the introduction of new technologies and the volatility of the global economic situation force tour operators in tourism to constantly improve their activities and increase the efficiency of services.

This work is devoted to the analysis of the theoretical foundations of improving the efficiency of services in the tourism sector. It attempts to define efficiency, identify its main factors and consider modern methods for improving the quality of services. During the study, various theoretical approaches and practical strategies aimed at improving the efficiency of tourism services are analyzed, and practical recommendations are given based on international experience and best practices. The results of the work will be of great importance for tourism enterprises in making strategic decisions aimed at improving the efficiency of services.

Methodology.

This study is aimed at in-depth study of the theoretical foundations of improving the efficiency of services in the tourism sector and is based on the following methodology:

1. Literature analysis: An in-depth analysis of scientific literature, monographs, journals and electronic resources on efficiency, quality management, customer satisfaction, operational management and other related areas in the tourism sector is conducted. The results of the analysis are used to formulate theoretical foundations and identify research problems.

2. Development of a theoretical model: Based on the literature analysis, a theoretical model of improving the efficiency of services in the tourism sector is developed. This model reflects the main factors ensuring efficiency, their interdependence and influence. The following can be considered as structural elements of the model:

- Customer orientation: An approach aimed at identifying and satisfying the needs and desires of customers.
- Quality management: Systems for managing and improving the quality of services.
- Operational management: Optimization and increasing the efficiency of service processes.
- Innovations and technologies: Application of new technologies and innovative approaches.
- Human resource management: Training and management of qualified and motivated employees.
- Marketing and sales: Effective marketing strategy and effective communication with customers.

3. Practical application: The developed theoretical model is tested in practice. For this, the experience and practice of various tourism enterprises are analyzed. The identified factors and their impact are studied and practical recommendations are developed.

4. Analysis of results and conclusions: The research results are analyzed in depth and generalized conclusions are drawn. These conclusions will serve as the basis for developing strategic recommendations aimed at improving the efficiency of services in the tourism sector.

5. Data collection methods: This study mainly uses secondary data, i.e. scientific literature, reports and statistics. If necessary, qualitative research methods, such as interviews with experts, can also be used.

Using this methodology, the theoretical foundations of improving the efficiency of services in the tourism sector are clearly and systematically studied and practical recommendations are developed.

Literature review.

Tourism is understood as the departure (travel) of an individual from his permanent place of residence without engaging in activities related to earning income from sources in the country (place) of temporary stay.

Tourist services are services for the provision of accommodation, food, transportation, excursion and consulting services, as well as services aimed at satisfying the needs of tourists and excursionists;^[1]

¹ O'zbekiston Respublikasining Turizm to'g'risidagi Qonuni, 18.07.2019 yildagi O'RQ-549-son

Tourist services are a set of actions aimed at satisfying and ensuring the needs of tourists and tourists, aimed at a single goal in the service sector, which must correspond to the goals, nature and orientation of tourism services and not contradict universal human principles. According to the definition of the State Standard, tourist services are a product of the activities of tourism organizations engaged in activities to meet the needs of tourists.

Tourist services are divided into two types:

1. Basic services;
2. Additional services.

The complexity and diversity of the components of the production and service process in the service sector, the ability to independently select, calculate, design and coordinate their implementation activities, introduce significant changes in the content of labor. In order to ensure the most effective labor activity of employees in service enterprises, it is necessary to study, improve service processes and develop comprehensively based service standards and identify opportunities to increase labor productivity based on the effective use of working time. Factors that negatively affect labor productivity exist even in conditions of developed market relations. Service enterprises are not concerned with reducing costs, increasing production and the volume of services provided, but are taking advantage of the shortcomings and shortages of the products they produce or the services they provide, and are achieving the planned amount of income by increasing their prices. This situation, in turn, not only exacerbates the further development of the uncontrollable inflation process, but also does not allow the widespread introduction of comprehensive scientifically based service standards and the reduction of costs for organizing and managing the service process. In the current environment, it is necessary not only to establish the interaction of workers' activities with the materialized elements of labor, but also to solve problems such as the formation of labor relations between the participants in the mutually beneficial activity of "human-machinery", increasing the efficiency of living labor.^[2]

Formula for improving service efficiency in tourism ^[3]

	Indicator name	Unit of measurement	Criteria (assessment method)	Note
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² GOSPODARKAIINNOWACJE /Volume: 46| 2024 / XIZMAT KO'RSATISH KORXONALARI FAOLIYATLARINING SAMARADORLIGINI OSHIRISHNING TASHKILYI MEXANIZMINI TAKOMILLASHTIRISH/ Economy and Innovation ISSN: 2545-0573

³ TOSHKENT DAVLAT IQTISODIYOT UNIVERSITETI / M.Z. NURFAYZIYEVA TURIZM MARKETINGI / TOSHKENT – «IQTISODIYOT» – 2019/ 270-bet

	Number of customers	person	Increase – indicates increased efficiency	Annual growth rate is important
	Customer satisfaction level	%	80%↑ – high; 50-79% – medium; <50% – low	Measured through surveys
	Service time	minutes	Shorter time – high efficiency	Waiting and service time
	Staff efficiency	service/person/day	More service – higher efficiency	Labor productivity indicator
	Share of repeat visitors	%	Higher percentage – higher service quality	Customer loyalty indicator
	Online rating (Google, TripAdvisor)	score (0–5)	4.0↑ – good; <4.0 – needs improvement	Based on customer ratings
	Revenue growth rate	%	10%↑ per year – good growth	Financial efficiency
	Cost efficiency (ROI)	%	20%↑ per year – good income	Return on investment
	Introduction of new services	service/quarter	Increase – innovative development	Number of new services
0	Number of complaints	units/month	Less – higher service quality	Complaint database maintained

1. The theoretical foundations of improving service efficiency in the tourism sector are based on several key areas: Customer satisfaction and satisfaction: Identifying customer needs and wants: Identifying the real needs and wants of users of tourism services through market research, surveys, focus groups and analysis of customer feedback. This allows for personalization and customization of services.^[4]

⁴ BIZNES TURIZMIDA MARKETING DASTURLARI / I.Dilnoza, E.Sh. Jamolovich
SAMARALI TA'LIM VA BARQAROR INNOVATSIYALAR JURNALI 2 (3), 1-10/ 2024-yil

Reducing the gap between customer expectations and experiences: Reducing the gap between customers' expectations of services and their actual experiences, i.e. ensuring a balance between service quality and customer expectations. Customer worthiness: Adapting services to different groups of customers (i.e. age, social status, cultural background, etc.) and meeting their specific needs.

2. Quality management: Setting service quality standards: Ensuring quality by setting clear and measurable standards, standardizing service delivery processes. Quality control and evaluation: Implementing a system for continuous monitoring and evaluation of service quality (e.g. internal and external audits, customer feedback). Continuous improvement: Applying systems aimed at continuous quality improvement (e.g. Kaizen, Six Sigma).

3. Operational management: Optimizing processes: Analyzing service delivery processes and identifying gaps to improve their efficiency. This is done by eliminating gaps and streamlining service processes. Effective use of resources: Developing and implementing a strategy for the effective use of human resources, financial resources, and technical resources. Application of technologies: Improving service efficiency by using modern technologies (e.g., CRM systems, online reservation systems, big data analysis). [5]

4. Human Resources Management: Employee Training and Development: Training employees in high-quality service skills and continuously improving their skills. Motivation and Encouragement: Implementing effective programs to encourage employees and increase their motivation. Teamwork and Collaboration: Ensuring effective teamwork and collaboration among employees.

5. Marketing and Sales: Effective Marketing Strategy: Identifying the target audience and developing a marketing strategy that suits them. Effective Customer Communication: Establishing open and constant communication with customers, quickly resolving their problems and responding to their feedback. Optimization of Sales Processes: Simplifying sales processes and creating convenience for customers.[6][7]

⁵ [Psychological Views of Tourists in Tourism](#) / F.Saydullaeva, E.Sh. Jamolovich/ European Journal of Economics, Finance and Business Development 2 (2), 26-32/ 2024-y

⁶ European science international conference/ MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS / THE ROLE AND CHARACTERISTICS OF THE TOURISM SECTOR IN THE NATIONAL ECONOMY / Ikramova Dilnoza Abduraxmanovna/ 411-413-betlar

⁷ TURIZM SOHASIDA KADRLAR TAYYORLASH HAMDA ULARGA QO'YILADIGAN TALABLAR VA IMKONIYATLAR/ E.Sh Jamolovich /Interdisciplinary Conference of Young Scholars in Social Sciences (USA) 4, 52-57/ 2023-yil

These theoretical foundations are closely related to each other, and by applying them together, tourism enterprises can significantly increase the efficiency of services. To increase efficiency, it is necessary to constantly monitor customer needs, apply innovations and develop employees..^[8]

Results.

The theoretical foundations of improving the efficiency of services in the tourism sector are based on several main areas: Based on the data studied, the following main results were achieved:

1. Study of supply and demand in the tourism sector through the types of services and market segmentation.
2. The fact that services in tourism are not fully utilized, in turn, hinders the increase in efficiency.
3. There is a sharp imbalance in interregional tourist flows. Tourists are mainly directed to 3-4 large tourist centers, which leads to the underutilization of resources in other regions, and in its place it can be noted that services also exist only in certain areas and only their development can be studied theoretically, and the laws developed in other regions differ from practice only in terms of study.

Conclusion.

Improving the efficiency of services in the tourism sector is one of the important strategic directions in the modern economy. This article provides an in-depth analysis of the theoretical foundations of improving the efficiency of services. In particular, factors such as service quality, innovative approaches, competitiveness and rational use of resources were considered as the main components ensuring efficiency.

In-depth study of customer needs, investment in human capital, introduction of digital technologies and improvement of marketing strategies are of great importance in improving the efficiency of services. At the same time, the need for a systematic approach to improving the service delivery system, study of best practices and adaptation to local conditions was substantiated. The results of the study show that improving the efficiency of services can be achieved only when theoretical foundations are combined with practice. In the future, it is

⁸ LM FAN YANGILIKLARI KONFERENSIYASI / 30-OKTABR ANDIJON,2024 /TURIZM O'ZBEKISTON IQTISODIYOTINING ISTIQBOLLI TARMOG'I SIFATIDA /Ikramova Dilnoza Abduraxmanovna/ 10-13-betlar.

necessary to deepen scientific and practical research in this area and develop individual strategies taking into account regional characteristics.

Recommendations:

1. Create a service quality monitoring system. It is necessary to introduce a monitoring system based on indicators that constantly assess the quality of service in tourism organizations. Through this system, the effectiveness of services is regularly monitored and analyzed.

2. A strategic approach aimed at improving the skills of employees

The quality of service is directly related to the skills of employees. Therefore, it is necessary to organize regular training, advanced training courses and foreign experience exchange programs for employees working in the tourism sector.

3. Widespread introduction of digital technologies. Digitization serves to increase efficiency through the automation of service processes, the creation of convenient conditions for customers and the rapid exchange of information. For example, online booking, mobile applications, and service systems using artificial intelligence should be introduced.

4. Marketing strategies based on the study of customer needs. For effective service provision, it is recommended to develop and implement marketing strategies with an individual approach based on a deep study of market demand and customer desires.

5. Development of service diversification. The uniformity of tourism services tires customers. Therefore, efficiency can be achieved by increasing the types of services - developing ecological, health, agro-, extreme and cultural tourism.

6. Strengthening public-private partnership. Strengthening cooperation between state bodies, the private sector and the public plays an important role in improving the quality of tourism services by improving the service infrastructure and attracting investments.

7. Development strategies that take into account territorial characteristics. It is necessary to form types of services taking into account the natural, historical and cultural characteristics of each region, thereby effectively using regional competitive advantages.

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