

# Problems of the Tourist Services Quality and its Influence on the Formation of Financial Resources

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## ABSTRACT

The paper is devoted to the analysis, assessment, as well as the system of formation of the quality of tourist services. The issue of the tourist products quality has always been relevant, however, due to the spread of the coronavirus pandemic, the tourism industry has become one of the most affected sectors in the economy of many countries, that is why the issue of the tourism products quality is a first-level task for its manufacturers. The problems of reforming the tourism sector in the context of the services quality provided can be resolved in many directions. Each stage in the development of the tourism industry is determined by trends in the socio-economic development of the country, new conditions and opportunities needs appear. The criteria for the quality of travel services are changing, the problem of managing the quality of travel services is becoming more acute, and again there is a need to research and solve this problem.

The presented information is associated with the efficiency of tourism organization, through the division of the tourism services quality into segments. In conclusion, the principles of the quality assessment system for tourism enterprises are presented.

**KEYWORDS:** *tourism, tourist products, the quality of tourist services, the system for assessing the quality of tourist enterprises*

## INTRODUCTION

Currently, a process of radical reform in the tourism industry has been launched in Uzbekistan. Its goal is to transform tourism into a strategic direction for the development of the national economy, which will ensure its diversification and accelerated development of the regions.

The Government of Uzbekistan has identified one of the main tasks in the social sphere in subsequent years "to take comprehensive measures to develop tourism, attract investment in the sector, and increase the potential of personnel." For the implementation of the task, as well as in order to create favorable conditions for the development of tourism, the Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025 was proposed and approved [1; 6]. It analyses the current state of

the tourism industry, sets the main goals and defines the stages and directions of the industry's development.

In the current conditions of the coronavirus pandemic spread, all sectors of the economy of countries, including Uzbekistan, are experiencing colossal difficulties in terms of the implementation of their activities. And here a special place belongs to the tourism industry. This industry is one of the most affected by border closures and restrictions on the movement of clientele between countries. In 2020, the number of foreign citizens who visited the Republic of Uzbekistan for tourism amounted to 1504.1 thousand people. In 2019, this indicator was recorded at the level of 6,748.5 thousand people, that is, 77.7 percent less (see: Figure. 1, Table 1).

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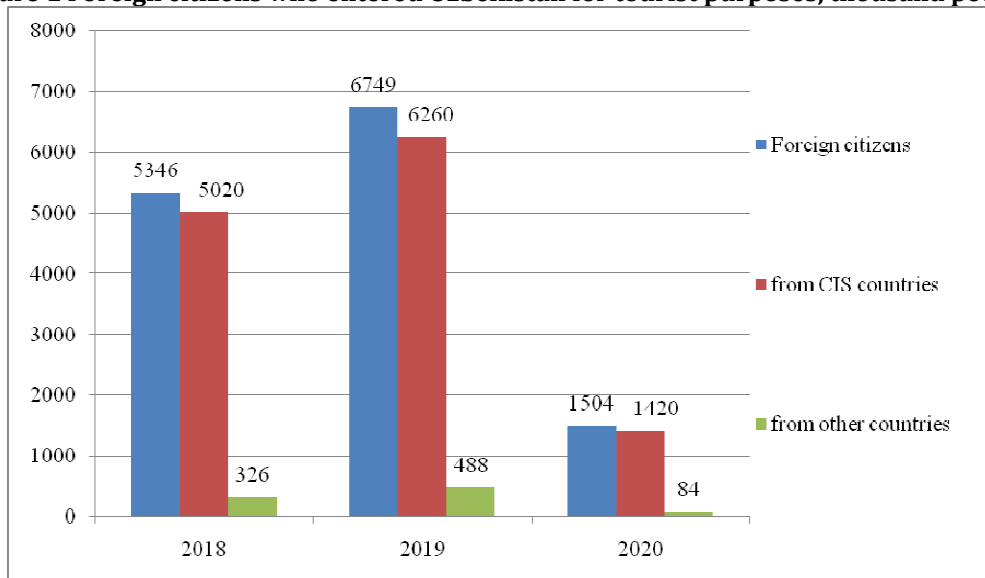


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**Figure 1 Foreign citizens who entered Uzbekistan for tourist purposes, thousand people<sup>1</sup>**



**Table 1 - The number of foreign citizens who arrived in the Republic of Uzbekistan in 2020, thousand people<sup>2</sup>**

	Total	purpose of the trip:					
		official	study	rest and leisure	Visiting relatives	treatment	commercial
Total	1504.1	17.4	4.7	129.3	1321.4	15	16.3
from CIS countries	1420.3	7.2	3.4	87.9	1304.9	15	1.9
from other countries	83.8	10.2	1.3	41.4	16.5	0	14.4

The priority of the quality of tourist services in the state policy of the Strategy of socio-economic development of the Republic of Uzbekistan until 2021 is defined as strategic documents of the President, the government of the Republic of Uzbekistan: the Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019 - 2025 was developed [1].

The quality of travel services received by a travel business's clients is critical to the success of a destination management, where it acts as a determinant of visitor satisfaction, royalties and tourism market return.

The study examines and analyzes the arguments of the study in the field of measuring the quality of service in tourism services. Based on the science of services and management, the study offers a framework for criteria for the quality of tourism services.

**Research Methodology**

In this paper, both documented studies and the results of the author's study were used. The purpose of the study is to analyse different approaches to the characteristics that determine the quality of tourism services and ways to improve the quality of tourism products and services.

Service quality assessment is different from satisfaction assessment. Satisfaction is measured in the short term and is specific to the operations performed by the supplier, while the quality of service is a ratio formed by the overall assessment of the supplier's performance in the long term [3]. In the tourism industry, the approach to quality must take into account certain characteristics arising from the nature of the services offered. Service characteristics have a direct impact on how quality is assessed and managed. A number of researchers characterize the service as intangible, heterogeneous, simultaneous, perishable, diversity, variability, seasonality, the impossibility of brand protection and the absence of ownership transfer. When products or services are not offered to customers at the level of their expectations, they move to other companies [2; 4; 5; 7; 12]. In the service sector, the opinions of customers and the environment in which services are provided are very important [8].

**Analysis and Interpretation of Data**

The processes taking place in the world have an increasing influence on the reform of the tourism sector. In particular, Uzbekistan is actively involved in the integration processes to improve tourism and the formation of a single cluster system and tourist information space. The state policy in the field of the tourism services quality is focused on new approaches to reforming the tourism sector and international requirements for the quality of tourism. Uzbekistan has its own mechanism for guaranteeing the quality of tourist services, which is constantly being improved. For the purpose of scientifically grounded management the quality of tourism services, it is necessary to create a National System for Assessing the Quality of Tourism Services and a Center with a different target orientation under the State Committee of the Republic of Uzbekistan for Tourism Development [10]. So that this Center can carry out the functions of assessment, accreditation, qualification, or a category of entities designed to serve tourists from the day they are credited to departure. These include hotels, restaurants, bars, entertainment games, transport services, etc., the quality of services.

<sup>1</sup>According to the State Committee of the Republic of Uzbekistan on Statistics. [https://stat.uz/uz/?preview=1&option=com\\_dropfiles&format=&task=frontfile.download&catid=318&id=1380&Itemid=100000000000](https://stat.uz/uz/?preview=1&option=com_dropfiles&format=&task=frontfile.download&catid=318&id=1380&Itemid=100000000000)

<sup>2</sup>According to the State Committee of the Republic of Uzbekistan on Statistics. [https://stat.uz/uz/?preview=1&option=com\\_dropfiles&format=&task=frontfile.download&catid=318&id=1380&Itemid=100000000000](https://stat.uz/uz/?preview=1&option=com_dropfiles&format=&task=frontfile.download&catid=318&id=1380&Itemid=100000000000)

An important feature of the latter is its localization to the specific conditions of development of individual territorial parts of the economy. Its development can contribute to transformation - the creation of a competitive environment. In these conditions, the paramount importance should be acquired not only to increase the efficiency of the tourist services market regulation, to determine its functions and qualified actions of the authorities, but also to analyse a number of theoretical and scientific-practical problems related to the characteristics of the regularities the serviceization process of the economy. In the context of the implementation the measures within the framework of the Country Development Strategy Program, the sphere of tourism services is a set of relations, the functional purpose of which is the high-quality provision of all types of tourist services to tourists.

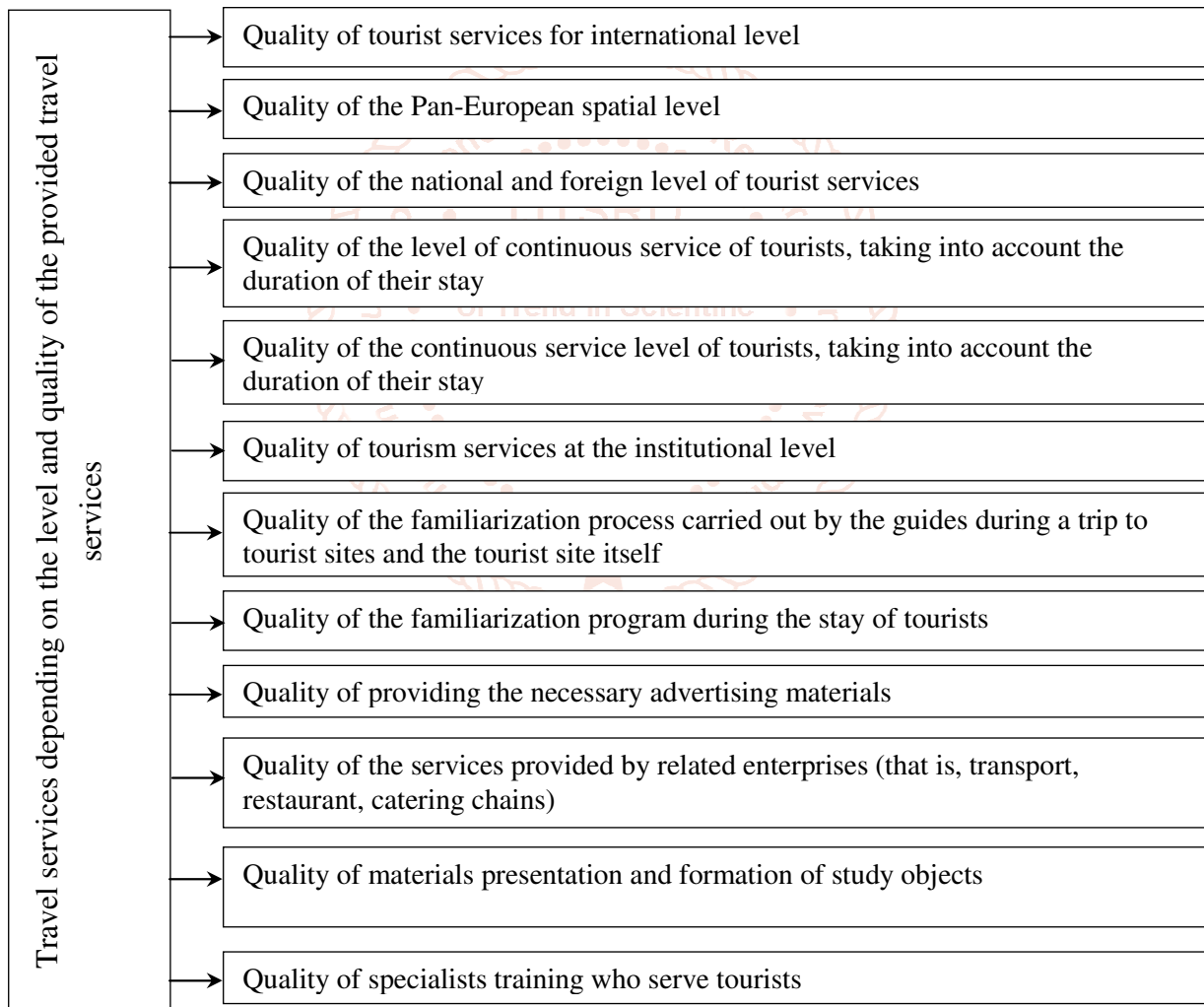
Among the new requirements for obtaining a license for travel companies that will enter into force on August 1, 2021 are [9]:

- Formation of a reserve in the amount of 15 thousand dollars in equivalent in the "Safe Tourism" fund under the State Committee for Tourism for the implementation of tourist activities in the direction of "outbound tourism".
- Availability of a policy confirming the insurance of civil liability of the tour operator.

The concept of "quality of tourism services" is associated with the main goal of tourism and the effectiveness of its organization. We understand the quality of travel services as a complex of characteristics the competencies and professional consciousness, reflecting the ability of a specialist to carry out professional activities in accordance with the requirements of the current stage development of the tourism sector at a certain level of efficiency and professional success, with an understanding of social responsibility for the results of professional activities in order to obtain additional financial resources.

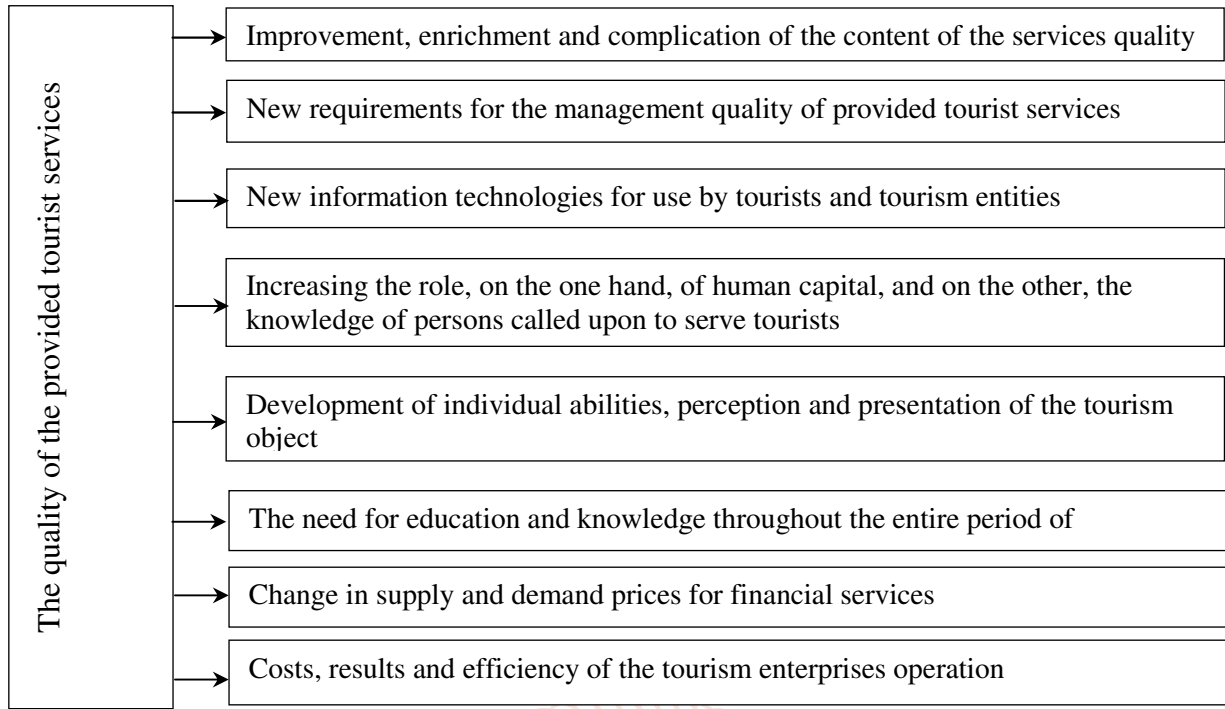
The quality of tourist services is a difficult category in relation to the tourism sector, it is also multivalued, and it depends on the level of services provided to travellers (see: Figure. 2).

**Figure 2 Factors of tourist services, depending on the level and quality of the provided tourist services**



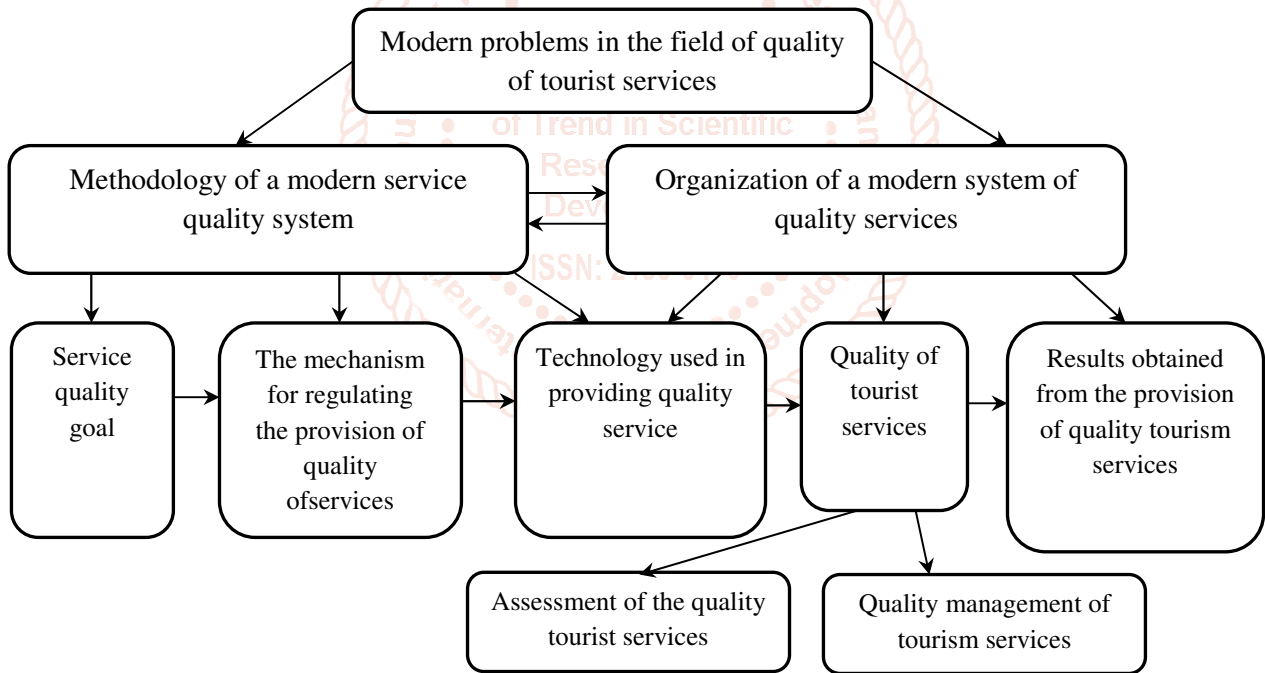
The quality problem reflects the natural processes of socio-economic development. Today, the tourism sector in Uzbekistan is on the path of reforms and fundamental changes affecting all tourism enterprises (firms: introduction, hourly service, attracting financial institutions to serve tourists, etc.). Therefore, the modernization of the tourism sector and the transition to a model based on a new paradigm of integrated services in general leads to an increase in the quality of services [11]. In our opinion, the current problems of reforming the tourism sector lie in the organization and methodology of modern service provision. As a problem we mean a contradiction, a barrier to development, the need to overcome, the subject of special attention, the need for a solution, the comprehension of misunderstanding (see: Figure. 3).

**Figure 3 Reforming the tourism sector in the context of quality services provided**



The problems of reforming the tourism sector in the context of the quality of services provided can be resolved in many directions:

**Figure4.Scheme of a modern mechanism for the formation of the tourist services quality**



The mechanism for the quality of services and the system for assessing the quality of complex services are directly related to psychological diagnostics, monitoring the quality of information, as well as the implementation of quality management systems at tourist enterprises and other entities designed to serve tourists.

The formation of quality management systems in the field of tourism in Uzbekistan should be aimed at achieving such a level of training of specialists that would meet modern and promising criteria and standards, and would also contribute to the actualization of the problems of quality of services, which are a unique area of activity for workers of tourism enterprises.

At the heart of the solution the service quality problems, a set of tools, technologies (including digital) and the requirements of the standards of the International Organization for Standardization should be used. Taking into account the above, the following definition of the quality of tourist services can be given: "Quality is a set the characteristics of a tourist facility related to the ability of a tourist facility to meet the established and anticipated needs of tourists." The relevance of creating conditions for high-quality service is dictated by the specifics of the activity, namely: workers in the tourism sectors should take an active part in the creation of competitive tourism products.



The introduction of segments of the quality of tourist services allows regular monitoring of the quality of the provision of tourist services according to the following algorithm: problem → setting goals and objectives → choice of tools → object → processing of results → recommendations → analysis of results → achievement of financial results.

What does the assessment of the quality the tourist services mean today? First of all, it is the quality of service, the achieved results of the process, which are designed to assess the compliance of real results with state regulatory requirements, social and personal expectations. In order for the quality of service provided by a tourist, regardless of the place of stay, it should bring additional results, including financial ones. This is important because the transition to a digital system of services and connections between tourism enterprises or enterprises designed to provide additional services to tourists requires additional costs. Covering them is a prerequisite for the functioning of tourist enterprises.

Evaluation of the quality of services provided by tourist enterprises should contribute to ensuring a single tourist space; to raising the level of consumer awareness of the tourism enterprise for making vital financial and service decisions; to the validity of management decisions to improve the quality of tourism products.

Achieving these goals requires building a system for assessing the quality of tourism enterprises based on the following principles:

- Realistic requirements, norms and indicators of the quality the tourist services, their social and personal significance.
- Age-psychological adequacy of procedures and indicators directly related to visitors and staff serving them.
- Openness, transparency of procedures for assessing the quality of tourist services.
- Openness and accessibility of information about the state and quality of tourist services.
- Increasing the capacity of internal assessment and self-assessment of tourism enterprises.
- Implementation of an external assessment of the services quality.
- Development of procedures, tools for certification and monitoring surveys in order to identify the readiness of workers.
- Observance of continuity in the provision of quality services in the tourist space.

The main tasks of monitoring the quality of tourist services:

1. Assessment of readiness to provide services to take into account the individual characteristics of tourists before and after their arrival at their destination.
2. Assessment of the quality level of worker straining, service personnel.
3. Formation of a meters system for various categories of tourists, which makes it possible to effectively implement the main functions of assessing the quality of services provided.

In this case, the main users of information should be not only tourists, but also the persons closest to tourists: parents, governing bodies involved in organizing tourist trips, employers, insurance organizations and other entities called upon to provide additional services.

Today, tourism enterprises need to make maximum use of the existing forms of quality control of services, in particular, a questionnaire survey of tourists and persons interested in tourism development, monitoring studies, diagnostic surveys, and collection of statistical data.

For this purpose, it is necessary to conduct monitoring studies: "Determining the satisfaction of tourists in tourism services", "Monitoring the employment of highly qualified specialists", "Monitoring specialists in the quality of skills and knowledge of travel agents", "Monitoring visitors", "Determining the satisfaction of employers with the level of services provided" , "Rating assessment of the work of tourist enterprises."

The monitoring results allow the administration to always have prompt, accurate and objective information about the current state of the tourist service process, timely provide methodological support to travel agents, make the necessary adjustments to the service, which leads to an increase in the quality of services and an increase in financial results.

In general, analyzing the quality of services at the present stage, the following conclusions can be drawn:

1. Definition of the category of "quality of tourist services" requires specification and differentiation depending on the object and place in the system of tourist areas.
2. The following features of understanding the category of "quality of travel services" have been identified:
  - The complexity of the category "quality of travel services".
  - Ambiguity in the definition of "quality of travel services".
  - Dependence of the concept "quality of tourist services" on the understanding of what "tourist services" or "tourist services" are.
  - Multidimensional definition of "quality of tourist services".
  - A variety of approaches to the concept of "quality of tourist services".
  - The versatility of the definition of "the quality of tourist services".
  - Multistage quality of tourist services.
  - Multilevel quality of tourist services.
  - Multi-criteria quality of tourist services.
  - Invariance and variability of the quality of tourist services.

The problem of the quality the tourist services has no final solution. At each stage of tourism development, which is determined by trends in the country's socio-economic development, new conditions, opportunities and needs appear. The criteria for the quality of travel services are changing, the problem of managing the quality of travel services is becoming more acute, and again there is a need to research and solve this problem.

Today it is important to predict possible changes in the quality of tourist services, to study the reasons and nature of these changes, and also to create methods for managing the quality of services in order to generate additional financial resources for the subsequent development of the tourism sector.

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