

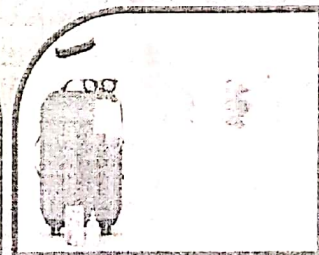
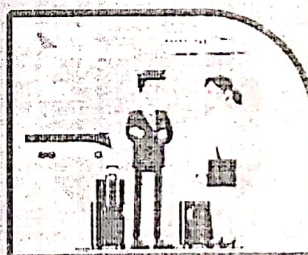


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RIVOJLANTIRISHNING
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жуда муҳим, дейди Михаил Шамшидов[4], халқаро мураббий ва сайёҳлик бўйича маслаҳатчи. Самарқанд сайёҳлик форумининг ҳаммуаллифи.

Ёшлар туризми ушбу истиқболли йўналишлардан бирига айланиши мумкин. Челябинскда бўлиб ўтган "Россия - Ўзбекистон: ўзаро манфаатли шерикликдан иттифок стратегиясигача" халқаро конвенциясида россиялик ва ўзбекистонлик мутахассислар ушбу ривожлантиришдаги аниқ қадамлар ва мавжуд муаммолар ҳақида сўзлаб беришди. Муҳокамалар давомида мутахассислар умуман туризм қандай бўлишини ҳеч ким билмаслигини таъкидладилар [4].

"Ҳозир янги тенденциялар вақти келди. Ҳар бир янги тенденция қачондир эрдан чиқиб кетган эскиликдан келиб чиқади. Совет даврида ёшлар ва талабалар туризми жуда яхши ривожланган эди. энди бундай форумлар туфайли ушбу механизмни қайта тиклаш имконияти мавжуд", - дейди Шамшидов. Бунинг учун ҳар икки томон ҳам улкан сарф-ҳаракатларни талаб қилади. Ўзбекистон ҳали ёшлар туризмининг жаҳон харитасида мавжуд эмас, туризмнинг ушбу формати биринчи навбатда кўнгилочар хизматлар, денгизнинг мавжудлиги билан боғлиқ. Бизда эса асосан тарихий туризм ривожланган. Айни пайтда республикада ёшлар туризмининг йўлга қўйиши мақсадида туризми ривожлантиришнинг инновацион шакллари бўлиши, туристик кластерлар тузиши, кўнгилочар инфратузилмани йўлга қўйиши, янги сайёҳлик объектларини куриши каби тадбирлар амалга оширилмоқда.

Адабиётлар:

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IMPROVEMENT OF SERVICE QUALITY FOR TOURISM AND HOTEL DEVELOPMENT AFTER PANDEMIC IN REGION

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Abstract. Due to the spread of the coronavirus COVID19-, which the World Health Organization recognized as a pandemic, dozens of popular tourist destinations among the world were banned. Airlines canceled the bulk of flights to many famous touristic destinations. For this reason, competitive tourism markets require all tourism enterprises to improve service quality after pandemic. As service quality is the key factor to attract more tourists. Each guest of a hotel comes with expectations. When a tourism service meets with guest's expectations so then it is satisfied. Otherwise, guest is dissatisfied from touristic organizations and never returned back. For example, if guest feels satisfaction of a hotel, they can recommend this hotel to others, but, if hotel service quality unsatisfactory, they can lead others who want to stay in this hotel. This article gives instructions for improving service quality to the owners of the hotels. and teaches easy ways of achieving high level of service.

Keywords: tourism, service quality, hotel, expectation, satisfaction, customer

Coronavirus disease 2019 (COVID-19) is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). COVID-19 has been traced back on November 2019 by the first case detect in China. COVID-19 defined as an infectious disease caused by a new virus. This virus was spread very fast. As report by World Health Organization (WHO) the total confirmed cases of COVID-19 worldwide are 823,626 cases with 40,598 deaths (1th April 2020) as shown in Figure 1. COVID-19 spreads primarily through contact with an infected person when they cough or sneeze. It also spreads when a person touches a surface or object that has the virus on it, then touches their eyes, nose or mouth. COVID-19 virus can live up to 72 hours. COVID-19 has given significant impact on the economic development worldwide. With the large-scale quarantines, travel restrictions, and social-distancing measures drive a sharp fall in consumers and business expenditure. This situation was created economic recession globally. However, many efforts have been done by government in order to reduce the spread of COVID-19 virus. For example, a few countries were performing a lockdown approach for movement control order (MCO). The impact of this approach are consumers stay at home, businesses lose revenue and lay off workers and unemployment levels rise sharply [15].

Tourism in Uzbekistan has always attracted people from all over the world. For anyone who knows about the country, this is easy to understand - bright colors, intricate patterns, rich flavors, and friendly people await every visitor. Traces remain of great empires that have long since been blown away by the sands of time, while modern life evolves in new directions. This landlocked Central Asian nation offers more than a single person can explore in a lifetime. Service quality in the hospitality industry becomes one of the most important factor for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of hotel. Many benefit of hotel comes through service quality. So, hotel owners should try to deliver guests qualified service. For this they can use many kind of quality improving models as recommended model – "SERVICE" model. This is a new easy model which meets international requirements of service quality. What does this model mean?

According to the interim report of the World Tourism Organization (UNWTO) "Global Review of Restrictions on Travel Restrictions Caused by COVID-19", travel restrictions are currently in place in 96% of the world. From the end of January 2020 to April 6, 2020, travel restrictions were imposed in 209 countries due to the coronavirus situation: • 90 countries closed their borders in whole or in part; • 44 countries closed the borders for tourists from China, the Republic of Korea, Iran, the European Union; • 56 countries canceled international flights in whole or in part; • 19 countries apply various restrictive measures: a) requiring immediate isolation or transition to quarantine within 14 days of entry; (b) the revocation or suspension of a visa upon entry into the territory of the country; (c) Prohibition of travel by passengers arriving from known locations; d) Require passengers crossing the border without a COVID-19 to have a medical certificate. At the regional level, Africa, Asia and the Pacific, as well as all countries in the Middle East, have imposed travel restrictions, with 93 per cent in the European region and 92 per cent in the Americas. Restrictions on travel have expanded geographically as coronavirus confirmation rates have increased. Since the World Health Organization declared the Coronavirus a pandemic, the number of countries that have imposed travel restrictions has increased 2.2 times (from 81 to 181) between March 9 and March 24 this year. In addition, the report notes that as of April 6, 2020, no country has lifted the restrictions imposed on COVID-19. It should be noted that on April 27, 2020, measures for tourists visiting Uzbekistan were developed and officially introduced. On March 16, it was banned from crossing the state border and it was recommended to suspend measures to organize domestic tourism. From March 17, tourism companies, public organizations and large industrial enterprises were advised to suspend domestic tourism activities until the situation with the coronavirus in the country stabilizes. On March 20, international bus, bus, rail and air services were suspended. On March 27, interregional traffic was completely suspended [14].

Firstly, we have to identify service and its quality.

Service is the act of handling a task. It is the intangible good that certain industries provide, including the hotel industry. Hotels service guests and they provide shelter and accommodation. Basic service is level one: the fast food of the hotel business where employees have little interaction with guests. As people spend more money on their experience they expect more. Guests are not only expecting better tangible accommodations; they are expecting the intangible experience to be unforgettable service taken to the next level. This is hospitality. This is where a hotel's value comes from [16]. There are two main factors which are effective in producing services. One of them is the equipments which provide service, the other one is organizing people who provide services.

Service quality is a way to manage business processes in order to ensure total satisfaction to the customer on all levels (internal and external). It is an approach that leads to an increase of competitiveness, effectiveness and flexibility of the entire company [3].

Service quality: "is an evaluation with a predominant cognitive aspect that emerges as a result of the comparison of the service (perceived service) quality that a consumer receives with the service quality shaped according to the expectations of consumer before the purchase" [4].

Service quality can be related to worker's qualifications, service process (e.g. the quickness of service), service result (customer satisfaction).

After staying in hotel guests can come to three kind of conclusion:

- Satisfaction - when the perceived quality meets with the expectations;
- Dissatisfaction - when the perceived quality is significantly lower than expectations;
- Positive surprise - when the perceived quality exceeds expectations.

There are several models for measuring hotels' service quality, which can be defined in terms of quality, performance, as INTQUAL, SERVQUAL, LODGSERV, LODGQUAL, DINESERV, ECOSERV, LODGING QUALITY INDEX (LQI), RECQUAL, Critical incident Technique – CIT, Structural Equation Modeling – SEM, INTERSERVQUAL, HOLSAT and others which identify components of services' quality like reliability, assurance, empathy, extra room amenities, staff communication, room attractiveness and decor factors, staff outlook and accuracy, food and service, hotel surroundings and environmental factors.

In harmonization with the given service quality models we would like to recommend new, quality measurement model which can be adopted in the hotels of Bukhara. Proposed scale of "SERVICE" will comprise 7 criterions, as:

- S – safety
- E – effectiveness of employees
- R – readiness
- V – volubility
- I – individual approach
- C – cleanliness
- E – exterior and interior condition of a hotel

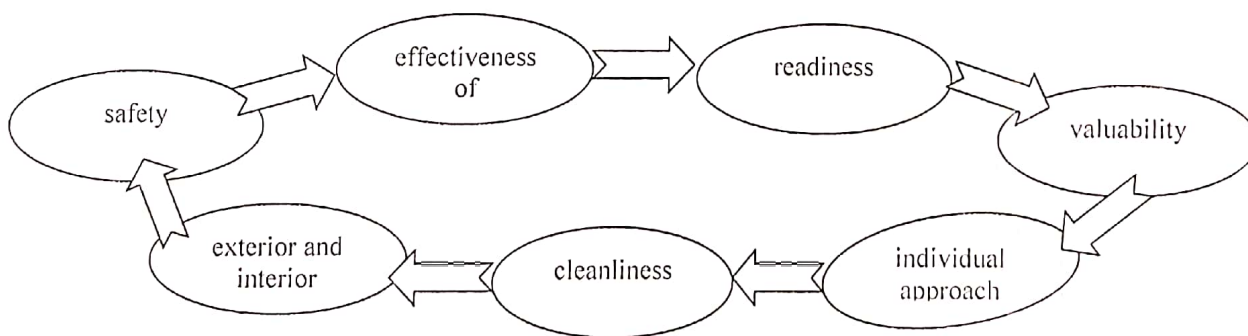


Figure 1. "SERVICE" – model for measuring hotel service quality

Source: worked out by the authors

Safety is the most important factor for achieving high service quality in the hotel. Guest, who comes to hotel wants that he and his belongings should be safe during his stay at the hotel. Besides this hotel staff also should be protected. Hence it is very important to have a proper safety and security system in place to protect staff, guests and physical resources and assets such as equipment, appliances buildings, garden of the hotel and also the belongings of the guest. Safety and security is always the first priority towards guest service. For this reason, hotel should put the safety in the first place [6].

Hotel employees should work quickly and effectively. Because, guests of hotel expect quick services. They don't want waste their time to wait for hotel staff. If hotel staff do not act quickly, guests consider the quality of hotel services is poor and they dissatisfy from the hotel. Therefore, hotel personnel should not make the guests to wait.

In each condition hotel staff should be ready to help guests regardless of their position. Staff never should answer to question of guest "I don't know" even he really does not know the answer. In this situation

hotel staff should direct the guest to another staff who knows the answer. Every day, every time personnel should show that he always ready to help guests. Tourists respect this kind of staff.

In hotel everything should be valuable to its price. If guests pay more money but receive cheap service it can be cause for dissatisfaction of guests.

Hotel guests can give a good impression if you approach them as individual, special guest. You should serve them as you serving only for them.

Cleanliness is very important to improve service quality. Guests firstly pay attention to the cleanliness of the hotel rooms. For this reason, hotel manager should care about cleanliness of hotel and even small details of the hotel. Cleanliness not only helps to guests to get good impression, but it can also help make hotel furniture last longer.

Guests get first impression from appearance of the hotel. If exterior appearance of a hotel in bad condition they think that hotel service quality is poor, even, they don't want to stay in this hotel. Interior design also can be cause for improving service quality. Especially, inside of the room technologies are important factor for guests. Hotel rooms should be equipped with needed facilities.

Also after pandemic most tourism enterprises must to create new service innovation types. Service creation has developed because of the need for a help focused view to esteem age. Service creation, as talked about by O'Cass and Ngo (2011), is involved in two structures: intuitive and supportive. Intuitive assistance development alludes to coordinate worth creation experienced by clients (front end) or as depicted by Salunke et al. (2019) as the administration utilization interface (frontstage). It is portrayed as the level of which a firm changes its administration contributions (i.e., novel, improved contribution), administration conveyance (for example novel or prevalent techniques for administration conveyance procedure), and customization related changes to address explicit clients' issues. While, steady assistance development is described by the association changing its administration creation, sourcing, and administration quality. Any new help offering requires strong behind the stage design and backing to ensure that novel assistance can produce the new incentive to the clients, thus, making an incentive for the association. Quite, so as to ensure powerful and productive help conveyance is critical to fathom the way toward creating and executing fruitful advancements in administration

The executives regard for service innovation can appear to be restricted as associations don't normally feature and handle their administration conveyance, office, foundation and gift in a formal and organized way. While results appear to be undetectable improvements can have a significant (though backhanded) impact on money related execution. Instead of numerous substantial item advancements that may appear to roll out an extreme improvement, administration developments have all the earmarks of being progressively steady enhancements for existing and current administrations with the similarly cheap evaluation. An impromptu procedure because of the quirky idea of immaterialness of administration offering and the administration mentality which make it hard to assess sway. In any case, inventive help associations ought not to neglect buyer understanding, For instance, notwithstanding the item advancement, Starbucks presented the put away worth card (administration development), which was a reloadable prepaid card to swipe, permitting clients to utilize it in each US-Starbucks store for the exchanges. While this new assistance makes the instalment procedure simpler for the clients and improves the instalment time span, and the firm had different development types increasing a solid situation available, it lost the consumer loyalty center.

Period of pandemic many touristic organizations first have to improve how not lose their market place. *First of all*, it is important not to forget touristic services. For this reason, many touristic organizations have to develop a mechanism for training qualified personnel in tourism. Introduce the experience of leading educational institutions in the field of tourism in developed countries. At the same time, in order to overcome the current problems in the provision of services in the field of tourism, to increase the level of staff in each area of tourism, studying foreign experience. It is important to hold various forums, seminars and trainings throughout the country via online.

In addition, if we take the example of hotels, it would be a great achievement to attract experts from the world's leading tourism countries to improve the skills of staff in their hotels. Today, few hotels are improving the quality of staff by attracting experts from countries with the highest tourism industry in the world. The role of experts is very important for the service sector. Because the experts working in such an organization are very professional retirees who have worked in the tourism industry for many years. It doesn't cost much to attract them. With this in mind, the study of their experience will play an important role in improving the knowledge of personnel in the field of tourism. Organization can organize via webinars. *Second*, the introduction of virtual tours through touristic web portals will also ensure that tourism does not disappear during the pandemic. We know that Uzbekistan is some country rich in tourism

potential. With this in mind, the creation of virtual degree tours of each historical monument will not lead to a loss of interest in tourism in the future. *Thirdly*, advertising the country's rich history, culture and tourism potential on social media through various videos is also of great benefit. Because it is known from foreign experience that many countries with developed tourism have videos of various attractive destinations and travel destinations. And this, of course, will not go unnoticed by tourists. *Fourth*, the creation of quality tourist infrastructure, in which the creation of new special types of tourism will play an important role. That is, to create other types of domestic tourism racial tourism in addition to relying not only on the classic types.

Conclusion. It can be concluded, that for achieving high level of service quality in the hotels of Bukhara, first of all customer needs should be satisfied, factors that effect to interior and exterior performance of the hotel should be considered as a major issue. When hotels of Bukhara region correspond to international service quality measurement models or recommended one so then the number of visitors will also increase.

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PRIORITIES FOR IMPROVING THE QUALITY OF HOTEL SERVICES THROUGH INNOVATIVE DEVELOPMENT AFTER THE PANDEMIC

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Abstract: The thesis analyzes the priorities for improving the quality of services using innovative services in the hotel industry, mainly after the pandemic. Since the pandemic, many tourism industries as well as the hotel business have experienced major economic downturns. In today's competitive market, it