

Ways to Improve Information and Consulting Services in the Field of Tourism

Yuldashev Kamol Sharifovich*

Bukhara State University, Bukhara, Uzbekistan

*email : istam9229@gmail.com

Abstract

This article analyzes the scientific basis for the development of information and consulting services, explores the role of consulting services in tourism, as well as offers to open a unitary enterprise, the introduction of Internet consulting services and improve training to implement it in the tourism business of Uzbekistan. In the hotel business, as in any other, the main thing is profitability. The purpose of consulting is to provide comprehensive information to the customer (hotelier) for making a decision, to suggest options and describe the risks that are lacking in the hotel business in Uzbekistan. Consulting solves the issues of management, economic, financial, investment activities of organizations, strategic planning, optimization of the general functioning of the company, business management, and research and forecasting of sales markets, price movements, etc. Our problem in tourism is that hotel business owners have no idea how to properly set up a hotel management system, which in most cases will lead to hotel bankruptcy.

Keywords: *information-consulting, consultant, consulting services, tourism business, hotel business, marketing, planning, forecasting.*

1. Introduction

This ability is an important condition for the successful development of any sector of the economy, including tourism. Nowadays, the tourism industry is constantly evolving, new and new types of services are being introduced, which requires great strength, knowledge and skills. At the current stage of modernization, Uzbekistan emphasizes the need to strengthen economic processes, the formation and development of the market of information and consulting services.

The research is aimed at improving the quality of service in all existing tourism organizations in the country, in particular hotels, continuous learning, ensuring the stable operation of the hotel business and creating healthy competition between them. The problem of sustainable development of hotels in conditions when the flow of foreign tourists is growing (Troy Waugh, 2005).

After the pandemic, it is time to develop new tourist services in the country, improve the qualifications of personnel, build new tourist areas, regions and villages, large hotels that can meet international standards and receive a large number of tourists at once. In many countries of the world, a significant part of the state's welfare is based on income from the organization of tourism activities. Tourism could become the world's leading export industry as part of the non-manufacturing sector.

Uzbekistan is a tourist region with high tourist potential. However, there are also disadvantages, for example, a large influx of tourists. This is primarily due to the problem of providing hotels with a large number of tourists at the same time. The construction of 4 * and 5 * hotels costs a lot of money. This will require attracting foreign investors. A foreign investor brings new technologies and innovations at the expense of their own capital and must conclude long-term investment agreements with them. It is required that the leadership of our country support such a positive trend.

In turn, investment is the launch of expanded production, the creation of new services, and an increase in their quality. This contributes to the creation of an attractive service and a competitive environment.

The ancient city of Bukhara with 2500 years of history is one of the tourist cities of Uzbekistan. There are 712 historical objects in Bukhara region, of which 441 have been repaired, 394 architectural structures, 8 mausoleums, 47 mosques, 14 caravanserais, 39 madrasahs. It takes less than 3 days to see all these objects. A city with such potential must have a high level of infrastructure in all respects. First, the services of hotels, transport, restaurants, and historical sites must fully comply with international standards. This should include highly qualified personnel, from industry professionals to potential employees and employees of organizations working in the tourism sector. This requires consulting companies to conduct pre-season training by organizing various trainings and training centers.

2. Literature Review

A significant contribution to the development of this topic was made by foreign scientists Vo T., S. Brialt, M. Kubr, Zoran Vaupés, Lisa Ruhanen, Nozomi Saito, Megan Axelsen and others who studied in detail the problems of consulting services.

In particular, T. Waugh(2005) expressed the following opinion about business consultants: a specialist who knows how to sell a service is a master of his craft. It is always difficult for a specialist who does not know how to sell a service to move forward. All experts argued that their success can be measured by sales, not by what they know about sales.

According to Zoran Vaupot(2019), hotels should conduct their business through the eyes, desires and wishes of customers. He made a proposal to effectively use consulting services. In his opinion, it is obvious that entrusting each case to your specialist is the right way.

Lisa Ruhanen, Nozomi Saito and Megan Axelsen(2021) argued in their article Co-Creation of Knowledge: The Role of Tourism Consultants that consulting services should be involved from the outset of hotel construction.

According to Russian scientist from the CIS Alexey Arsenyev(2015), the purpose of the consulting company is to provide all information to a client who wants to engage in hotel activities, to offer various options and to be aware of the risks.

According to Aleksey Petrov(2016), managing director of Turriss Hotel Development Consulting, if the owner has a land plot, but does not have a strategy for its use, the consulting company will continue to think that it should contact a consulting company. His opinion is that he will try to give the owner as many different advices as possible, having studied as much of the tourist market as possible.

Among Uzbek scientists, N. S. Ibrahimov(2020) said that creating a brand of national and local tourism regions and promoting them in places that attract tourists from afar is the key to success in world markets.

Sh.A. Kholbutaeva(2018) said: “Clients turn to consulting firms for help or management advice to improve productivity, cut costs. Management issues in consulting services are divided into two parts: general management issues (planning, reporting, management efficiency, business process optimization) and specific areas of management (finance, marketing, human resource management, and manufacturing).

3. Methodology

The study used methods such as empirical observation, benchmarking, peer review and survey. This research was aimed at providing hotels with stable operation all year round, despite the off-season. We conducted surveys among hotel guests. The condition of the survey was to indicate from what sources he knew about this hotel. In addition, here are the results:

Table 1. Ark Hotel Bukhara Customer Survey Results

| Advertising source | Youth under 30 | Middle-aged | Retirees |
|----------------------|----------------|-------------|----------|
| Specialized magazine | 74 per | 103 per | 2 per |
| Business magazine | 38 per | 83 per | 0 per |
| On the radio | 27 per | 94 per | 108 per |
| on TV | 63 per | 109 per | 54 per |
| by newspapers | 51 per | 84 per | 10 per |
| Through friends | 15 per | 77 per | 8 per |

This led to the fact that many visitors found out about this hotel in advertising magazines. Here it was analyzed what to advertise the hotel on the Internet sites to attract more tourists. And we also asked many of the hotels in the city about the disadvantages of visitors, and most of them answered that the person needed to advertise the hotel on Internet sites, for example, in booking.com, expedia.com and so on and various travel agencies. 1000 people were informed about the new hotel through these advertising sources. This is a result achieved in just one month. However, you can get a 1-year advertising deal in newspapers and magazines through a special contract. Through this, we can know how many customers will have information about the hotel in a year. Consulting companies are a key tool not only for the development of domestic tourism, but also for the development of foreign tourism.

Complained about inadequacy about qualified personnel in tourism. The research methods used were structural analysis, deduction and induction, analysis and synthesis, comparative analysis. This study was mainly focused on the current state of the hotels in the country. What services are needed most of all at the time of the pandemic, when the tourist season entered a cretic state and many hotels were empty. In order for the hotel to work stably and receive income, it was necessary to find outlets and new services to attract local tourists. For this, the researcher used representatives of the consulting company to discuss further marketing strategies for the hotels.

4. Results and Discussion

4.1. Results

In a competitive market, even strong and developed companies face challenges caused by both external and internal conditions. Changes in exchange rates and commodity prices, the emergence of new laws and regulations, changes in government policy towards any sector of the economy, as well as decisions made in the international arena can affect many business processes. The imbalance in the company leads to the emergence of lower levels, top managers, stakeholders and new management, partners and or contractors. If the company cannot solve all of these problems independently, the way out of the situation is to turn to professional consultants. However, companies turn to consultants not only when problems arise, but also when there is a need to accelerate growth, optimize costs, and adapt management staff. In addition, consulting services are used as part of the image policy - an audit is conducted and the results are made public.

It is important to note that consulting organizations offer solutions that are both ready for business and developed in collaboration with the client. The process of providing services

begins with diagnosing the state of the company, identifying problems. It then goes through the stage of creating a solution and introducing it to the company. The project concludes with an evaluation of the effectiveness of the solution, ROI calculation, and other results. It should be noted that the algorithm for providing services depends in many respects on the topic of consulting and the approach being implemented. Accordingly, consulting services can be divided into several groups (Maslennikov M, 2011).

Consulting services are classified into two areas. There are topic-specific classifications (depending on the topic of counseling) and methodological (depending on the method of counseling). The main goal of consulting companies is to increase the efficiency of the organization and the business in general. An enterprise focused on development and growth should always attract additional resources. However, modern companies do not have a large number of specialists, but turn to qualified specialists from the outside. It is this fact that attracts specialists in various fields to the consulting service. You can see the main list of responsibilities of consulting companies in the table below (Voloshin N.I., Isaeva N.V, 2014).

Table 2. The Main Tasks of the Consulting Company

| The main list of responsibilities of consulting companies | | |
|--|--|---|
| Recommendations for performance optimization | Tips for modernizing the technological process | |
| Develop a marketing strategy | Audit of reporting documents | |
| Analyze the current situation and identify problems | Staff training and tutorials | Facilitate the reorganization of business units |

Source: *business - standart.gl.uz*

First, it is necessary to improve the internal system of the enterprise. It is very important that employees be united, support each other in difficult situations and, most importantly, love their work and office. This in turn leads to an increase in the level, prestige and profitability of the enterprise. That is why it is always necessary to motivate employees. For example, to increase the enthusiasm of their staff, some hotels hold a competition for the nomination "Employee of the Year" at the end of the year. The winner will be selected in several categories. Once the winner is selected, he or she will be awarded a certificate of honor and a cash prize. Naturally, such attention inspires this employee and ensures that he or she will work with more enthusiasm in the future. This leads to increased motivation of other employees.

Consulting companies help to improve the skills of employees by conducting various trainings in these enterprises. For example, it can organize trainings and seminars for the front office, leadership trainings for managers, and master classes for employees in other hotels.

Consultants may also develop training manuals; such as work scenarios or guidelines for services. There comes a time when every business needs to move to a new stage of development. Any business strives to increase revenue and increase its efficiency. This is especially true in times of economic crisis for all companies that want stability. But internal resources and the experience of fully-fledged professionals are often not enough - only then is the need for external expert help felt and management turns to a consulting service. A consulting consultant is a specialist who provides consulting services to companies or individuals to achieve business goals.

4.2. Discussion

Consultants analyze the effectiveness of the business, identify problems, and suggest ways to solve them. The consultant may be an employee of a consulting firm or a private entrepreneur. Many consultants imagine themselves in the form of a white-collar community with laser markers and innovative tools. However, in practice this is a completely wrong idea. Counselors are ordinary people who do their job with skill and passion (Opolchenov I. I, 2003).

The competition between the above tourism enterprises, the saturation of the tourism market with goods and services, forces the leaders of tourism enterprises to spend a lot of money on advertising, attract new advertising channels and improve service quality to maintain a stable market position. These actions often do not lead to the desired result and the company begins to suffer. Management will turn to a consulting firm for expert advice on ways out of the crisis. The consultant may offer to update the technical base, find ways to reduce costs, open a new promising area for the company, or increase employee motivation (Saak A.E, Pshenichnykh Y.A.2006).

Consulting-tourism companies help managers to promote their products and services, increase revenue and reduce costs. Advertising strategy includes analysis and segmentation to the target audience, identifying the needs of each segment, searching for effective advertising channels for the business, launching an advertising campaign. So, analyzing the opinion of scientists, it is time to modernize and stabilize the approach of tourism enterprises operating in the developing tourism industry in Uzbekistan, to create a quality that fully meets international standards, to create a competitive environment. Currently, there are the following problems in the field of tourism:

1. The old working principle
2. Problems in hiring specialists.
3. Pay less than the workload.

The current era requires the abandonment of old business principles and the introduction of new principles by consulting companies to the company's management.

Because of the new approach, the countries that have raised the tourism industry to a higher level have achieved a significant level. That is, the principles of their work - in all tourism enterprises, hotels, travel agencies, vehicles, restaurants, etc., have realized the need to select only specialists in the selection of staff. We now know that strong competition in the tourism sector is leading to the further development of the tourism industry. In particular, in recent years, the development of tourism and services in Uzbekistan has become a topical issue. As evidenced by the statistics of the State Committee for Tourism Development of the Republic of Uzbekistan, in 2019 the number of tour operators in Uzbekistan increased to 1482, and the number of hotels - to 1188, of which the number of hotels in Bukhara exceeded 173 and the number of tour companies exceeded 37 (<https://stat.uz/uz>). Competitiveness has both pros and cons. In terms of number, it is possible to increase the number of hotels, travel agencies, vehicles, restaurants, but there are few that can meet international requirements in terms of quality. Entrepreneurs who now have enough money can build a 3-story, luxury hotel, but competitors can overwhelm it because they do not have the expertise to do the right thing. For this reason, as mentioned above, it is necessary to establish enterprises that provide consulting services. Specialists work in consulting companies. For example, the first step in opening a new hotel, restaurant or transportation service agency is to advertise, conduct seminars for travel agencies, railway and airport magazines, businesses and organizations, and distribute commercials on radio and television screens. Consultants provide all of these services because they have a very good relationship with these organizations.

5. Conclusion

As a proposal, it is advisable to establish a consulting company in Uzbekistan in several similar areas.

First, establishment of tourism training and consulting centers in institutes or universities with tourism in order to improve the skills of personnel in tourism. Anyway, every employee's first step in the field starts with the training facilities. Our goal is not only to gain experience based on practice, but also to lay the foundation for a strong theory to enter the field quickly. This will allow any company or organization to achieve its goals faster.

Secondly, establishment of a state unitary enterprise of consulting services. The main direction of this enterprise will be to attract foreign investment and develop domestic tourism. Why exactly a state unitary enterprise, because you know that investment issues cannot be realized without the participation of government agencies. They will be able to give the investor the necessary advice within the law from all angles. Every foreign investor has more confidence in state-owned enterprises than in private ones.

Thirdly, establishment of Internet consulting services in order to increase the number of individual tourists. It is also important to keep in mind the preferences of consumers and foreign tourists. Nowadays, every tourist strives to buy quality and affordable travel packages and at the same time wants to make sure of their safety while traveling. In this regard, the tourist will need advice on a wide range of tourist services provided by tourism organizations. Given the growing trend of individual travel and the growing influence of Internet resources that provide this or that service, it is very important to advise tourists on the Internet when choosing a particular service. This type of service also falls under the definition of consulting, as consulting can help in this matter or solve another problem of the client provided by external consultants.

REFERENCES

- Vaupot, Z. (2019) What type of management consulting does the tourism industry need?. DOI: 10.20544 / HORIZONS.A.23.2.18. P52.
- Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving of personnel training in hotel bussines. *Academy*, (2 (53)).
- Troy Waugh. (2005). Marketing Strategies for Accounting, Legal, Consulting and Professional Services Firms, M. Kubr & M. Kempbell, Inc.- 266p.
- Olimovich, D. I., Samatovich, R. S., Farmanovna, E. A., Khabibulayevna, K. S., & Saymurodovich, N. Z. (2020). The economic impact of innovations in tourism and hospitality. *Journal of Critical Reviews*, 7(9), 258-262.
- Maslennikov M. (2011). Super Consulting. PR and marketing in the field of audit and consulting / M. Maslennikov. - M., -- 82 p. four.
- Voloshin N.I., Isaeva N.V. (2014). Tourism as an object of management. - M.: Finance and Statistics.
- Olimovich, D. I., Kudratovna, F. S., & Sayfitdinovich, I. B. (2020). The importance of marketing analysis for predicting the prospects of restaurants in Bukhara hotels. *Economics*, (1 (44)).
- Atoevna, T. S., Kodirovna, B. S., & Oktyamovna, A. S. (2020). Features and methods of formation of the cost of tour packages. *Academy*, (12 (63)).
- Olimovich, D. I. (2020). The impact of innovative technologies for improving economy of hotels. *Asian Journal of Multidimensional Research (AJMR)*, 9(5), 194-201.
- Saak A.E., Pshenichnykh Yu.A. (2006). Marketing in social cultural service and tourism. - SPb: Peter.
- Kayumovich, K. O., Annamuradovna, F. S., Alimovich, F. E., Alisherovna, D. N., & Olimovich, D. I. (2020). Opportunity of digital marketing in tourism sphere. *International Journal of Psychosocial Rehabilitation*, 24(8).
- Oktyamovna, A. S., Atoevna, T. S., & Kodirovna, B. S. (2020). The role of animator to the development of tourism animation activities. *Academy*, (12 (63)).
- Davronov, I. O., & Ismatillayeva, S. S. (2019). The role of innovative technologies for improving economy of hotels.

- Opolchenov I. I. (2003). The role of consultants: ensuring the market position. - SPb: Gerda.
- Olimovich, D. I. (2020). Role of investment in tourism development. *Academy*, (5 (56)).
- Kodirovna, B. S., Atoevna, T. S., & Oktyamovna, A. S. (2020). Main features of advertising in tourism. *Economics*, (4 (47)).
- Olimovich, D. I., baxtiyorovich, T. M., & Chorievich, B. A. (2020). Description of Technological Processes in Restaurant Services. *JournalNX*, 6(05), 248-252.