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Tools to Improve the Quality Management System of Tourism Services in International Tourism

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ABSTRACT: The article discusses the quality management system of tourism services. Introducing international standards like ISO 9000 improves management efficiency and effectiveness. One of the main advantages of introducing ISO 9000 in tourism services is ultimately satisfying the needs of the consumer. The main thing is that it provides the required level of quality and safety of tour services of the republican and world level.

KEYWORDS: quality, travel services, international standard ISO 9000, principles of quality management system, competition, satisfaction of the consumer

I. INTRODUCTION

Tourism is now an area of entrepreneurship that many countries of the world has turned into a dynamically developing industry. So, each the sixteenth workplace is in the tourism industry. In world exports tourism takes third place, second only to revenues from oil exports and gas. Tourism business attracts entrepreneurs with a small start-up capital, quick payback period, constantly growing demand for services tourism, as well as a high level of profitability of the costs incurred.

II. LITERATURE SURVEY

The problems of effective management of the tourism firm in the context of developing market relations are of particular relevance with the emergence of new requirements for the emerging tourism market. The effective functioning of the tourist enterprise in modern conditions implies an adequate response to changes in the market situation. This makes it necessary to create a service quality management system at the travel company, the main purpose of which is to identify the requirements of consumers and assess the degree of conformity of the quality of the tourist product with these requirements.

The quality management system, based on a systematic approach to management, allows to achieve continuous improvement of the process of provision of tourist services, to ensure a high level of training of specialists of the tourist enterprise, as well as to use more effectively the available personnel, logistics, information and financial potential of the tourist firm.

The relevance of the topic of the study is due to the fact that in the current conditions of globalization of the economy, the high quality of its products (services) is a prerequisite for the competitiveness of the enterprise of any sector of the economy. Of particular importance is the provision of high quality services to industries such as tourism, as the modern tourism industry is one of the largest, highly profitable and most dynamic industries in the world economy. Tourism accounts for about 10% of the world's gross national product, global investment, all jobs and global consumer spending. According to forecasts of foreign specialists, by 2010 the number of international tourist trips will be 937 million, and revenues from tourism will reach 1.1 trillion US dollars. At the same time, the income received from one tourist will average 1252 USD (currently the foreign tourist spends about 500 USD on the trip).

Quality products for the entrepreneur are the key to success and profit. Any person from two goods will choose better quality. Of course, there is a dependence of price on quality, as quality product production requires good materials. Quality goods can affect not only the increase in profit of the firm, but also the growth of the economy as a whole, as in the example of Japanese companies. Unfortunately, the market still favours imported goods, considering them to be of better quality. But in this consumers sometimes are strongly mistaken. Today, effective new statistical methods have been developed, with the help of which it is possible to calculate the percentage of quality products and increase it, and the manifestation of a defect is prevented before production. Therefore, quality takes a very large role in



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the production of goods and is a method of survival of the firm in conditions of market competition. The importance of tourism for regional and municipal economic development has not always been fully assessed to date. Many opportunities remain untapped, with tourism providing opportunities for job creation as well as promoting private entrepreneurship.

In order to measure the quality of catering services, a unified system of assessments and measures should be introduced, which should be targeted by specialists. Thus, it is possible to talk about indicators of quality of catering services. Therefore, it is necessary to approve indicators of the quality of services that are easily measurable, standardized, suitable for different classes of services and situations, and do not require significant work in the process of evaluating services (table 1).

INDICATORS OF QUALITY OF SERVICE

Table-1

Indicator	Essence of an indicator
complexity of service	- characterizing the degree of satisfaction of the population 's needs in the organization of food consumption and recreation;
quality of products	- characterizing organoleptic and nutritive value of products and its assortment;
quality of service personnel work	- characterizing the waiting time for the start of service for consumers, the technique of work of the personnel, the culture of their behavior, observance of sanitary and hygienic norms and rules;
operating qualities of retail premises	- characterizing compliance of commercial premises with their functional purpose, aesthetic, sanitary and hygienic requirements, their equipment.

According to the theory of competitive rationality, the degree of satisfaction of the consumer should be recognized as the most important criterion for controlling the quality of service. And the magnitude of the difference between the expected and actual parameters of the service indicates the degree of efficiency of the particular service firm - the greater the difference in the consumer 's mind, the less effective the service of the company. A particularly alarming indicator for the manufacturer should be a decrease in service satisfaction among regular and firm-committed customers.

If 25-30% of all customers express full satisfaction with the service, readiness to remain committed to consumers of this company, recommend its work to their friends, these indicators are considered very favorable in terms of quality standards in this service organization. It is this approach that is now enshrined in world service practice, where the consumer focus becomes as important as the economic criteria of service activity.

Quality assessment is a set of activities performed to assess the compliance of a particular product. Requirements are established in technical regulations, standards, technical specifications, contracts, technical specifications for product design.

When planning strategic development - both at the regional level and in many municipalities - there is awareness of this potential, so tourism is considered as a serious economic factor.

The important prerequisites for the development of tourism are, first of all, the improvement of interaction and cooperation between all participants, whether regional or municipal administrations, private entrepreneurs, as well as other persons and organizations whose active cooperation can lead to the creation of an attractive tourist image.

III. THEORETICAL RESEARCH

The number of foreign citizens visiting Uzbekistan in January-June amounted to 3.7 million people, which is 971.9 thousand people, or 35.7%, more than in the first half of 2018, the report of the State Statistics Committee said. From the CIS countries, 3.4 million people arrived in Uzbekistan, including 2.5 million people with the purpose of visiting relatives, almost 359 thousand visitors in transit, 254.7 thousand people arrived for tourist purposes. 270.3 thousand people entered from foreign countries, of which 150 thousand guests came for tourism, 26.7 thousand people to visit relatives, 14.3 thousand people for official purposes.



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Accuracy and sequence of fulfillment of stated obligations to customer is the most important guarantee of quality service. Concerning in the preparation and creation of a quality system of tourism services, the creation of supporting the quality system of corporate standards. Quality system is one of the elements of general corporate standards, the basis of any corporate structure management systems.

The quality system of a tourism organization according to ISO-9000 should cover all processes that are necessary to ensure the quality of tourism services from marketing prior to its provision, including analysis of the quality of services to the consumer. The initial working element of the quality system is the marketing process, one of its main functions is to identify and stimulate the need for a service and demand for it. We list the elements related to quality in the framework of marketing:

Market research results and agreed commitments contractor are included in a brief description of the service, which documents consumer requirements and relevant tourism organization opportunities in a list of requirements and methodologies (instructions) that form the basis for designing services. The service design process involves translating its brief descriptions in the specification, which is a normative document for the service, which, first of all, should contain such obligations of a tourist organization before consumers, as a guarantee, only in this case an unambiguous and effective collaboration.

As the end result of the activity of any tourist structure, each the service it provides and the process for its provision must be clearly defined characteristics (parameters) that can be "observed" and evaluated. Regulation such characteristics are carried out in regulatory documents – standards at various levels: state, industry or company. Characteristics may be quantified (subject to change) or qualitative expression (subject to quality comparison) depending on how and by whom the assessment is made - directly by the tourist organization that controls its activities or directly by consumer. Therefore, regulatory documents should contain the optimal set of characteristics of the quality of the service, the processes of its provision, rules and methods for characterization and quality control. Characteristics established regulatory documents may be: reliability, accuracy, completeness of the service, the time of waiting and delivery, time technological cycle, courtesy, sensitivity, competence and availability staff for customers, trust and skill level of employees, comfort and aesthetics of the service location, etc.

Designing service specifications, service delivery specifications, and also quality management specifications - interconnected and interoperable process. The normative document defining the specifications is of a nature arbitration in determining claims in the relationship of the consumer (client) and the service provider. Service defect prevention on this stage of its life cycle costs the organization cheaper than adjusting them in service delivery.

The implementation of the service delivery process includes, firstly, strict compliance with the prescribed specifications for the provision of services; Secondly, monitoring the implementation of the specification; thirdly, the adjustment appearing deviations (deviations) from the established process. Moreover, the distribution The specific responsibility of staff includes not only quality assessment the service provided by the consumer, but also an assessment by the organization, providing this service. The first one is the ultimate measure of quality.

Comparison of these two types of assessments and analysis of service performance determine the need for appropriate action to improve its quality. Specificity tourism industry is that the manufactured product is intangible, and the effect service is evaluated by the consumer emotional state, depending on a huge number of factors, including such subjective characteristicstourist, as features of education; age; cultural traditions of the people, the representative of which is a guest; concept of comfort; habits well-being or psychological state at the time of receiving the service; physiological body features, etc. All this makes the perception of the quality of the tour product in largely subjective, depending on the individual characteristics of each consumer. The quality of tourism products and services is not only a level material and technical base, organization of production and culture, but also appropriate level of professionalism in managerial decision making.

The quality system is a special organization of the production system.

ISO 9001:2015 (national equivalent - ISO 9001-2015) establishes the following basic principles of quality management (QMS):

- End-user focus;
- Leadership of the management;
- Involvement of the enterprise personnel in the process of implementation and reform of the quality management system (QMS);
- Process Approach (PA);
- Striving to improve QMS;
- Decision-making supported by facts;



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Maintaining mutually beneficial relationships with partners.

ISO 9000 defines general requirements for how an accounting and management system should be organized in the enterprise so that was to ensure the operation of the production system in accordance with the requirements quality systems. In fact, this standard cannot provide the expected quality of products, but aims to ensure guaranteed elimination manufacturing process flaws that positively affect quality products and services.

High quality is becoming a major competitive advantage. To be competitive does not mean providing luxury services. Level quality should be designed for a wide variety of segments of the population. Constant standardization object quality - set of characteristics of an object related to its ability satisfy established and anticipated requirements Products Organization Activities Staff or process and continuous improvement of quality becomes a strategic basis for development tourism.

III. CONCLUSION

In the management of "quality" plays an important role personnel. Practical experience in the tourism industry shows that the staff working there is aimed at solving such problems as: ensuring the normal economic development of the company, managing a well-functioning economic structure, ensuring the work of service departments in the tourist contact area, ensuring and maintaining the necessary "quality" tourist services provided and the safety of the stay of tourists.

For this, it is necessary that the staff be professionally selected, have the ability to work in such a specific area as the tourism industry. In some companies, subsequently, he maintains his successful level of work through programs for staff covering training, certain performance standards, career development, and remuneration.

An important element in the management of "quality" is the planning and development of routing programs. The program of "quality" of service includes joint efforts of marketing and organization of work, and in order to increase the "quality" of service, the company must follow certain basic principles: leadership, introduction of a marketing approach in all departments of the organization, understanding of consumer needs, understanding of business, application of basic organizational principles, freedom factor, the use of appropriate technologies, good personnel management, setting standards, evaluating work performance and introducing systems we incentives, feedback from employees.

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