

Features of organizing tourism services in the condition of digitalization

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Abstract

The service sector occupies a dominant position in the economy of many countries of the world with different political systems, levels of economic development, territory, population and socio-cultural characteristics.

The socio-economic development of the service sector, according to its content, is aimed at increasing quality of life, creating optimal conditions for the development of human capital associated with the formation of modern industries, and the distribution of a relatively high level of division of labor. covers various directions of economic activity.

In some countries, the service economy is fully developed, and the general trend of global growth has been considered the priority branch of the national economy of developing countries for a long time. The service sector is considered the most promising and rapidly developing branch of the economy, using various classifications used on an international and national scale, it includes everything from trade to transport and communication, information, education, science, health care, culture, art, sports, household and communal services, technical services, banking, finance, insurance system, audit-consulting services (a wide range of activities such as hotels, holiday homes, television, radio, cinema, theaters, museums includes)

In this article, we consider the methodological foundations of the specific characteristics of tourism services in the digital transformation of the tourism sector.

Key words. Digitalization, service, tourism, customer, technology

Introduction

Services are considered as a special consumption value that satisfies the needs of people and society. The peculiarity of services is that the development and reception of the service takes place at the same time and place, besides, it is impossible to maintain it, and the quality of the service depends on the employee who provides it. In addition, the fact that services are intangible makes them more difficult to value than tangible products. Evaluation is often based on knowledge of consumer behavior and tastes, and service skills. Although the services market differs from other markets by its certain indicators, it has some characteristics (customer orientation, free competition, offering products and services according to the consumer's needs and tastes) compared to other markets. looks like)

The development of the service sector is very relevant today for the development of the entire national economic complex. Because the role of this branch in the modern economy is not only due to its superiority in the structure of the economy, but services are the main factors of economic growth, such as scientific knowledge, intangible forms of accumulation, information technologies, as well as the globalization of economic activity.

In the last two decades, the service sector has been one of the fastest growing sectors of the world economy, which is due to the increasing complexity of production, the filling of the market with new goods, and the rapid growth of scientific and technical progress.

It should be noted that when considering the concept of service, special attention is paid to the standardization of services as one of the important means of state regulation of the services market. Service standards can be used in areas such as dry cleaning, laundry, hotel business, communication, insurance, banking, trade, transport services, and car service.

Methodology

Historically, each type of service was considered as a separate field of activity with its own characteristics. The service sector itself is presented as a combination of these many types of activities and is included in their list. All types of services can be divided into groups according to different classification symbols. These types require classification methods:

1. production (engineering, leasing and various service maintenance)
2. distribution (trade services, transport services, information transmission and communication services)
3. consumption (tourist services, communal services, catering services)
4. social (television, radio broadcasting, education, health and cultural services)
5. professional (banking, insurance, finance, mediation, consulting and advertising services)

It should be noted that in the process of scientific and technical development, services with a number of unusual features appear. For example, information services differ from traditional services by the following features: the result of information activity has a material expression in documents that can be stored and sent in mass media, the service process of information activity is a consumer and a producer (service provider) does not require personal contacts.

Currently, there is a tendency to separate some categories of services that differ from each other, and according to these categories, services can be classified as follows (table 1)

Division of services into types according to certain classification designations

	Classification of services	Types of services
1	According to types of services	Production, professional, (mass), social distribution, consumption
2	Tangible services	Material production services; intangible services
3	According to its own characteristics	Services that create new consumer value, restore the consumer nature of goods, services of personal description
4	According to the level of sensitivity	Human-oriented tangible services as an object (health care, restaurant, cafe, passenger transport); Tangible services

		(chemical cleaning, equipment repair) directed to goods and items as an object; intangible services aimed at human thinking (education, radio broadcasting, theater, museum); intangible services related to intangible assets (legal, insurance, consulting).
5	Depending on the character of the producer	Services provided to people, services provided to machines and mechanisms.
6	Service delivery time is subject to customer participation	Services requiring the participation of the client (cosmetologist, doctor); services that do not require the participation of the client (searching literature, repairing household appliances).
7	Services depending on the motivation of the consumer	Services designed to meet the personal needs of people (education, culture, sports); services aimed at meeting the collective needs of enterprises and organizations (services of a business description); services aimed at meeting social needs.
8	Services depending on the motivation of producers	Profit-oriented commercial services; services to help people in need, aimed at obtaining a specific social effect.
9	According to the forms of service	Document-based services that provide the right to receive services in accordance with the terms of the agreement of the parties. Emergency services, self-service for work, leisure, residences, time intervals.
10	By belonging to a particular network	Healthcare, education, household, utility, tourism, real estate, banking, information, financial and other services.

11	On the impact on increasing efficiency	Progressive services, subjective services, individual services.
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If we consider the provision of services not only as the activity of the executor necessary to provide the service, but as a process, the following main stages can be distinguished;

- providing necessary resources
- the technological process of implementation
- control
- testing
- acceptance
- assessment
- service

Quality indicators have a special place in the process of service provision and they are in the process of constant change and improvement. The following can be taken as the main base parameter; service time (the period of time during which the consumer interacts with the service provider); service completion time (standard time for service completion). All quality parameters that affect the consumer of the service must be recorded in the following two internal documents of the organization and must be constantly monitored by the quality control service at the enterprise: service rules-requirements regulating the order and conditions of service and document containing standards; service conditions - a document describing the set of factors affecting the consumer during the service.

Currently, one of the most profitable and rapidly developing types of services is tourism services, which has become one of the promising industries that bring high benefits to the national economy. The 21st century has been recognized as the driving force of the world economy, and this field has become one of the fastest growing fields at the moment. Currently, after oil extraction and processing, and automobile production, the service industry in tourism ranks third in the world. Some specialists and experts said that in the near future, the share of the tourism industry in the world's gross domestic product will increase significantly and overtake the oil and engineering industries.

The main tasks of the development of the quality of services in the field of tourism are important, and through the development of the quality of services, increasing the flow of tourists visiting our country, providing employment to the population, developing industries directly and indirectly related to tourism, and increasing the share of services in the gross domestic product. it will be possible to increase. The service aspect of tourism encompasses a wide range of offerings to travelers to enhance their overall experience. This includes accommodation services such as hotels and resorts, transportation services such as airlines, trains and car rentals, and leisure and recreational activities such as tours, attractions and entertainment. In addition, tourism services include hospitality services such as restaurants, cafes and bars, as well as support services such as travel agencies, tour operators and travel insurance providers. The quality and diversity of these services play an important role in attracting tourists and thereby contribute to the success and development of the tourism industry.

Although tourism services are not directly related to material appearance like other services, they have a significant impact on the quality of life, standard of

living and general well-being of the population. These services, along with several other services, help people change their mentality and improve their mental state. Tourism services also have their own characteristics, for example, the ability to provide certain types of comfort and relaxation that are not found in other services. Some specific features of tourism services are as follows:

1. The fact that tourist services have socio-economic importance at the same time
2. In the process of buying and selling tourist services, they do not manifest themselves in material form
3. Inability to maintain tourist services
4. The inability to provide tourism services at the place of service and to take them to another place
5. The provision of tourist services, the presence of the consumer, the service provider and the tourist product at the same time
6. Quality and competitiveness of tourism services
7. Impact on the country's economy
8. Term
9. Availability of free time
10. By engaging in paid activities at the destination
11. Financing
12. Organization and service
13. Impact on living activities
14. Inconsistency of service quality

Conclusion

In modern conditions, the behavior of consumers of tourist services is constantly changing, more and more up-to-date information is required; governments and businesses, in turn, are forced to create new marketing channels, automate business processes, and create ecosystems. Digitization offers many opportunities for SMEs and destinations to enter new markets and develop new travel products and services. This ensures that your business is targeted and optimized to reach the ideal customer for your product in this competitive world. Technology helps make it happen.

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