

Safety as A Component Element of The Quality of Tourist Services Provided

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Abstract: The paper is devoted to the quality of a tourist product in terms of improving the safety of its receipt by a tourist. A detailed description of the above-mentioned component, which affects the quality of the tourist product, is given. At the same time, special attention, according to the authors, should be paid to financial guarantees for both local and international tourism, which should be aimed at meeting the needs for a quality tourism product.

Keywords: tourism, The World Tourism Organization, tourist service, quality of tourist product, security, risk, entrepreneurship.

Introduction. All economic entities, as necessary, take an active part in the formation of the tourism market, since, like all other markets, the tourism market cannot exist in isolation, without interaction with them.

In turn, there is no entity that is not a potential client of a tourism enterprise, on the one hand, serving the tourism enterprise, and on the other, being a consumer of the tourism product. As an example, we can cite all subjects of the service sector (transport, education, healthcare, cultural subjects, etc.) and subjects of the production sector (agricultural production, construction, etc.) - without their participation it would be impossible to form a tourism market. The development of this sector of the economy in the context of economic modernization requires significant investment in updating its fixed assets. More funds are needed to create the infrastructure of the tourism sector, large funds are needed to form a complete concept of a tourism product, to have vehicles and other components of the tourism sector.

Therefore, the production of a tourism product itself is the tourism industry, which is understood as the totality of production in various sectors of the economy, cultural, educational and scientific institutions, ensuring the creation of the material and technical base of tourism, training of the workforce and the process of production, marketing and consumption of tourism products based on the use of natural resources, material and spiritual values of society, as defined by the World Tourism Organization (WTO).

Literature review. The concept of tourist services can be defined as conscious assistance in meeting the various social needs of the individual [6] through comfortable movement to places of stay that are not visited daily. In other words, the concept of “service” in the broad sense of the word is the result of specific labor or the beneficial effect of this labor, “which acts as a consumer value that satisfies certain needs of people” [3]. Because, according to the definition of some

economists, “services are objects of sale in the form of actions, benefits or satisfactions” [5]. It follows that services are not stored and the client is offered something that does not have a material form.

Research methodology. The study focused on both previous research and current research. The purpose of the study is to analyze different approaches to the characteristics that determine the improvement of the quality of a tourist service by increasing the level of safety of its use.

Analysis and results. The tourism market includes a set of socio-economic processes and relations in the sphere of exchange between producers and consumers of a tourism product (tourist product).

At the end of 2021, in the ranking of the leading tourist countries in the world published by the WTO, France became the undisputed leader in the number of foreign tourists entering the country - more than 40 million tourists visited this country, while Mexico took second place with 31.9 million tourists, and Spain took third place with 31.2 million tourists [7]. While Uzbekistan in the world ranking table in 2021 was only in 76th place with an indicator of more than 5.0 million tourists, which is 20.4% less than in 2019. The reason for this phenomenon was “COVID-19” - this served as a brake on all phenomena. In particular, Uzbekistan was included in the ranking of the best countries in 2021 for the first time, taking 73rd place out of 78. At the same time, in terms of quality of life, Uzbekistan is in 76th place, in terms of doing business - in 64th place [2].

In this rating, the WTO took into account the fact of crossing the state border by a tourist from another state, regardless of how many times during the year he visited a particular country. It should also be noted that the United States in 2021 was only in third place in terms of attendance, while it earned more from the tourism industry than others - \$68.4 billion, in comparison, the ranking leader France - \$29.3 billion, Uzbekistan - only about 3.5 billion dollars. In terms of tourism spending, the United States also came in first place (more than \$58 billion per year), and Uzbekistan took 68th place in the world, spending \$1.8 billion on travel, which confirmed fears that Uzbekistan spends more on the tourism industry of other countries, what they earn from it [8].

As practice has shown, the Law “On Tourism” in the Republic of Uzbekistan is somewhat far from perfect. Many questions are not reflected in it or concern only the entrepreneur involved in the tourism business. Many administrative and economic territories are participating with great interest with their proposals in order to eliminate shortcomings in this law.

The development of the tourism industry in any country is influenced by a number of factors: one of the main and currently relevant factors in Uzbekistan is safety, as well as the level and quality of the tourism product provided.

As a rule, the needs for tourism services develop in accordance with the increasing needs of tourists. The content of this increase should not only be objective and direct, but also sustainable, and be adequate to the needs of the quality of tourism services [1]. This means that the more developed the individual need for the quality of tourist services, the more irresistible the desire for new knowledge, travel, true traditions, communication and the need for financial resources. These needs are satisfied to a large extent through tourism and financial support for both tourism enterprises and tourists [4].

Ensuring risk reduction, or safety, is the main condition for the development of tourism in Uzbekistan. Many scientific events in 2022, with the participation of practical workers in the tourism sector, were devoted to entrepreneurship in the field of tourism and business safety. Most often, in the reports of practical workers in the tourism sector, there was a reference to the classification that there are three main blocks of issues that need to be resolved: ensuring the safety

of domestic tourists abroad, foreign tourists in Uzbekistan and, what is often forgotten, domestic tourists in Uzbekistan. From these blocks, subgroups were identified - safety in transport, when engaging in extreme sports, during mass events, in light of the terrorist threat, and others. Summing up the results of entrepreneurship in the field of tourism, scientists and practitioners noted that it should play an important role in the further coordination of work to develop measures designed to ensure safety in the tourism industry.

This requires changing the requirements for obtaining a license for travel agency and tour operator activities. At the same time, the Government must introduce changes to the law on tourism in the Lower House of the Republic of Uzbekistan, the meaning of which is to introduce the concept of “financial guarantee” and establish its fixed amount (300 million soums for international tourism and 200 million for domestic tourism). It is possible to propose another semantic content of the “financial guarantee”: the guarantee should be addressed personally to the consumer of tourism services, namely to the tourist himself. Only then will he be protected at all stages: from the sale of the tour to the end of the tour. Moreover, the guarantee must cover the full amount of damages. In fact, a guarantee is offered in the form of civil liability insurance for tour operators and travel agents. The guarantee, which is noted in the legislative act, will protect only the entrepreneur, and the tourist who is not provided (or poorly provided) with a service will not get his turn. What is needed is not financial guarantees, but the introduction of a personalized insurance product, individual insurance. And if insurance becomes mandatory, the tourist will be protected from all sorts of problems, and his behavior will change. At present, lobbying of the interests of large tour operators is felt, and territorial companies are being dealt a blow.

The low level of tourism services in Uzbekistan is due, first of all, to the slow development of infrastructure, including insufficient investment. This problem, it should be noted, has moved forward and, according to forecasts of a non-governmental international organization - the World Travel and Tourism Council (WTTC), Uzbekistan expects significant growth in the tourism industry in the coming years. WTTC is the only expert organization that evaluates tourism from a business point of view, which makes it possible to plan the development of the tourism market of Uzbekistan, based on real premises.

Consequently, global monetary investments, according to WTTC indicators, in the tourism industry amount to more than \$800 billion, or 10.5% of investments in the economies of all countries. More than 200 million people are involved in the tourism market, which is up to 11% of the total number of employees in all other areas of the economy, that is, every 10th worker is employed in the tourism sector.

Conclusions and Conclusions. The quality of tourism services, in particular ensuring safety when receiving it, is the most important factor in competition in the tourism market. It is expressed not only in competition between travel agencies involved in the creation of a tourism product as such, but in the high-quality professional provision of services. At the same time, the consumer of tourism services - the tourist - should receive more information about the level of quality of tourism services. A high-quality tourism service will contribute to a further increase in tourist flows.

So, in the current conditions, the primary task in the tourism industry should be to create conditions for attracting investment, and this will only be possible with due attention and support at the state level. State support should be provided in the form of tax breaks [9], cheap loans, and government orders. Currently, a competition has been announced for the priority development of tourism business in certain administrative and economic territories. Among such territories are the cities. Tashkent, Samarkand, Bukhara, Urgench, but many territories of Uzbekistan can provide mountain, extreme tourism. They require improvement of methods of analysis and forecasting of

the tourism market, adequate to territorial and industry characteristics.

To develop the tourism industry, Uzbekistan plans to release a more updated Tourist Resource catalog (in four languages), which will promote the country's tourism resources in foreign markets, and will also inform about new products in the tourism market. This catalog will attract high attention and will provide a worthy assessment from the WTO, and with full confidence we can say that this will provide an opportunity to increase the influx of tourists from foreign countries and bring the influx of tourists to 8.0 million people by 2025.

As a result, it should be noted that only with a professional approach will the tourism market of Uzbekistan become full-fledged, as well as an economically profitable item of budget revenue at all levels, which will affect the economic growth of many areas of the economy and the life of the population of the Republic of Uzbekistan.

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