

## Improving the Mechanism of Sustainable Development of the Tourism Sector in the Regions

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#### Abstract

The most mui economic characteristic of tourism-related activities is that they contribute to the three priority objectives of developing countries: revenues, employment and foreign exchange receipts. In this regard, the tourism sector can play an important role as the driving force for economic development. The influence of industry on various stages of economic development depends on the specifics of the harbir country. Given the complexity of tourism consumption, honda believes that the economic impact of tuning is also widely manifested in other production sectors, helping to achieve the goals of rapid development in each case.

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The development of tourism in New Uzbekistan, which seeks to accelerate the pace of economic development, remains one of the priorities. From this point of view, the new strategy of Uzbekistan states that "to improve the quality of services in the field, such issues as improving, modernizing and updating the moddit technical base will also be in our focus" -an expression of the large-scale reforms implemented in our country.

Quality has become one of the most important factors in international competition for business success, and constant quality improvement is a good business bet. This is especially true of the wide tourism sector, where the growing number of" new " tourist destinations have forced target vendors and operating managers to invest in ensuring a high level of quality of service as a competitive strategy aimed at differentiating the offer of their products.

M.According to Christopher and others, tourism in hozrgi day, given the growing competitive

character of the sector, industry professionals should now think not only about increasing market share, but also about satisfying and maintaining an existing customer base, and demand products where guests are confident that they will receive high-quality, money-priced services.

Consequently, it is believed that a large part of the organizational effort should now be aimed at obtaining and maintaining customers. However, not all enterprises and tourism sectors know the importance of the quality factor in today's tourism market, and the inefficiency of services and poor standards are common in the international tourism sector. O., a scientist who has done many scientific works in the field of services. Nil believes that in most tourism-related enterprises today, the modern customer demands quality as his right. Now the old axiom of location is not enough to ensure immediate income and business success-the future of Tourism assumes that services are becoming dependent on quality.

O.As a result of the search for the Nile, it became clear that now tour operators have to complain more than ever and serve an intelligent public who seeks to transfer their loyalty to providers of quality services. This coupled with the increasingly hostile nature of the current business environment has led many in the tourism sector to invest in the quality of high-end services as a means of achieving competitive differentiation.

C.Elliott's research has shown that the quality of Service is defined by customers as the overall assessment of the service, which determines how well the service fits the customer's needs or expectations, and when the service matches the customer's expectations, it is perceived as quality. Customer service is defined as the ability of knowledgeable, capable and motivated employees to serve their customers in a way that meets defined and unknown needs, and results in positive verbal advertising and increased profitability of the business.

K.Tapan and Das.According to Satyabrat, customer service is a series of activities designed to increase the level of customer satisfaction, and the service has been said to meet customer expectations.

C.F.Chen and other scholars believe that the quality of Service is defined as the customer's understanding of how service meets or exceeds their expectations. Also Jaroslav Dadoa and his partners expressed the opinion that "the quality of Service is defined as the difference between the expectations that customers face the service and the perception of the service received." V.A.Zeithamiet opined that "customer satisfaction is the key to long-term business success", and argued that in order to protect and win market shares, organizations should outperform competitors by offering high-quality products or services to ensure customer satisfaction.

D.Baker and others argued that "customer satisfaction and quality of Service are positively correlated structures". Rather, J.J.Several studies by Cronin have confirmed that the quality of services is a decisive factor in customer satisfaction, whether cumulative or transactional-oriented. C.K.Cho and G.V.Johar notes that customer satisfaction is one of the main factors in competition in the long term and has advanced their views on whether a firm can be the most effective indicator of profitability.

In addition, they suggest that customer satisfaction helps companies improve reputation and image, reduce customer turnover, and increase attention to customer needs. Such actions can help companies improve business relationships with their customers.Services are seen as a special istemol value that meets the needs of people and society. A distinctive feature of the services is that the development and reception of the service occurs in the same time and space, the bundantas also the impossibility of maintaining it, the quality of the service depends on the employee providing it.

In addition, the fact that services are not material makes it much more difficult to pamper it than

material products. Baxolash is often evaluated based on istemolchini's behavior, taste, knowledge and skills in terms of Service. Tourism services have a significant impact on the quality of life, standard of living and general well-being of the population, even if they are not directly related to the material appearance, like other services.

These services, along with several other services, help to change people's mentality and improve their mental state. Tourist services also have their own characteristics, such as the ability to provide a certain type of comfort and relaxation that is not found in other services. Some distinctive features of tourism services are presented in Table 1.

Table 1.

**Features of tourist services and their content**

<b>N<sub>o</sub></b>	<b>Features of services</b>	<b>The content of these properties</b>
1	The fact that tourist services are of socio-economic importance at the same time	The social importance of tourist services is directly determined by the employment of the population, increased income, increased quality of life and level. Its economic importance is directly determined by its contribution to the economy of the territory and country, its place in the field of services, the production of tourist products, etc.
2	Lack of manifestation in the material form in the process of buying and selling tourist services	Tourist services, like other services, are not manifested in the material form in the process of buying and selling, but are consumed at the same time. The service of the service provider, in accordance with its professionalism, also implies how interested the consumer is in this service and, as a result, will depend on their overall level.
3	Lack of opportunity to maintain tourist services	Tourist services do not have the same storage capacity as other services, since it is consumed directly in the process being provided, the quality of which is also evaluated by the consumer in the same process itself.
4	The inability of tourism services to be provided at the place of Service and taken elsewhere	Tourism services are characterized by the fact that it is intangible, there is no possibility of its storage and transportation, and the fact that this service is provided at the moment and place of consumption makes it impossible to transport it to another place.
5	The presence of a consumer, service provider and tourist product at the same time in the provision of tourist services	Another important feature of tourist services is characterized by the need for the simultaneous presence of a consumer, service provider and tourist product (service) in the process of its provision.
6	Quality and competitiveness of tourism services	Enterprises and firms providing tourist services operate in very high risk (risk) conditions. If it is not able to provide quality service, the chances that they will miss the opportunity in competition will be very high.

Companies with high-quality “goods” and “services” generally have a higher market share, higher return on investment, and greater asset turnover than companies considered to be of poor quality. In the long term, the most important factor affecting business efficiency is the quality of “goods” and “services” offered by the organization in relation to competitors.

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