

STATISTICAL ASSESSMENT OF THE QUALITY OF SERVICES PROVIDED BY TOUR OPERATORS IN THE REGIONS

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Abstract

The article provides information on the statistical analysis of the quality of services provided by tour operators. The quality of services of tour operators is analyzed, and directions for their further development are expressed through statistical analysis in order to the development of tourism potential. Also, foreign experience and the work of scientists on this topic were analyzed, and new directions were developed.

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INTRODUCTION

Many travel agencies want to operate a lucrative and long-lasting company. In order to accomplish this, businesses must provide products and services that satisfy consumers' demands while growing their clientele. Planning your products is essential to creating a successful, long-lasting company. Planning to produce the appropriate product, get it to the right place, at the right time, at the right price, and in adequate number is known as five-rule planning.

A product type is more than just the inclusion of tangible parts and services; to the consumer, it's a practical collection of both tangible and intangible assets. As a result, it is essential to plan the product with customer preferences in mind. Because consumer demands and preferences are ever-changing, developing a particular product (good or service) is challenging. Competitive factors influence the life cycle of a product, causing it to shift from one that is successful to one that is in decline [2].

In Appendix 3 of the Cabinet of Ministers Resolution No. 433 dated July 10, 2020, the following definitions are given in the regulation "On the procedure for providing tour operator and travel agency services": tourist voucher - a document specifying the right of the tourist to the services included in the tour and confirming the fact that they and their fees have been paid; tourist product customer - a tourist, excursionist or other person ordering a tourist product on behalf of a tourist or excursionist; tourist product - a set of tourist services necessary to satisfy the needs of the tourist or excursionist, formed by the tour operator based on the tourist market situation or according to the order of the tourist or excursionist; tourist services - accommodation, catering, transportation, excursion and consulting services, as well as services aimed at satisfying the needs of tourists and excursionists; tour operator activity - business activity carried out by a legal entity in connection with the formation, promotion and sale of tourist products; tourist - a natural person who travels for a period not exceeding twenty-four hours without staying overnight in the country (place) of temporary stay[1].

LITERATURE REVIEW

Travel agents mostly work with mass and specialty tour operators in their operations. Tour companies are becoming more and more prevalent, and their place in the market is changing. Choosing from a vast pool of priority tour operators for partnership with a travel agency is a crucial responsibility in such circumstances. The following are the primary selection criteria: tour operator stability and dependability, a high degree of professionalism, popular and special offers, effective information support for events, training programs available, seminar organization and conduct, exhibition participation, and so forth; prominence and active advertising policy; leading positions in particular tourism domains; flexible pricing policy; favorable conditions for promoting agent activity and the consumer sector; and the existence of an efficient online service and other communications system [6].

Tour operator operations are those that involve creating, marketing, and selling travel products under the authority of a license issued by a company or by a single businessperson (the tour operator). In contrast to other nations where tourism and the service sector have emerged as lucrative economic sectors, tourism and service sectors are still in their early stages of development. The roles of producers and organizers of a complicated group tourism offering are fulfilled by tour operators. The tour operator provides journeys with various locations at different seasons of the year, with differing fees and lengths [4].

The contemporary travel industry is a complicated system, with each unique travel product or service consisting of interchangeable individual parts, much like the travel product itself. Its dynamic structure is established by the interplay between supply and demand as well as other market factors. Numerous internal and external environmental elements have an impact on it. This article looks at a digital tour operator company that operates as an online travel agency, providing services in a "one-stop shop" fashion. Its competitive advantage in the travel industry is this format. With dynamic tour packaging, tours are created in real time on a single website based on the preferences of a particular user, complete with real-time seat and pricing updates. Dynamic bundling differs from traditional bundling primarily in that its pricing is always contingent upon the availability of incoming services at that moment [9].

METHODOLOGY

In the article mainly used the data analysis method obtained in the statistical agency. It contains the results of the last 5 years, and compares the development trends of hotels over the years. In addition, scientific works of scientists from foreign and CIS countries were analyzed. Also, the experience of chain hotels with a booming hospitality business was studied and presented in a new way.

RESULTS AND DISCUSSIONS

In recent years, the tourist flow in our republic has been increasing sharply. We can certainly connect the origin of this tourist flow with the activity of tour operators. Because 75-80% of the lead guests come through tour operator services.

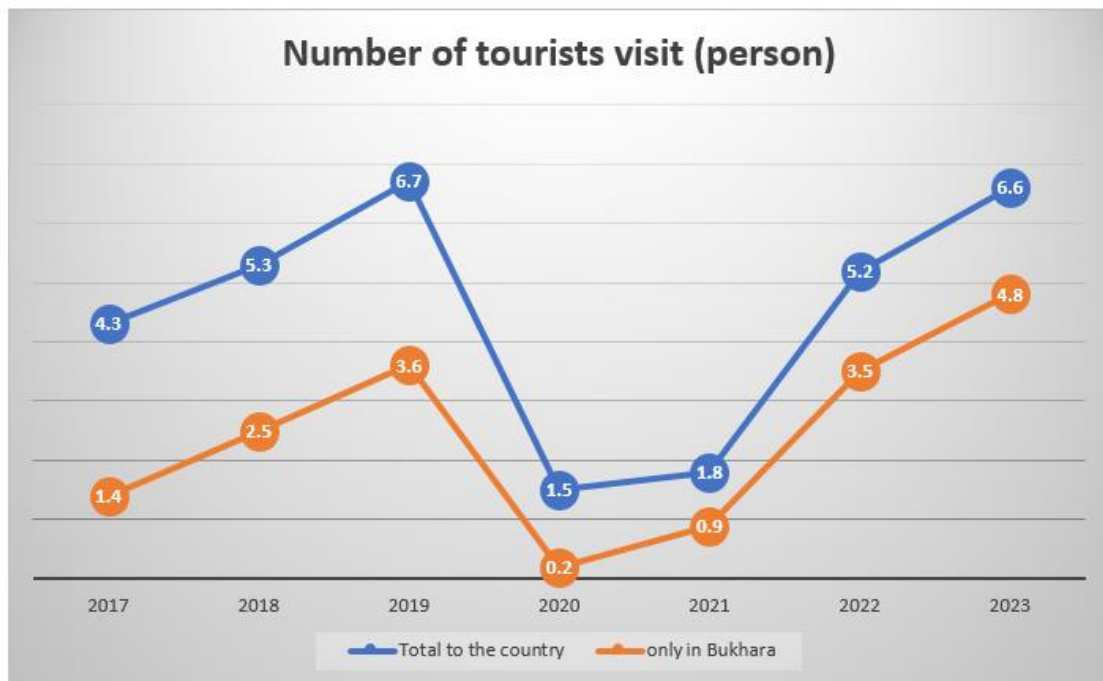


Diagram-1. Tourist visit to Uzbekistan and Bukhara region (mln) [16]

From this diagram we can see comparison of tourists flow Uzbekistan with Bukhara region. Most of the visitors visit the tourist cities of Tashkent, Samarkand, Bukhara and Khiva. As can be seen from this diagram, the tourist flow has grown significantly between 2017 and 2019. Due to the Covid pandemic, this indicator has seen a sharp decrease in 2020 and the 2nd quarter of 2021. And in the following years, we can observe the growth of the tourist flow. And one of the main reasons for the growth of the tourist flow is the effective activity of tourism companies. Tour packages for tourist groups are mainly sold by tourist companies, the main segmentation of which is tourists aged 50 and older. It is also possible to provide service to independent travelers by tour operators. That is, they have organized special services for independent tourists. A set of services such as flight, hotel, excursion and other services have been organized in accordance with these. In recent years, in other regions, ways to improve the segmentation, i.e. to develop the types of tourism, are being analyzed.

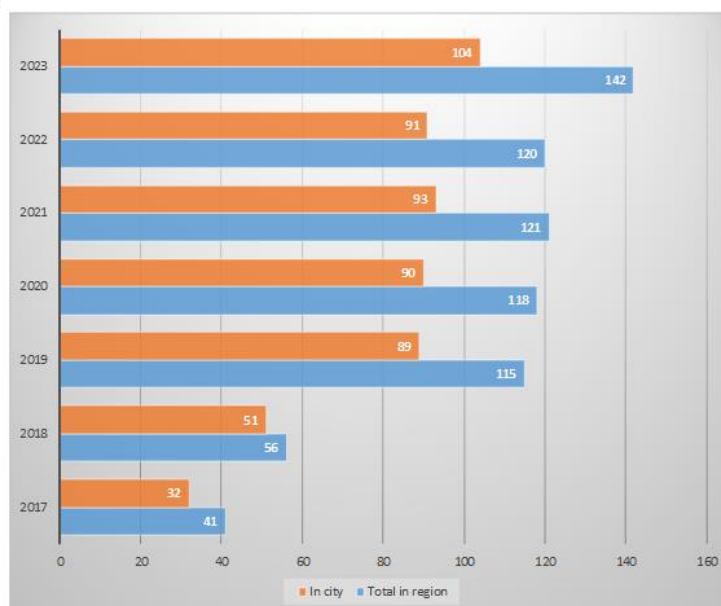
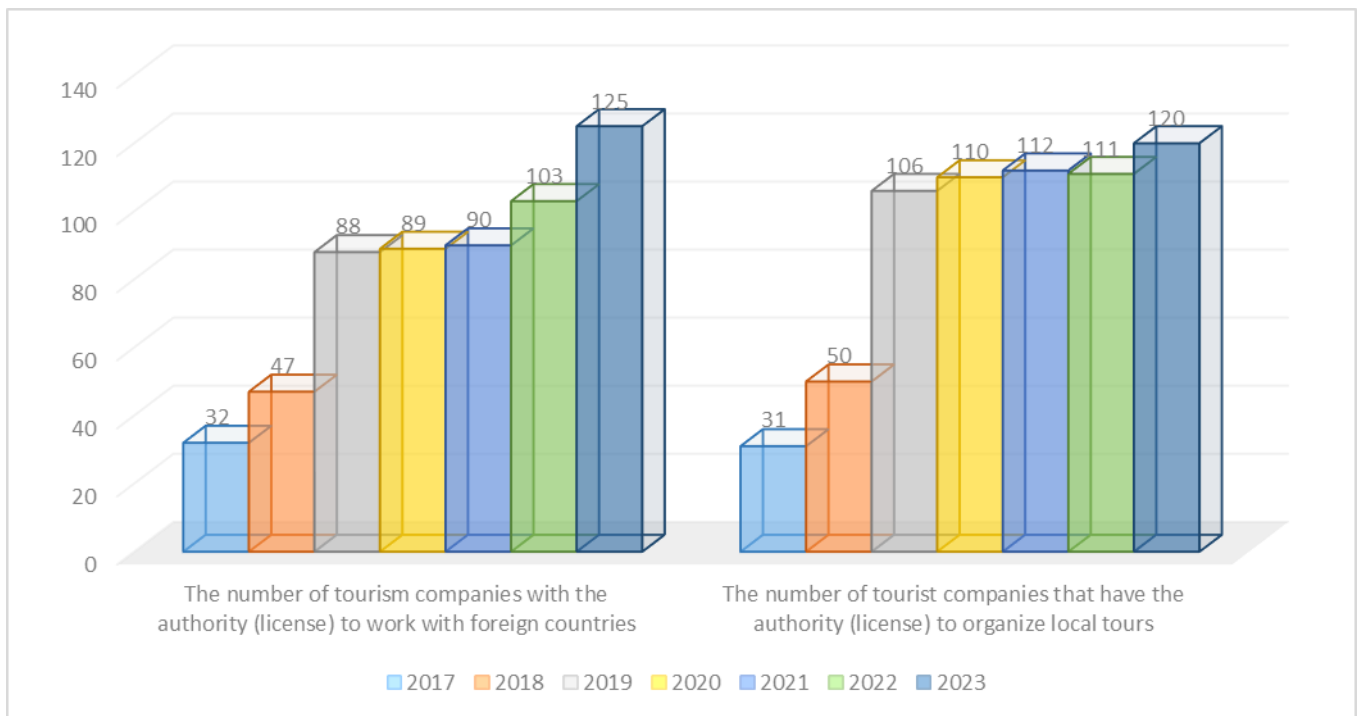


Diagram-2. Number of tourist companies In Bukhara region and Bukhara city [16]

This chart shows the number of tour companies over the years. In general, many tour companies are located in the Bukhara region, and they mainly organize tours through the classic tour direction. Also, in terms of years, we can observe the same level of various companies in 2017-2019, and in 2020-2021, we can observe a slight decrease in this indicator. After the pandemic, in 2023, the activities of the main travel agencies again reached good indicators. Because in recent years, the government has been doing several things to improve the activity of tour operators. Because the main goal is to increase the tourist flow in the republic by improving the activity of tour operators. In recent years, the service sector has been improving.

**Diagram-3. Number indicators of tourist companies in local and foreign countries [16]**

Nevertheless, one should consider a trait that is specific to the contemporary tourism market: the persistent and occasionally extreme volatility of tourism prices for goods, which is particularly severe in environments of intense competition. Tour operators and suppliers of tourism services are compelled to adopt a flexible pricing strategy in order to stay competitive. Because of this, the information about the offers on their websites is updated frequently, making it very difficult for travel agencies to discover a chosen trip when they are directly accessing numerous websites of tour operators that specialize in a certain region of tourism. This makes it more important than ever to locate the best deal fast among numerous comparable offers from different trip providers.

Presently, there is a significant focus on developing worldwide professional tourist search systems to address this issue. These systems aggregate the offers of numerous tour operators across various tourism domains, enabling travel agencies to promptly identify the tour that best suits their needs based on factors like cost, reviews, and other considerations [6].

Overarching issues with the growth of the tourism sector in the area

- inadequate development of the region's tourism and transportation infrastructure, which results in many of the region's attractions being inaccessible to domestic mass multi-day tourism due to poor road conditions to worthwhile and alluring excursion spots and gorgeous landscapes;

- the low quality of the tourist product and services at tourist sites, high costs, and an underdeveloped material and technical base characterize the material base of accommodation facilities, including hotels, boarding houses, houses, and recreation centers, as well as sanatorium-resort institutions;
- poor quality of service at tourist locations as a result of a staffing shortage in the tourism industry;
- lack of skilled workers in the tourism industry's service sector (tour guides, guides, and instructors for various tourism types who speak the official language);
- Inadequate roadside infrastructure amenities in terms of both quantity and quality of service [4].

CONCLUSION

In order to maximize the process of searching for specialized tours based on predetermined characteristics, the collecting, processing, and unification of unique offers from tour operators forms the foundation of the operation of any professional tourist search engine. Having all the data in one format makes it easy for you to look for tours as quickly and precisely as possible.

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