



## **INCREASING TOURIST ATTRACTION TO UZBEKISTAN IN DIGITAL ECONOMY PERIOD BY ENHANCING SERVICE QUALITY**

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### **Abstract:**

Based on the data, three fourth of world GDB belongs to the service industry, which means service sector is the highest among other industries. Therefore, it is very important to increase competitiveness, effectiveness and flexibility of any organization in a service field such as hospitality companies.

On the other hand, due to pandemic conditions around the world tourist flow has significantly been decreased in the world as well as in Uzbekistan in 2020. Thus, by enhancing service quality is an essential element to achieve success and attract more customers to visit the country. Since Uzbekistan became an independent state in 1991, there has been much effort to develop and access the tourism industry by the government. Therefore, there has been a rapid increase in the tourists' flow to the country where you can encounter mixture beauty of ancient East and modern West architecture. The cities such as Samarkand, Bukhara and Khiva were always becoming the main destination of tourists who wish to meet ancient building and monuments with more than 500 years –old- history. As the number of tourists and visitors rising, the demand for improving the quality of service and customer satisfaction is increasing day by day. Service quality of guide service is also essential for tourist flow.

**Keywords:** digital economy, pandemic period, service quality, guide service, hotel industry, customer satisfaction, brand loyalty, consumers, online questionnaire, cultural context, accommodation.

### **INTRODUCTION**

Since the world is becoming more and more global nowadays people around the world are being so mobile that they feel enthusiastic at traveling or making trips to the various parts of the world. Moreover, the world is getting digital such as digital economy. As Uzbekistan is situated at the crossroads of the West and East, many tourists target their trips towards here in the Central Asia in the digital economy period. What about the advantages of digital economy in tourism industry? Let's talk about the lists of essential documents needed in authorizing while coming to another country such as Uzbekistan. They are the following:

1. Visa documents and official transcripts in order to visit
2. Tickets and tour documents as well as booking hotels, guides or other facilities
3. Money exchanges or transferring financial resources to another account

As there are many tourist routes and tours to Uzbekistan, the number of hospitality resources have been increased based on government's laws and innovative political view. In order to pay more attention to tourism flow to Uzbekistan, our government made laws and decrees. The President of the Republic of Uzbekistan Shavkat Mirziyoyev instructed a number of changes in tourism sphere by means of his decree that was outsourced on government newspaper "Xalk so'zi" (People's word) on December 7 in 2016 "Measures to ensure the rapid development of tourism in the Republic of Uzbekistan" Decree" and it made a great deal on development of hospitality industry in Uzbekistan (Khamidov, 2010).

Finally, identification of the distortions and problems in the Uzbek tourism and hospitality industry is hindering the development of the sphere. Khamidov's (2010) study shows that the potential of hospitality and tourism industry of Uzbekistan is being exploited to a much lower level from its capacity. The hospitality industry and its corresponding products and services are dependent on few certain destinations. Therefore, in order to develop the Hospitality Industry in the country, it is time to investigate the dimension of the Service quality, customer's satisfaction and the relationship between these two constructs in order to get better understanding the factors which are more essential in development of hospitality industry. Customers' evaluation of service quality has always been a source of critical information for companies whose aim is to develop service performance, be strong enough for gist competencies and

obtain more strategically position in the market (Cronin & Taylor, 1992). Companies that provide services with higher quality do earn higher economic returns and make a more satisfied customer (Aaker & Jacobson, 1994; Gilbert & Veloutsou, 2006). Therefore, it has become critical for service providers to find out competitive advantages by providing superior service.

As competition on the improvement of the service quality is becoming more vital for the hotel industry, it is important to be able to define the service quality, identify the dimensions of the service quality and their relative importance for customers (Fick and Ritchie, 1991). Having knowledge on these fields could help managers in the challenge of improving the service quality in the hospitality industry (Asubonteng, P., McCleary, K.J. & Swan, J.E., 1996.).

Today's organizations have many problems to solve. For example, organizations should identify how to find out customers' expectations. Moreover, companies should understand whether it is necessary to implement various techniques to get best results in identifying customer satisfaction.

Maxham (2001) argued that problems in the service delivery can result customers to wait. Boshoff and Leong (1998) noticed that an apology has influence on customer's intention to purchase again. There are number of reasons for difficulties related to service control, service is about performance so there is no production process where you can put in quality (it is only possible through training), there are also huge variations in services and therefore they are difficult to standardize. The reason for this is that the human factor always will make it impossible to establish a much-customized product (Cottle, 1990).

Problems in service quality measurement comes from a lack of exact and measurable parameters for the determination of quality. It is not the case with product quality since products have certain and measurable indicators like durability, number of defective products and similar, which make it relatively easy to determine the level of quality.

Based on the problems mentioned above, present study has following objectives:

- find out the service quality expectations of hotels' customers;
- inspect whether the quality dimensions included in the SERVQUAL model apply in an international environment such as in Uzbekistan;
- analyze the level of importance of each specific dimension for the users of hotels' services.
- observe the relationship between each dimension of service quality and customer satisfaction.

We believe that this research will positively make a share on the development of the service quality in hospitality industry of Uzbekistan. We assume that by enhancing the improvement of the service quality among hospitality service providers, the customers will be satisfied and the flow of customers will increase and as a result, the income will go up. Overall, the results of this study may enable the managers of the hospitality industry to analyze the parts which they did mistakes on the process of reaching customers' satisfaction.

## CONCLUSION

On the whole, we can conclude that, in digital economy period we should be more accurate on welcoming people and strongly obey financial resources transfer by using up-to-date methods of money exchange as well as improving service quality. In the meantime, by using digital economy preferences and innovations we can increase job opportunities for our people as well as rising the employee level.

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