



EMPLOYEES AS AN INTEGRAL PART OF THE TOURISM PRODUCT

Mamatkulova Dilafruz Baxtiyorovna

“Silk Road” International University of Tourism
Masters student

Mamatkulova Sarvinoz Baxtiyorovna

“Silk Road” International University of Tourism
Bachelor student

Annotation:

The article analyzes competitive staff as one of the most components of a traveler item, as well as its effect on the receipt of the ultimate item by customers.

Keywords:

Traveler item; staff evaluation; personnel assessment; customer service of tourist enterprises

With the improvement of the conditions of international trade and world relations, the importance of activities that are auxiliary to improve personnel management increases. First of all, the tourism industry is special in that the staff is part of its product. Let us turn to the definition of personnel, this is the personnel of an organization carrying out labor activities on the basis of a contractual relationship with an employer. Personnel is the part that is part of the organization's staff.

The relevance of the topic is determined by the fact that competitive personnel: gives the company a competitive advantage over other organizations; provides a high-quality selection of services for consumers; directly affects the development strategy of the organization. Also, considering the definition of a tourist product, it is worth highlighting that this is a complex of services, works necessary to meet the needs of a tourist during his trip. It is determined either as a result of human labor, or in the form of work and services performed. The goal of human resources management is an effective human resources policy that will prepare staff to provide customers with quality and satisfying service. And this is not possible without the necessary system of personnel coordination; motivation and formation of corporate culture, as well as mandatory investments in the human factor and preparation of employees for the implementation of the accepted foundations.

Staffing tasks are inevitable in the work of any competitive organization. The recruitment and selection of personnel determines the future success of the company, forms a certain system of standards and principles, helps its smooth functioning, contributes to its position in the market, since competent personnel creates a demand for the services of this organization.

The quality of human resources, their investment in achieving the goals of the organization, as well as the quality of products sold or services provided, is mostly directly proportional to how effective and promptly the work in these areas of personnel management was. The recruitment process includes certain stages:

- Search;
- selection;
- hiring;

- distribution by jobs.

When building the organization's policy, great attention should be paid to the initial stage of staffing, namely, as accurately as possible, to assess possible losses, mistakes that can be made in the implementation and implementation of personnel policy. For this, it is recommended to study the composition and structure of personnel costs. The structure of personnel costs is the sum of all items that are included in the expense: assessment and selection; education, trainings; salary; motivation system; all kinds of benefits; dismissal; not the qualifications of the staff.

The quality of service at tourist enterprises depends primarily on the degree of professionalism of the staff, which includes the following points:

- recognize and evaluate the requirements of each client personally and provide services according to the established standards of the organization;
- evaluate and perceive each client who is provided to him for tourist services;
- if necessary, promptly and promptly adjust the service process;
- get satisfaction from the service of each client.

Respect is one of the hallmarks of professional customer service. The correct line of conduct for the client, the atmosphere, lively and not forced dialogue, everything that surrounds him, should cause the tourist a feeling of psychological comfort. If the staff is persistent, constantly lost in conversation, cannot provide all the information of interest, then it is unlikely that the tourist will want to use the services of this tourist enterprise again, most likely he will look for a new enterprise where he will be given the desired attention.

Based on this, we can conclude: the task of the staff is to provide what the tourist needs. Namely: decent service, friendly atmosphere, a sense of satisfaction, inner comfort, pleasant attitude: the tourist should get the impression that he is special, and since he is no longer treated by anyone, i.e. the staff should be as hospitable as possible. Readiness to provide assistance is important, it should always be shown in the attentive attitude towards the guest, as well as in the offer of support services or the fulfillment of additional conditions.

The existence of high standards of services is an important criterion when looking for new and maintaining a base of existing (permanent) customers. Most travel businesses, especially hotels and travel operators, have well-defined customer service standards and principles that are common to all departments. They include detailed instructions governing workers' uniforms, footwear, and appearance.

In theory and in practice, there are claims that in order to have satisfied customers, the employee must be satisfied. The employee, performing his work, tries to make it as high quality and efficient as possible, in return expecting the employer to fulfill certain conditions, namely: decent wages; an objective and open system of payment of wages; respect and fair assessment of personal qualities; building and maintaining a supportive work environment; the ability to give your assessment of the situation and express your personal opinion; prospects for career growth, professional development; a clearly organized work process, with the definition of responsibilities and functions for each position.

Qualified personnel in tourism enterprises must possess basic theoretical knowledge, as well as practical skills, in the field of tourism business, and of course, knowledge in the field of ethics, corporate culture and interpersonal communication.

Great importance is also attached to the business characteristics of the employee: flexibility of thinking, attention to detail, skills in interaction with clients, non-standard thinking, ability to negotiate, you also need to be able to conduct business correspondence with a client, discipline, you need to be result-oriented.

References:

1. Arnania-Kepuladze T. "Somer aspects of the formation of the labor market in Georgia". Tbilisi. Journal "Macro-Microeconomics" No 7-8. 2004. pp. 33-36;
2. Deutscher Reiseverband „The important contribution of tourism, DEVELOPMENT POLICY AND THE IMPACT ON SUSTAINABILITY, INFRASTRUCTURE, JOBS AND SOCIAL DEVELOPMENT" sep. 2015. www.driv.de ;
3. Shi S. Wen Q. „Labour market search and capital accumulation: Some analytical results" Journal of Economic Dynamics and Control, Vol. 21, pp. 1747-1776, 1997;
4. Travel & Tourism ECONOMIC IMPACT 2016, www.wttc.org;

References:

1. Deutscher Reiseverband "The important contribution of tourism" sep. 2015, www.driv.de
2. Naumova S. A. "Economy and Entrepreneurship in the sociocultural service and tourism". A training manual 2003.
3. Frolova T. A. "Economics and management in the field of sociocultural service and tourism" Taganrog: TTI UFU, 2010.
4. Tribe J. "The Economics of recreation, leisure and tourism". 4th edition. Oxford, England: Elsevier, 2011.