



Article

Methods of Evaluating The Quality of Services in The Field of Tourism

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Abstract: The quality of tourist services plays a crucial role in shaping customer satisfaction and the overall competitiveness of tourism enterprises. As global tourism continues to expand, ensuring consistent and measurable service quality has become a priority for stakeholders across the industry. Despite widespread acknowledgment of service quality's importance, there remains a lack of standardized criteria and comprehensive models that integrate both customer-centric and enterprise-level perspectives in assessing tourism services. Many studies emphasize either customer satisfaction or operational efficiency, often neglecting the interplay between qualitative and quantitative indicators. This study employs a comparative analysis of existing methodologies used to evaluate service quality in tourism, incorporating both quantitative tools (e.g., SERVQUAL, performance metrics) and qualitative techniques (e.g., interviews, satisfaction surveys). The research focuses on identifying relevant indicators, structural elements, and stages of service quality assessment. The analysis reveals that an effective evaluation framework must balance objective service performance measures with subjective customer experience insights. Key indicators include responsiveness, reliability, tangibles, empathy, and assurance. Moreover, the study identifies essential stages in the assessment process: criteria selection, data collection, customer feedback analysis, and implementation of service improvements. Tourism enterprises must adopt a multidimensional approach to quality assessment, integrating both internal performance standards and external customer evaluations. This ensures enhanced service delivery, greater customer loyalty, and sustained competitiveness. The findings provide a basis for developing standardized quality evaluation models tailored to the needs of modern tourism businesses.

Keywords: Tourism, Service Quality, Tourist Product, Tourist Services, Quality Management, Criteria and Indicators, Quality Assessment, Tourism Enterprise

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1. Introduction

In the context of the transition to a digital economy, it is necessary to ensure the sustainable development of the socio-economic system in our country, implement strategic measures, including the implementation of sustainable tourism, which takes into account environmental requirements and social needs, and to take into account the impact of global changes and political conflicts taking place in the world in the effective formation of tourism, as well as to formulate and implement development programs and concepts taking into account the impact of these trends and processes.

For many developing nations today, the tourist industry is their primary source of income. The export of tourism-related goods and services boosts employment, foreign

exchange profits, and demand in the country's economy. As a result, the tourism industry is crucial to maintaining stability and socioeconomic growth [1].

In modern society, the problem of quality has become one of the most important problems for improving the living standards of the population, economic, social and environmental security. The effective functioning of a modern tourism enterprise requires an adequate response to changes in market conditions. The degree of competitiveness, which is correlated with two indicators—the price and quality of the tourist product—determines the effectiveness of any tourism business and its steady place in the market. Additionally, quality is progressively becoming more prominent. In order to do this, tourism businesses must establish a system for managing the quality of their products and services. This system's primary goal is to determine the needs of the customer and evaluate how well the tourist product satisfies these needs.

The goals of improving the quality of tourist services are to identify a set of specific characteristics of the service by improving its quality at different levels. Currently, assessing the quality of tourist services has gained relevance and involves a complex process. This is due to the fact that when assessing the quality of tourist services, its characteristics are expressed by indicators with a more quantitative description. Therefore, it is important to study methods for assessing the quality of tourist services [2].

Literature Review

Various approaches to the processes of realizing tourist goods and services have been established as a result of several studies on the growth of the tourism industry, its determinants, and the features of economic activity within it. In the market for tourism services, it is crucial to strike a balance between supply and demand. Based on these findings, we will examine the thoughts and perspectives of a few writers on this matter, provide an overview of their findings, and briefly discuss our own ideas for raising the standard of services in the travel and tourism industry [3].

The characteristics of the growth of the tourism market, the enhancement of organizational and economic mechanisms for the establishment of the tourism sector, and the creation of a tourist cluster are all covered in A.D. Chudnovsky's research work. Additionally, CIS scientists V.F. Arkhipova and A. Devizov conducted research on the nature and content of the tourism market and its infrastructure, as well as its functions, entities, and regulatory mechanisms. They also addressed issues pertaining to the policies being implemented in the tourism sector in their work "On infrastructure as a determining factor of tourism development in the region". The authors did not pay enough attention to the main factors and features of improving the quality of services in the tourism sector and assessing the quality of tourist services in their works [4].

At the same time, N.N. Safarova, who is conducting research in our republic, claims that one of the primary directions of tourism's impact on the sustainable development of the national economy is to concentrate on raising population incomes and reducing international travel and visa requirements. This is predicated on a one-sided approach, and the state of infrastructure development and the caliber of tourism services are not given enough consideration [5].

The development of the tourism industry in our country, its sustainable growth, and the expansion of tourist and recreational services in which the challenges of creating recreational services in tourism are examined are the primary goals of L.V. Baumgarten's research.

In this regard, insufficient attention is paid to the issues of improving the quality of services in the tourism sector. M.A. Morozov, in his work "Infrastructural support of entrepreneurial activity in tourism", developed a number of proposals for the development of tourism infrastructure and the expansion of entrepreneurial activity in it, focusing on the organizational and economic aspects of the development of tourism

infrastructure as the main direction in the research process. In this work, the classification of tourist expenses according to the period and characteristics of their implementation and the possibilities of improving the quality and efficiency of services in the tourism sector were not addressed [6].

It should be noted that today, many economists have not come to a single conclusion on the main factors and specific features of improving the quality of services in the tourism sector, the production process of tourist goods and services, the possibilities of applying quality management in the tourism sector, and methods for determining the gross tourist product. In our opinion, the scope of research in this area is wide, and it is important to build on established national and international experience in solving problems related to the policy being implemented in the tourism sector.

2. Materials and Methods

The research work uses a methodology that takes into account the uniqueness of the process of improving the quality of services in tourism, the fact that the level of implementation of the process of providing tourist services is directly related to quality indicators, the transformation processes taking place in the tourism sector, and a comprehensive assessment of the quality of tourist services. In this direction, methods such as a dialectical and systematic approach to the study of economic systems and ratios, observation, comparison, empirical research, and comparative analysis were used, based on the opinions of experts.

3. Results and Discussion

In the context of the digital transformation of the economy, the quality of services provided by tourism enterprises is one of the main problems of sustainable development of the tourism sector. Solving these problems will strengthen the position of the tourism sector in the economy and significantly increase the efficiency of the entire national economy. In addition, satisfaction and loyalty of tourists are the most important competitive advantages of any tourism enterprise, which is especially characteristic of the service sector [7].

When discussing service quality indicators in the tourism sector, it should be noted that quality is, first of all, not the characteristics and characteristics of tourist services that bring satisfaction to the consumer, but the elimination of shortcomings that increase the consumer's sense of satisfaction. Quality indicators are determined by the qualitative and quantitative characteristics of the service.

When it comes to service quality indicators in tourist enterprises, we mean the efficiency of organizing excursions at the request of the client, the courtesy and sincerity of the travel agency staff, their attentiveness to the needs of each client, and the ability to patiently discuss the route and travel plan. It is equally important to pay attention to the compliance of the proposed tour with the actual content and the availability of consent for all components of the service spectrum. At the same time, the goals of improving the quality of tourist services for different market entities are diverse. The goals of improving the quality of tourist services are to identify a set of characteristics that allow the service to meet the established and planned needs by improving quality at different levels. As is known, assessing the quality of tourist services is one of the most complex problems of modern science. Many characteristics of the quality of tourist services do not have quantitative indicators. The complexity of determining the quality of tourist services is determined by the characteristics of services, including their intangibility. The main characteristics of assessing the quality of tourist services are:

- a. The complexity of quantitative assessment of service quality;
- b. The low reliability of initial certification of service quality indicators;
- c. The lack of preservation of services, while their rapid acceptance by the client;

- d. The lack of material characteristics of services;
- e. The quality of services is comprehensively assessed through all quality indicators.

The quality of services can be assessed in a number of ways. The term "quality" has several different meanings. Organizational quality, economic calculations, production technology and equipment, environmental factors, sociopsychological relationships, ethical standards, and legal and political relationships are all included. Every element of quality adds to the overall caliber of the offered services [8].

As is known, a certain list of quality indicators is used to assess the quality of various tourist services. The nomenclature of quality indicators is a list of qualitative or quantitative characteristics that provide the ability to assess the level of service quality. In our opinion, to select a set of service quality indicators, it is necessary to determine:

- a. A group (type) of homogeneous services. It is formed on the basis of inter-sectoral and sectoral documents classifying services according to their purpose and conditions of use;
- b. The name (content) of the service;
- c. The purpose of using the nomenclature of service quality indicators (quality management).

To formally describe the quality of a service, the classification of quality indicators given by K. Grenroos can be used, see Table 1.

Table 1. Service quality indicators.

Indicator	Description
Reliability	The ability to deliver promised services at a specified level.
Timely performance	Provision of services within the time period requested or agreed upon by the client
Duration	The period of service provision to the consumer with his participation or without his participation.
Materiality	The perception of the building, the availability of necessary equipment, the appearance of the staff and other physical evidence of the service
Technological	Characteristics of the service technological cycle and some of its physical and technical characteristics (sound, light, etc.).
Responsibility	A sincere desire to help the client and provide prompt service
Professionalism	The number of personnel involved in the service delivery process, as well as professional and professional characteristics, including qualifications, experience, and communication skills
Completeness	Providing the client with complete services
Safety	A guarantee that the Service will not harm the client's health and property
Trust	Perceived competence and courtesy, culture and knowledge of staff. Building trust in the organization and employees
Grief	Usability (interaction with employees and psychological contact should be easy and pleasant), communication (the company provides consumers with information about services in a language they understand), understanding (the desire to better understand and adapt to the specific needs of the customer).
Information provision	Providing the consumer with information on the most important features of the service, its results, etc
Environmental	Environmental features of the service and service process.
Aesthetics	Ease of service environment, product exterior design, interior design

The quality of service is formed on the basis of the synthesis of the quality of technical means used to provide services, other material objects and the level of service provided to the consumer [9].

In our opinion, it is necessary to simplify the procedure for assessing the quality of service and distinguish two aspects in the concept of “service quality”. This case represents the quality of the achieved result and the quality of service.

Thus, service quality should be defined as a joint assessment of the quality of the result (product) and the quality of the service (service).

When determining the quality of service, it is necessary to highlight the general characteristics that characterize any economic category in the field of services and to indicate the specific features that distinguish this category from others.

For a complete and reliable assessment of service quality, the following is necessary:

- a. Identification of characteristics and indicators that characterize the quality of service;
- b. Identification of the objectivity and quality of reflection of the identified characteristics of indicators in regulatory documents on services;
- c. Assessment of factors affecting its quality at various stages of service provision;
- d. Develop a system for quickly obtaining all the necessary objective information on the quality of service and its competitiveness at any stage of the service delivery process, see figure 1.

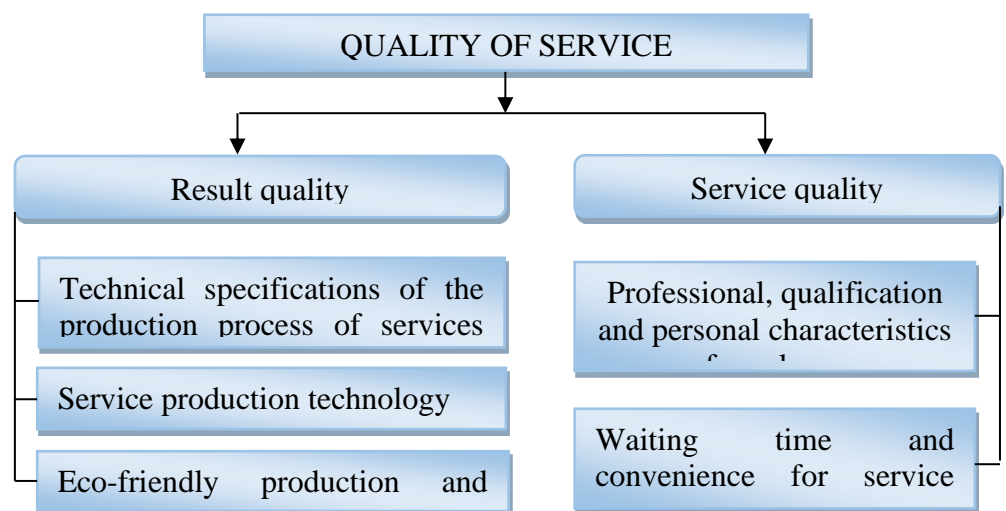


Figure 1. Structural elements of service quality assessment.

The decisive factor in the formation and assessment of the required quality of service is the interaction between the performer and the consumer. It can be traced at all stages of the service process - from the formation of quality in the process of creating and selling the service to its consumption by the consumer.

The technical, economic, and social components of the service's manifestation must be considered while defining its qualities as an object of assessment and the makeup of quality indicators. First and foremost, when engaging with the performer and the customer, consideration is given to how satisfied certain customers are with the service.

The problem of assessing the quality of service is that most service enterprises are small and medium-sized enterprises with limited financial resources. Therefore, quality assessment methods should be easy to use and not take much time. This is necessary so that they can be used directly by employees of the enterprise authorized to determine the quality of service, without involving external specialists.

Today, the tourism industry is one of the fastest growing sectors of the economy. However, the quality of tourist services plays a key role in attracting and retaining customers, therefore, assessing the quality and consumer value of tourist services is a relevant topic of research. When assessing the quality and consumer value of tourist services, it is necessary to take into account indicators that determine the technical, functional and moral value of individual types of services and complex tourist products, as well as indicators of their socially necessary value.

The technical quality of a tourist product can be assessed by a number of indicators. These indicators include: the availability of patent and legal documents for tourist services, ensuring tour safety, compliance of service conditions with requirements, and compliance of categories of accommodation facilities with the level of convenience of service provision[10].

Assessing the safety of tours is one of the most important indicators of the quality of a tourist product. In addition, ensuring that the conditions of service correspond to the requirements and categories of accommodation and the level of convenience are equally important.

When studying the quality of tourist services, it is necessary to take into account the moral value of certain types of services. For example, respect for local culture and customs, protection of natural resources and tourist facilities are important moral aspects that should be taken into account when assessing the quality of a tourist product.

One of the important indicators of the consumer value of tourist services is their socially necessary price. This is an indicator that takes into account the solvency of target consumer groups and the economic efficiency of the tourist product. The tourist product should be convenient for target consumer groups and at the same time provide the necessary economic efficiency for tourism industry enterprises.

Thus, the assessment of the quality and consumer value of tourist services is based on a comprehensive analysis of technical, functional and ethical quality indicators, as well as socially necessary value indicators, which allows evaluating the tourist product as a whole and making proposals for its improvement.

The quality of service provided to tourists is one of the main factors in choosing tourist packages. Various functional and aesthetic quality indicators are used to assess the quality of services of travel companies.

Functional quality is determined by such criteria as achieving the purpose of the trip, the level of service in accommodation facilities, the level of comfort and safety of the tour, the quality of food and the culture of service in restaurants, the organization of excursions, services along the route and transport [11].

The psychological environment of the tour and relations with service personnel and other tour participants are also important indicators of functional quality that determine the level of satisfaction of tourists with the services of the company.

When assessing the aesthetic quality of services, public opinion and the opinion of specific consumers of services can express their opinion on the possibility of achieving the purpose of the trip and the quality of tourist services.

Thus, for modern tourism companies, it is important to take into account not only the functional, but also the aesthetic quality of services when creating travel packages. This helps to ensure a high level of service and meet customer needs.

Currently, determining the level of service quality is an urgent task for business. Three stages are used for this.

At the first stage, an analysis of the consumer characteristics of the service is carried out, which determines its consumer value. The level of requirements covering certain groups of consumers and the possibility of using different quality levels depending on individual quality indicators are also determined.

At the second stage, the rationality of the service is assessed. This makes it possible to identify possible shortcomings and problems that require additional efforts to eliminate them.

At the third stage, the level of service quality is compared with possible substitutes of a higher or lower level. This helps to identify potential risks and problems and prevent customer churn.

In general, determining the level of quality is an important task for business, requiring a comprehensive analysis of various factors to meet customer needs and increase the competitiveness of the enterprise [12].

One of the important problems facing tourism enterprises is measuring the quality of the services provided. Several methods are used for this. Among them: measuring the time of service performance, process implementation and waiting time for service. In addition, it is possible to record the number of claims and monitor economic indicators.

Next, we need to consider the tools that allow us to measure the quality of tourism services. There are several important aspects in this regard: standards, technical and product standards, warranty and guarantee costs, service culture, consumer protection and dispute resolution. Each of these tools allows you to assess the level of service quality and develop measures to improve the work of a tourism enterprise. In addition to the criteria for assessing the quality of services that customers use, it is also necessary to specify the criteria and indicators that a tourism enterprise should use. These include:

- a. Number of complaints and suggestions;
- b. customer loyalty;
- c. service delivery time;
- d. quality costs;
- e. typical economic indicators that indirectly reflect the level of service quality (turnover, profit, etc.).

In the modern world, the culture of customer service is an important component of a successful business. Special marketing research methods are used to determine the level of service quality. One of these methods is SMART, which allows for a detailed study and assessment of the importance of quality characteristics related to customer service. This method is based on a customer survey, the results of which can improve the quality of the services provided and customer service [13].

An important aspect of assessing the quality of services is their main functions and characteristics that determine the scope of their application. These indicators play a decisive role in creating new types of services such as transport, accommodation, catering, excursion services and other services. At the same time, when assessing the quality of tourist services, it is necessary to take into account their purpose in accordance with a particular type of tourism or age segment.

Thus, the study of the culture of customer service is a relevant topic in modern business, and the use of the SMART method and assessment of service characteristics play an important role in improving the quality of services provided and meeting customer needs.

The study of tourist services is an important topic in the modern economy. The purpose of excursions can be different - health, educational, professional and business, sports, religious, and others. Each type has its own requirements that must be met when providing services [14].

An important feature of tourist services is their adaptation to the age categories of tourists. Youth tourism involves communication and interesting evening entertainment, while for family tourism it is necessary to provide services that satisfy both adults and children. In addition to convenience, factors such as personal attention, the possibility of

qualified medical care, dietary nutrition, and living in quiet places are important for older people.

Service evaluation is also a key aspect of tourism. The indicators of correctness and timeliness of performance allow us to evaluate the performance of services within the time and volume established in the agreement between the buyer and the seller. This agreement may include the characteristics of the tourist service, the process of its provision and quality assurance.

Thus, the study of tourist services is an important direction in the development of the tourism industry. Each type of tour and the age category of tourists have their own characteristics that must be taken into account when providing services. Evaluating the correctness and timeliness of performance is also necessary to achieve a high level of service quality [15].

Some of the indicators that should be taken into account when evaluating tourist services are related to ergonomics and aesthetics. Ergonomic indicators include a wide range of characteristics that reflect how well the product meets the physiological, psychological and anthropometric characteristics of the consumer. These indicators, in turn, form the "man-product" system, which is a set of hygienic, physiological and psychological characteristics of a person who can manifest themselves in the use of tourist services.

An example of the manifestation of ergonomic indicators is transport services for tourists. When using transport, it is necessary to take into account the anthropometric characteristics of passengers, their physical condition and psychological comfort.

Aesthetic indicators, on the other hand, represent the design and visual aspects of tourist services. These indicators include the information content of various elements, the rationality of their form and the improvement of the composition. For example, when building a recreation program, it is necessary to take into account the aesthetic side of the placement of recreational activities in order to create the most convenient and pleasant environment for tourists [16].

Thus, ergonomic and aesthetic factors are of great importance in assessing the quality of tourist services. Taking these indicators into account will help service developers create products that are more tailored to customer needs and provide the most convenient and enjoyable experience for tourists.

In the context of assessing the impact of tourism on the natural environment, an important indicator is the environmental friendliness of services, which characterizes the features of their provision and their impact on the environment. Taking into account this indicator is not limited only to the impact of service providers associated with the transformation of nature in order to create tourist facilities. The environmental aspects of tourism are also associated with the incorrect actions of tourists and excursionists, which can have a significant negative impact on the environment, especially within the framework of recreational tourism [17].

To assess the environmental friendliness of tourism services, a number of factors should be taken into account. Firstly, the use of environmentally friendly materials and technologies in the creation of tourist facilities and the provision of services. Secondly, measures should be taken to save resources and reduce waste in the operation of tourist facilities. Thirdly, the impact on biodiversity and landscapes should be minimal.

Assessment of the environmental friendliness of tourism services makes it possible to identify problematic aspects and factors, as well as to formulate recommendations for reducing harmful impacts on the environment. In this case, it is necessary to take into account not only the interaction with tourist objects, but also the behavior of tourists and excursionists, especially within the framework of recreational tourism. Dissemination of

environmental knowledge and education of environmentally conscious tourists can significantly reduce the negative impact of tourism on the natural environment [18].

In the production and consumption of tourism services, it is important to ensure a number of elements that make up the quality of services. Each element is important and interconnected with others, forming a general system of guarantees for maximum satisfaction of consumer needs. At the same time, not only a separate indicator of service quality is important for the consumer, but also the entire spectrum of tourist services.

However, not all indicators of service quality are clear to the consumer, since safety, for example, often goes beyond the direct interests of the seller. In such cases, it is necessary to regulate by the state to protect the consumer from the dishonesty of the seller, especially from dangerous products.

Product certification can be a heavy responsibility for sellers, but this is only if sellers do not understand their dependence on consumers and do not strive to fully satisfy their needs [19].

In world tourism practice, special attention is paid to the indicators of environmental cleanliness of services, which determine the level of harmful impact on the environment by manufacturers and consumers. Promoting environmental certification is one of the important tasks of the modern tourism industry.

However, in the tourism sector, not only environmental aspects, but also the quality of services are of great importance. Due to the increasing impact of tourism on the country's economy, there is a need to study the quality indicators of tourism enterprises. Particular attention is paid to international tourism, which places strict requirements on the quality of services. Compliance of service quality indicators with established standards is mandatory for the activities of any tourism enterprise. This allows not only to increase the level of service, but also to maintain competitiveness in the market [20].

Thus, in order to ensure the effective development of the tourism sector in the context of innovative economic development, it is necessary to ensure that both environmental and service quality indicators comply with established international standards.

4. Conclusion

Assessing the quality of tourist services is one of the most complex problems of modern science. Many characteristics of the quality of tourist services do not have quantitative indicators. The complexity of determining the quality of tourist services is determined by the characteristics of services, including their intangible nature. The main features of assessing the quality of tourist services are: the complexity of quantitatively assessing the quality of services; low reliability of initial certification of service quality indicators; non-preservability of services, but at the same time, their rapid acceptance by the client; the lack of material characteristics of services; service quality is comprehensively assessed through all quality indicators.

When determining the quality of services, it is necessary to highlight the general characteristics that characterize any economic category in the field of services and to indicate the specific features that distinguish this category from others. For a complete and reliable assessment of service quality, the following are necessary: identify the characteristics and indicators that characterize the quality of services; determine the objectivity and quality of reflecting the identified characteristics of indicators in regulatory documents on services; assess the factors affecting its quality at various stages of service provision; develop a system for promptly obtaining all the necessary objective information on the quality of service and its competitiveness at any stage of the service provision process.

The quality of service provided to tourists is one of the main factors in choosing tourist packages. Various functional and aesthetic quality indicators are used to assess the

quality of services of travel companies. Functional quality is determined by such criteria as achieving the purpose of the trip, the level of service in accommodation facilities, the level of comfort and safety of the tour, the quality of food and the culture of service in restaurants, the organization of excursions, services along the route and transport. The psychological environment of the tour and relations with service personnel and other tour participants are also important indicators of functional quality that determine the level of satisfaction of tourists with the services of the company. In evaluating the aesthetic quality of services, public opinion and the opinion of specific consumers of services can express their opinion about the possibility of achieving the purpose of travel and the quality of tourist services.

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