

## Ethnic Tourism is a Small Type of Gastronomy Tourism

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**Abstract:** This article identifies and analyzes the factors affecting the organization of quality service to tourists in Uzbekistan.

**Keywords:** service, tourist, tourism, tour package, excursionist, economic masses, infrastructure, organization, state laws, technological factors, environment.

**Introduction.** Some articles of the Law of the Republic of Uzbekistan "On Tourism" provide a tariff of concepts related to tourist services. In particular, in Article 3 of the law, the concept of tourist services is defined as: "tourist services are defined as accommodation, catering, transportation, information and advertising services of tourist activity subjects, as well as other services aimed at meeting the needs of tourists." Article 11 of the law is called "Tourist trip and set of tourist services" and the following points are stated in it: "Tourist trip is carried out individually or as part of a group of tourists."

Tourist services are divided into two types: basic and additional tourist services. Their differences are as follows:

Basic services Additional services

Services included in the tour package (for example: transportation, accommodation, meals, etc.) and additional tourist services are not included in the tour package.

The main tourist services are purchased before the start of the trip, that is, the payment is made in advance. Payment for additional tourist services is made during the use of the service.

Based on the above differences, additional tourist services are understood to be services performed by the tourist on the basis of his additional payment during the trip, which are not provided for in the tour package.

Also, tourist services, like other types of services, have their specific characteristics conditionally marked with "Turtta S" and it is expressed as follows.

Temporal volatility of demand makes it problematic to maintain service quality during periods of high demand. Many things depend on the state of denial of service. The same person may give you good service today, but it is very likely that he will give you poor service the next day. There can be various reasons for such poor service quality: the growth and fluctuations in the quality of service, customer objections to the reputation of the hospitality industry are the main reasons for dissatisfaction.

Classes of service are used to define the quality of services provided. Since the tourist product consists of a collection of various regional services, there are problems with determining their level when selling them to tourists. There are no normative standards for determining the level of types and services in the markets of our country or in the international market. Therefore, when selling a tour, tour operators and travel agents conditionally define services for this tour as deluxe, first class, tourist class, economy class.

There are many factors that influence the organization of quality tourism services. First of all, economic factors play an important role. In a highly competitive tourism market, companies must invest in training and development of personnel, development of new tourism products and improvement of infrastructure. It is also important to take into account sociocultural factors, such as the preferences and expectations of tourists, their cultural characteristics and religious beliefs.

Economic factors play an important role in organizing quality tourism services. First, availability and cost of services are deciding factors for many travelers. In addition, investments in the development of tourism infrastructure and staff training also affect the quality of services provided. It is important to take into account the economic stability of the region and the unemployment rate, as these factors can affect the demand for tourism services.

The environment also plays an important role in providing quality tourism services. Ecological balance and conservation of natural resources are key aspects of sustainable tourism. Travel companies must take environmental factors into account when developing tourist routes and organizing excursions. Caring for the environment helps preserve its beauty and attractiveness for tourists.

Technological progress is playing an increasingly important role in organizing quality tourism services. Modern tourists are increasingly using mobile applications to search and book travel services. Organizations must use advanced technology solutions to improve the availability and quality of services provided. The introduction of online booking systems, electronic tickets and other technologies helps save time and simplify the travel process for tourists.

Government policies and regulations also influence the organization of quality tourism services. The state must create favorable conditions for the development of the tourism industry, including supporting investment, developing tourist routes and protecting consumer rights. Regulatory acts should regulate the quality of services provided and ensure the safety of tourists.

Organizations can use various strategies to improve the quality of tourism services. First, they must invest in staff development and provide training and development. It is also important to develop innovative tourism products that meet the needs of modern tourists. In addition, organizations must pay attention to marketing and promoting their services to attract more customers and increase their competitiveness.

Organizing quality tourism services is a complex process that requires taking into account many factors. Economic, sociocultural, environmental and technological factors, as well as government policies and customer feedback, all play an important role in ensuring high quality tourism services. Organizations must develop strategies to improve the quality of services provided and respond to the needs of modern tourists. Only in this way can one successfully navigate the landscape of quality tourism services.

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