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## **ASSESSING THE IMPACT OF SERVICE OF TOURISM AND RECREATIONAL SERVICES ON THE COMPETITIVENESS IN A DIGITAL ECONOMY**

**Abstract:** The article scrutinizes one of the least investigated challenges associated with touristic and recreational service in Uzbekistan.

**Key words:** tourism and recreational services, customer demand, competitiveness, tourism potential.

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## **ОЦЕНКА ВЛИЯНИЯ СЕРВИСА ТУРИСТСКО-ОТДЫХАЮЩИХ УСЛУГ НА КОНКУРЕНТОСПОСОБНОСТЬ В ЦИФРОВОЙ ЭКОНОМИКЕ**

**Аннотация:** В статье подробно рассматривается одна из наименее изученных проблем, связанных с туристско-рекреационным обслуживанием в Узбекистане.

**Ключевые слова:** туристско-рекреационные услуги, потребительский спрос, конкурентоспособность, туристический потенциал.

**Introduction.** As a Silk Road tourism destination, Central Asia possesses tourism attractions and resources, there is potential for the development of different types of tourism products. A rich cultural and historical heritage, as

well as ancient tradition in culture and arts could attract to the country cultural, religious, archeological and ethnographical tourists. Moreover, the flow of tourists, the quantity and quality of services have been increasing up today.

The set of problems, domestic producers of services facing today, can be reduced to several aggregated problems with a certain degree of conditionality: a constant shortage of working capital; slow update of the range of provided products, the lack of sufficient information about the dynamics of the needs in the markets (actual and potential), lack of developed marketing strategy; discrepancy in prices for the services provided and the real costs of production; ineffective functioning of the organizational structure, the lack of experience in the selection of partners, customers and establishment of business cooperation with them. The lack of a system, which allows to streng then the relationship between the enterprise - producers and consumers of tourism and recreational services. The strength of the interaction in this system depends on the competitiveness of enterprises in the tourism and recreation industry. Dedicated problems do not allow companies to bring their production and business activities on a competitive level. These issues are a brake in the formation of competitive advantages of enterprises of tourist and recreational industry.

**Analysis and results.** The achievement of competitive level is possible through addressing tourism and recreational businesses triune task, which can be formulated by target values such as development, growth, profit. Therefore, for achieving a competitive level, it is vital to perform quality checks on the services provided, work on improving the quality of tourism and recreational services, as well as consider the reserves to reduce the cost of operations constantly. It is required to work not only to improve the quality of tourism and recreational services, but also to expand its range and create a diversified portfolio of service types.

Servicing tourist and recreational services is one of the most interesting and neglected. Due to the study of this direction and obtaining scientific and

practical tools for managing it, enterprises can increase the quality of services, and hence competitiveness of services and enterprise.

To our mind, under serviced tourist and recreational services are offered to understand the totality of the system's functions and activities of all the subsystems of tourism and recreational businesses providing communication "enterprise - customer" in the context of each material and information flow in terms of nomenclature, quality, quantity, price, time and place of service in accordance with the requirements of the market.

As the types of service, in our opinion, should be highlighted:

1. The service intended to meet customer demand, which is a comprehensive description of the level of customer service, depends on the following parameters: time, speed, availability, reliability and quality of services, availability of supply on demand.

2. The service intended to service production purposes, which is a collection of suggested services, to be more precise a set of services provided to consumers.

3. The service of informational maintenance, which is a set of information (certificates of quality), provides consumers with tourism and recreational services and tourist and recreational maintenances.

4. The maintenance of financial credit services, which is a collection of all payment options of tourist and recreational services, discounts and benefits provided to consumers.

Thus achieving the goals of competitiveness is constituted by: the integration of efforts to improve the quality and bringing the cost to functionally required level at all stages of the life cycle of services, targeted use of the potential of each type of service at their modification and adaptation to the demands of the market, creating a fundamentally new additional tourist and recreational services to meet consumers, purposeful development and improvement of the service of tourism and recreational services.

**Conclusion.** Basing on the material, it must be concluded that the main areas of industrial and economic activities of tourism and recreational businesses in the formation of competitive advantages are:

- improving the quality of tourism and recreational services in relation to the level of quality of tourist and recreational services of competitors;

- improving services with the level of service of a competitor; it should be noted that increasing the level of service to be understood and regarded as the optimization of the enterprise relative to competitors.

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