

COMPONENT OF TOURISM AND HOSPITALITY IN INTERNATIONAL BUSINESS

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At the beginning of the XXI century. International tourism has acquired a worldwide character. As a result, a world tourist market was formed, in which all countries of the world participate. On average, 65% of all international tourist trips are in Europe, 20% - America, 15% - in other regions [1]. The main factors affecting the development of outbound tourism in developed countries are economic and social, first of all, the growth of personal incomes of citizens (potential tourists) above the limits that are sufficient to meet the necessary needs. Subjective reasons include the activities of state bodies in , regulating the procedure for entry / exit and stay of foreign citizens in the country. The development of foreign tourism in the country, which mainly receives tourists, is caused by the attempt to increase the flow of foreign currency and create new jobs. According to the World Tourism Organization, tourism accounts for 10.1% of gross world product and 10.5% of jobs [1].

The share of revenues from the total world trade in tourist services is approximately 7%. At the same time, in absolute terms, they are second only to income from trade in the world market of oil and petroleum products and mobile exports, almost twice the income from trade in metal products, three times higher than the income from trade in metal products, three times - in TV and radio equipment, grain and gas.

Further development of the tourism business is directly related to the largest important factor of its development – scientific and technological progress. Scientific and technological progress in the field of international tourism business

is manifested through [1-14]:

a) the use of new progressive modes of transport (this reduces travel time, increases the number of tours for long journeys), as well as increasing the level of comfort, speed of vehicles, etc.;

b) the use of computer technology, global networks for booking hotels, flights, etc., which allows you to create a tour package for the client in a short period of time, taking into account various tariffs and benefits for regular customers;

c) construction of new and reconstruction of existing tourism facilities, taking into account the latest achievements of science and technology; improving the culture and quality of service on the basis of industrialization, technologization and computerization of the tourism business; rational use of available material resources; the use of modern technologies for servicing tourists (for example, "all-inclusive" and "all-inclusive plus");

d) raising the level of awareness of tourists about possible places of rest and travel, which in turn implies the active use of the media and their opportunities to organize the promotion of both tourism in general and a separate tourist product or service.

Thus, the whole complex of factors affecting the demand of the international tourism business is divided into two groups. The first includes factors acting independently of the activities of organizations of the tourism industry (these are political, economic, socio-demographic, cultural). The second group includes factors that favorably act on tourism, which are actively used by touristic firms in their activities (this is the construction of new tourism facilities, staff development, technical improvement of the material base, rational use of material resources, objects, routes, etc.).

Research shows that the hospitality industry is one of the largest sectors of the world economy, which is currently developing rapidly. This is largely due to social, economic and political progress - over the past few years, tourism has become available to the general public. Simultaneously with the growth of the total number of tourists, the tourist infrastructure and its main component, the hotel sector, received a noticeable development. Hotels are trying to get their share of the

business and are trying in every way to convince tourists to spend money on the purchase of hotel services provided by them. It is clear that the hotel business - an integral part of the hospitality industry - directly depends on the level of expenses of its customers. In modern conditions, especially in large metropolitan areas, hotels are literally forced to fight for a "place in the sun." In order not only to preserve the business, but also to develop, the hotel needs funds that can only be obtained from the client. Consequently, enterprises in this area of business should be able not only to attract, but also to stimulate the client to purchase hotel services. However, to implement this task, it is necessary not only to expand the range of services provided to guests, but also, of course, to improve services. The success of any organization, especially a hotel enterprise, largely depends on the staff who work in it. Hotel staff is one of the most important links in the income and profit chain in the hospitality industry. We should not forget that a modern tourist, foreigner or our compatriot, traveling, has the opportunity to compare the level of quality provided by hotels, and first of all the level of service. At the same time, along with the professional knowledge necessary for high-quality guest service, an important role is played by the form of presentation of this knowledge, that is, the form of presenting information about the services being implemented.

In order for the level of service to meet the expectations of guests, the hotel company must take care of creating service standards. The standard of service is the requirements set by the company for the services provided by the hotel. Conscientious attitude to work is an excellent quality. But its behavioral expression can vary greatly depending on the employee's individual understanding of the content with which this attitude is filled. A client who has settled in a hotel wants equally friendly and courteous service from both the accommodation officer and the restaurant waiter. Therefore, it is important to provide services to the guest according to the same standard prescribed and approved by the company. The concept of service includes mandatory availability and strict adherence to the following standards: --- standard of service technology, which provides for compliance with the established technology of service in hotels, restaurants, bars, at the reception of accommodation. This means that the procedures for accommodating guests, cleaning rooms, making and serving food and drinks to staff

are monotony of appearance standards. The appearance of the employee carries a huge semantic load. If the employee is dressed in a neat uniform and neatly combed, the guest will feel respect for himself; standards of staff behavior. It is understood that the staff must be professional and competent enough to serve the guest clearly, quickly and culturally.

When providing services, the problem of quality control is quite acute. First of all, this is the problem of self-control of the work of service personnel, provided that each employee knows how to ensure proper quality.

The main advantage of the hotel is that it is a refuge from home life. This wonderful expression belongs to the classic drama Bernard Shaw. Tourism, hotel, hospitality - words of the same root and carry a huge meaning. Becoming a home away from home for your guests is something that any hotel, any tour operator, should strive for. The quality of service in the field of tourism and hospitality requires a corporate culture, which should be grouped on many behavioral aspects of the activities of the staff of the tourist complex, the hotel industry and, in general, the hospitality industry.

Thus, the high efficiency of the international tourism business is ensured by, *firstly*, the creation of a significant number of new jobs for the economically active population; *secondly*, the creation of a network of tourist infrastructure facilities in new areas that meets the needs of tourists in a variety of paid and free services; *thirdly*, strengthening the political and economic ties of the member states of the world community in completely new positions, which are based on the principles of the UN and universal human values.

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