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FACTORS DETERMINING THE QUALITY OF SPORTS SERVICES

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Relevance. As the level of quality of life changes, people have more energy to achieve a better quality of life (Chang et al, 2020). The sports industry seeks to meet the various needs of people in sports and to improve people's standard of living. The services of sports clubs serve as a means of physical and mental health and leisure life, which has many advantages. Caring for physical and mental health has become an indispensable condition in everyday life (Chang et al, 2020). Each user expects to receive quality care. During this period, consumers pay great attention to the quality of service, which must not only meet the standards that are provided but also exceed consumer expectations. The perception of the desired quality of the service is also changing significantly, so service providers are facing the biggest challenges to this day (Funk et al, 2022). That quality is the pursuit of efficiency, which consumers expect and want not only to satisfy their need but also to exceed the established standards. In sports clubs, it is very important to understand the factors that affect customer loyalty (García-Fernández et al, 2018).

Results. Quality management of sports clubs and other enterprises may depend on external and internal factors. Quality management of enterprises depends on external and internal factors. Strategy, technology, marketing, communication, organizational image and reputation, work environment and skilled workers.

Strategy is one of the main parts of the management of an organization that must be customer-oriented. When making decisions, the needs and expectations of the user must be taken into account. The strategy most often has to be revealed to the achievement of the goal of the organization, vision, strategic goals and objectives. The main goal must be, the desire to earn customer loyalty (Kaziliūnas, 2007). Various problems are possible in the process of achieving goals. The implementation of the goal depends on various factors, and when problems arise, the gap between the current and the desired state is adjusted. At the same time, the objective of the activity is related to the strategic objective to help align the lower-level objectives with the higher level. These assumptions are used to formulate problems or problems identified by sports clubs (Sobreiro, 2018).

The rapid development of technology makes human life easier every day and allows you to meet your needs more and more (Rahmani et al., 2022). Various scientists have revealed that the client's perceived quality of service is determined by two main aspects - technical dimensions and functional dimensions. The service received by the user is considered the result of a process that requires a lot of resources (Min, 2022). The lack of resources in sports clubs is a problem after determining what should be developed in the organization. Modern technology such as Smartphones, and watches, helps to improve the user experience and improve the quality of service and delivery performance.

Marketing in sports includes the four main elements that are used to promote and promote sports products and services: public relations, advertising, personal sales, sales promotion, and commonly used tools in all organizations providing sports services (Nisar et al., 2018). The purpose of marketing is to retain existing customers attract new ones and promote the services and products provided. To ensure long-term mutual satisfaction of trust, organizations need to constantly communicate and establish a mutual dialogue with customers (da Silva et al., 2020). With the help of marketing, clients are motivated to achieve sports goals, accumulate experience, achievements and opportunities for challenges that create a sense of mastery and enhance a sense

of personality, thanks to the desire for mental well-being, because individuals are motivated to play sports.

External and internal communication is recognized as the main area of public relations, which also includes the management function, which manages the internal interaction of the organization and integrates functions such as human resource management, communication and the field of marketing (Verčič et al., 2012). Effective internal communication can reduce fake rumours circulating. Sports organizations use a wide range of channels to reach their internal and external audiences, from traditional, face-to-face communication to print publications, electronic media, and social networks. The most important thing is that the customer receives information about the services provided (Verčič, & Špoljarić., 2020).

Work environment. Studies show that relationships with colleagues, conditions for work, and provision of learning opportunities affect work (Noe et al., 2016). To achieve good work results, the working environment needs to be improved by improving working conditions and relationships, the focus on workload, and appropriate administrative assistance (Dumitriu et al., 2022). The client always wants to return to an environment where safety, cleanliness and hygiene are ensured in the gym, and changing rooms. The clarity of the information provided and the schedules of sports training are also important. Also, the work environment is very important for the company's employees (Šorytè et al., 2014), because it determines the quality of workers' work.

Image and reputation of the organization. Reputation is extremely important and significant in various fields, for the jealousy of business, show business, education or sports. When it comes to sports, reputation is also a pressing issue in sports organizations and sports clubs. Customers and lovers of various sports, and athletes in sports clubs note the positive and negative aspects of the sports club. Therefore, the mistakes made by the sports club reflect a negative reputation for the club itself. Errors can be various such as deception, disrespect for club visitors, and fraud (Zrakova, 2017). Active formation and control of the organization's image and overall reputation can bring many benefits, both in finding new qualified employees to preserve loyal customers (Bankins & Waterhouse, 2019). Sports club organizations need to invest in social media activities and build the reputation of their company through contacts with sponsors. Reputation and image have been, and still are, considered to be extremely important factors in the success of action (Esen et al., 2021).

Qualified employees. Employee skills are a growth factor and a real competitive advantage over other sports clubs (Vardarlier et al., 2020). Sports clubs, taking into account their strategic needs, would have a lot of time and resources to invest in the selection of employees for their training and classification-raising courses (Boushey et al., 2012). One of the main problems that companies face is the loss of talented employees. Training a new employee is a long and expensive process, and it must be absolutely important for the organization to control and reduce the rates of dismissal and exit of employees. The quality of employees is also identified as a significant feature. The attitude of employees, the level of knowledge and the ability to solve problems are essential factors for the quality of personnel (Min, 2022). In addition, satisfied, highly motivated and loyal employees form the core of the company, and also affect the productivity of the organization. In the sports club, professional staff, prompt problem-solving techniques, showing attention to the client and smoothness of the presentation of information will ensure the client's trust in the organization providing the care (Fallucchi et al., 2020). There is growing evidence that employees are considered important stakeholders and can influence the reputation of the company (Verghese, 2017).

The quality of the service can be understood as a comprehensive assessment of the client of a particular service and how much it meets his expectations and provides satisfaction (Al-Jazzazi et al., 2017). Most often, shortcomings in services occur when the level of services provided is lower than customer expectations, which depends on the factors discussed.

Conclusions. The quality of sports services is conditioned by internal and external factors. The impact on organisation activities is manifested in changes in customer flows, financial results and the correspondence of the quality of service from the point of view of customers. In the

management of the factors determining the service, it is appropriate to take into account the systemic impact of factors, when decisions taken in one or another area of factor management directly determine the quality of sports services.

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THE SIGNIFICANCE AND NEED OF TOURISM FOR PEOPLE WITH DISABILITIES

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Introduction

Relevance of the topic. In modern Lithuanian society, next to various social groups, there is also a very specific and sensitive group - the disabled. It is distinguished by its status and inherent problems that exist in all areas of social life: education, living conditions, communication, social life and work system. After the change in the ideology of social integration of the disabled, integration of the disabled into society is an officially declared aspiration. In order to integrate a disabled person into society, his needs must be taken into account. One of the needs of a disabled person is the adaptability of public and private environments. Disability is a societal problem that arises because society itself limits the activities of a disabled person. And only social measures and society's actions can remove the obstacles for the disabled person to function as a member of society.

Purpose: To analyze the attitude of researchers to the organization of tourism services for persons with disabilities. *Working methods:* analysis, synthesis and generalization of scientific literature

The significance and necessity of tourism for people with disabilities

Since the 1950s, tourism has been one of the fastest growing sectors of the economy, accounting for a tenth of the global market and 9% of the labor market. From a classical point of view, the tourism market is only a relationship between service providers and service recipients. The social policy of the European Union seeks to ensure basic tourism products and services for all groups of society. EU Parliament October 25, 2011 the resolution encouraged the development of products and services for the growing population of elderly and disabled Europeans. The programs «Calypso» and «Cosme» should be mentioned (Panasiuk et. al., 2021). Tourism plays an important role in the economy of many countries, and in some it is even the engine of the entire economy. Tourism is not only travel, places of interest or accommodation, but is also one of the stimuli for the growth of the branches of construction, transport and professional services (Švagždiene et. al., 2021). Tibor Gonda also mentions the growing tourism market for the disabled (Gonda, T, 2021). The main problem identified is accessibility. The latter for the disabled is determined by the issue of accommodation, special meals, adaptation of places of interest, transport and communication (Gonda, T, 2021).

Since tourism is an important part of the economy, we are trying to find solutions to address the new needs that have arisen. One of the most popular solutions is the application of universal design, but so far it is applied only in the economically strongest countries (Švagždiene et. al., 2021). The COVID 19 pandemic has shown that the accommodation sector is able to quickly adapt to new requirements, and entrepreneurs could apply the same flexibility in improving the accessibility of accommodation services to people with disabilities, so that they can independently use all accessible services. In 2016, the United Nations also drew attention to this problem. It was concluded that there is no need to create separate services for the disabled, but it is necessary to strive for the availability of common services for all groups of society. Disability tourism has been observed to grow in countries that ensure accessibility for all (Martin-Fuentes et al., 2021). Tourism provides special benefits for the quality of life of disabled tourists. This has been observed in the policy of sustainable development, where tourism occupies an important place and, despite its economic benefits, can contribute to nature protection and social development. In the EU, disabled tourism occupies 9% of the market and is an unexploited niche that can contribute to the