

## THE IMPORTANCE OF TOURISM SERVICE QUALITY

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**Annotation:** The most important services in the tourism industry include transportation, hospitality services, culture, adventure, food, beverages, banks, insurance, and security. These services play a crucial role in the development of the tourism industry and contribute significantly to the economy. Additionally, the provision of word-of-mouth information through community-based websites has revolutionized the industry, with user-generated reviews and recommendations sites having a substantial influence on travelers' choices of hotels, restaurants, and sights. The expansion of the tourism industry also influences related industries such as advertising, aviation, passenger transport, hotels, catering, amusement parks, and merchandise retail. Overall, these services contribute to the economic growth, employment opportunities, and foreign exchange earnings of countries involved in the tourism sector.

**Key words:** tourism, tourism infrastructure, tourism transport, restaurants, hotels, tourists

Quality plays a pivotal role in the success of your business. In a world where it seems as though quantity overrules quality, the former, almost ALWAYS gets sacrificed. Too many managers cut costs in order to please upper management's short term goals, and end up sacrificing overall long-term success in a business. Cut backs usually begin with labor, which of course affect service. Additional cutbacks can include recipe changes- making a sauce from scratch for example to having it pre-made and sent in a bag.

Although cost-saving measures are a must in this industry, you need to find ways around this so that it doesn't affect the guest experience, and end up portraying your brand as one that is struggling.

Guests notice almost immediately when you're short staffed or when certain menu items just don't taste the same. The idea is to be smart about your cost-cutting measures. One way is to cross train your staff in different positions. If you're missing a key player in one of your positions, make sure you always have a backup, otherwise, you may end up working that position yourself. When it comes to recipe changes, careful not to change anything that is considered a staple in your restaurant. Don't fix what's not broken. If this staple brought your guests in that door and you are known for a particular item, do not sacrifice the quality over a cost-saving measure. You will regret it in the long run. I've seen this done too many times throughout my career, and it usually leaves a negative impression with your guest. It signals that this "restaurant isn't what it used to be."

Tourism and hospitality play a very important role in an economy. The needed foreign exchange is often brought in by tourists who pay for visits to different tourist destinations. Realising the potential of the tourism and hospitality sectors to generate revenue for the economy, most governments have put in place measures to conserve wildlife and nature generally.

Tourism and hospitality can be very cardinal in cultural exchange. People often learn something about differences in cultures from countries that they visit. Residents of those countries of destination also learn a lot about other countries and cultures from tourists.

Due to the differences in race, ethnicity and culture; we often have prejudice about people from other places and are often more reserved in our interactions with them. There is a lot of suspicion about foreigners. In some countries this has led to xenophobic attacks on such people. Even terrorism can mostly be attributed to prejudice and misunderstanding of other cultures.

The tourism and hospitality industry can play a very big role in promoting interaction of people of various backgrounds, cultures and races. This interaction leads to a better understanding and appreciation of other cultures which can in turn lead to the promotion of peace, harmony and coexistence among peoples. Based on this it can be said that tourism and hospitality can promote unity in diversity.

Countries that have a closed system are most likely to have citizens who are narrow minded and very prejudiced.

The barriers that mankind has been erecting over many centuries can be effectively removed by promoting tourism and hospitality. This industry enhances globalization of cultures and economies. It is a fact that cannot be overemphasized that we are living in a global village with common problems and threats though some may not realize it. I believe that tourism and hospitality can greatly contribute to unity and cooperation among nations and a realisation that though diverse, God made all nations from one blood.

However, tourism and hospitality have also their fair share of negative consequences. This is more pronounced when we look at the effect of sex tourism on host countries, especially on areas frequented by sex tourists. Reference can be made to the spread of the HIV/AIDS pandemic which is so prevalent in poorer countries. Though the first documented case may not necessarily be from these countries, they are disproportionately bearing the heavy burden of this disease. Who can deny that tourism and hospitality played a facilitative role in spreading this disease?

Tourism and hospitality can be implicated as some of the major causes of moral decay and juvenile delinquency, which are so prevalent in our societies. Nevertheless, there are factors other than these twin industries that have contributed to this scourge. The entertainment industry can be the major one. Just like any other subject, tourism and hospitality have their own virtues and flaws or costs and benefits. It is up to the authorities to regulate this industry and safeguard the welfare of host nations. Indeed this industry can be leveraged and harnessed to better our environments and the standards of living of host countries. The onus to realise this dream lies on governments and relevant authorities.

Tourism and hospitality are unique industries that differ from others in several ways.

First and foremost, they are service industries that rely heavily on the quality of human interaction and customer experience.

While other industries may focus on the production and sale of tangible goods, tourism and hospitality are all about creating memorable experiences for people. Another key difference is the level of personalization and customization that is expected in tourism and hospitality. Travelers and guests have unique preferences and needs, and they expect their experiences to be tailored accordingly. This requires a high degree of flexibility and adaptability on the part of service providers, as well as a deep understanding of customer behavior and motivation.

Additionally, tourism and hospitality are often subject to external factors such as weather, natural disasters, and geopolitical events that can have a significant impact on demand and operations. This requires a high level of risk management and contingency planning, as well as the ability to quickly adapt to changing circumstances. Overall, tourism and hospitality are dynamic and complex industries that require a unique set of skills and competencies. While they may share some similarities with other service industries, their focus on experience creation, personalization, and adaptability make them truly unique.

Key Success Factors (KSF) are the factors that achieve good performance by a special ability under the corresponding important environmental requirements and conditions during the discussion of the relationship between industrial features and corporate strategies. Daniel (1961): Proposed the concept of key success factors and pointed out several key success factors for industrial success and suggested that an enterprise can achieve industrial success by properly doing all these index factors. Thompson and Strickland (1998): Pointed out that key success factors are related to product attributes, corporate assets, competitive capacity, and the market of the enterprise; and the enterprise must consider the above factors to obtain a competitive advantage. The tourism industry promotes quality of life for the health of body, mind, and spirit, in addition, it also brings positive benefits to society, economy, and politics. It has to know the possibility of satisfaction with each other between customer interaction to gain more innovation and the competitive advantage to produce high-quality products and services. Consumer satisfaction and the service quality of planned activities give full play to the maximum benefits of corporate organizations for the tourism industry.

Customer values and behaviors The marketing scholar, Oliver, defines loyalty as "although there is influence of outside situation, and other manufacturers' marketing effort may cause the transferring behavior, customers still give high commitment to the product or service they prefer guaranteeing that they will purchase again in the future." Zeithaml et al., (2009): Indicated good service quality can improve marketing effectiveness and increase business productivity. The enterprise will interact with every independent customer in a good way, and it will apply the resource in the most valuable customer group. Both customers' purchasing behavior will achieve the objective of a considerable profit that promotes customers' lifetime value. The psychological attitude of the customers towards the recognition generated by the difference between the expected benefit before purchasing the product or using the service, and the user experience after purchase will affect the continuity of re- purchase. Ray, Cathy and Joseph (2014): Said the marketing concept creates a customer-oriented philosophy that is essential to meeting visitors' want and needs. Lin M.M (2005): Noted that service quality is an operation strategy of an enterprise in order to meet customer needs, create customer value and increase company profits. The intention and satisfaction of product-purchasing or service usage in the future helps to understand customers' overall evaluations and feelings of the product or service provided by the company. This is very important for providing the enterprise with competitiveness and creating advantages. Carman

(1990): Considered customer satisfaction is an important competitive advantage of an enterprise. Only companies with more satisfied customers can win the competition.

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