Managing the Quality of Training for The Tourism Industry Through It-Technologies: Methodical Aspect

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Abstract. **One of the priority indicators of sustainable development is the quality management of the company, which includes the introduction of innovations in the field of managing the level of professional competencies of personnel. The purpose of the article is to study a modern approach to managing the quality of training of professional personnel for enterprises in the tourism industry in a digital economy. As a theoretical basis, the author considered the ideas about the formation of a digital personnel management system, analyzed the requirements of professional standards and employers, developed a questionnaire for receiving feedback from a hotel guest for its subsequent implementation using IT technologies.**

1. INTRODUCTION

A possible modern approach to managing the improvement of the quality of training of professional personnel for enterprises in the tourism industry, using the example of cooperation between educational organizations and enterprises in the tourism industry, is presented in the final attestation work, which was carried out as part of the training program for the training of managerial personnel "Tourism" and "Hotel tourism". The main idea of the study is to improve the integration of the use of resources of educational organizations and enterprises of the tourism industry through the organization of a clear coordination of their interaction.

As part of the work, a theoretical study of the available scientific works was carried out and a hypothesis was put forward. The results showed that educational organizations of higher and secondary vocational education (technical schools), as well as enterprises of the tourism industry, are successfully operating in the city of Tashkent. At the same time, there is an insufficient number of highly qualified personnel at the enterprises of the tourism industry. One of the ways to solve the problem of ensuring the current level of training of professional personnel that meets the modern needs of society is to update approaches to managing the continuous training of professional personnel based on increasing the efficiency of cooperation between educational organizations and enterprises in the tourism industry.

The system of interaction between educational organizations and enterprises of the tourism industry has been established for a long time and has proven itself well. Educational organizations of secondary and higher vocational education prepare professional personnel for enterprises, guided by the requirements of the Ministry of Education. science and innovation, professional standards, the needs of employers in the relevant competencies. In turn, at the enterprises of the tourism industry, students undergo internships, internships and are subsequently employed. But the interaction does not end here either: depending on the needs of employers, professional personnel have the opportunity to regularly improve their skills and undergo retraining in new specialties or professions, taking advantage of their right to education.
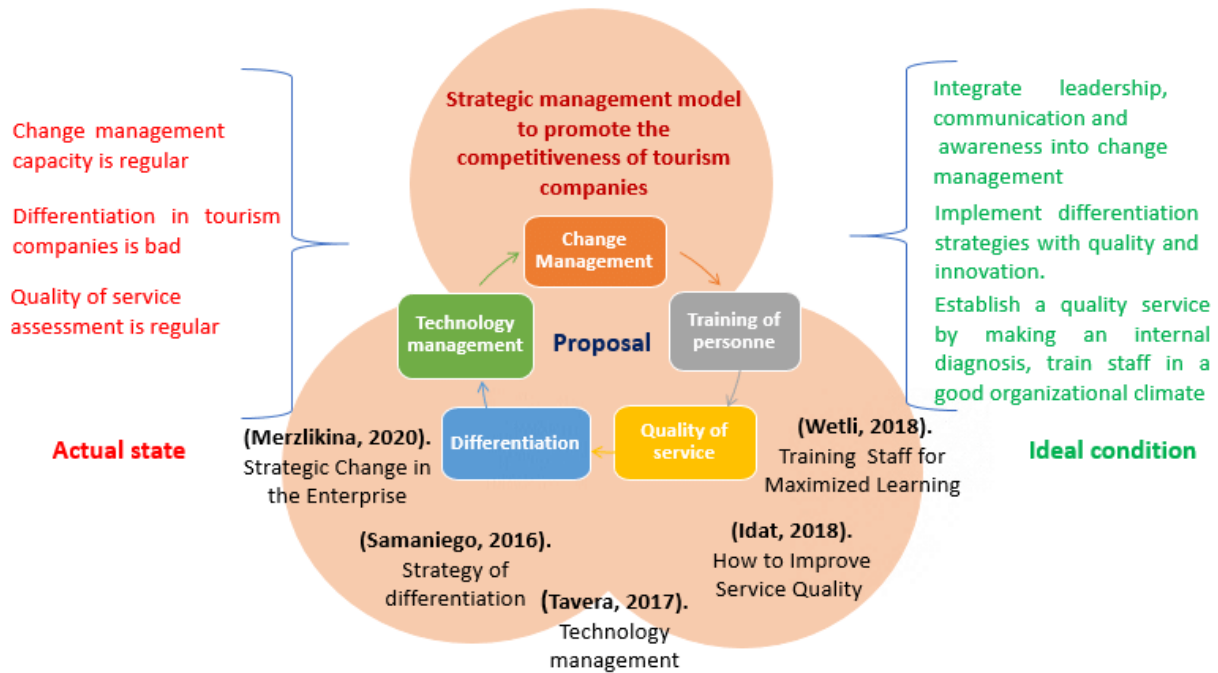
Fig.1.Strategic management proposal to promote competitiveness in tourism [9]

The weak point in this interaction in a number of cases remains the receipt of high-quality feedback from employers on the level of preparedness of students or graduates of educational organizations. Often, according to the results of the internship by students, educational organizations receive a rather formal review: the student arrived, worked, during the internship completed such and such work, generally completed the assigned work for such and such an assessment, and left. This kind of report does not provide information about the quality of the competencies formed by the students, the development of which should have taken place during the practice. But to entrust the solution of this task entirely to the employer means to burden him with additional work.

In addition, for educational organizations in the context of training qualified personnel, it is important to receive feedback from direct consumers of services. However, the overwhelming majority of educational organizations do not receive such feedback.

In order to improve the quality of training of specialists from enterprises of the tourism industry, it is necessary to develop modern approaches to obtaining prompt feedback from consumers of services, as well as employees of these enterprises on the competencies of students and graduates of educational organizations who are doing internships or getting jobs at these enterprises.

2. MATERIALS AND METHODS

Legislative acts, strategies and targeted programs, statistical data, materials of scientific and practical conferences and data from analytical reports of domestic scientists on the problems of studying management mechanisms in the field of tourism and digitalization of the economy were used as an information and empirical base for the research materials. The study was carried out using general scientific research methods, such as comparative analysis, information synthesis, generalization of theoretical and practical provisions presented on official websites and in the scientific literature.

3. RESULTS AND DISCUSSION

A. M. Patrusova notes that "building a digital personnel management system involves studying the best practices and approaches to implementing the functions of the personnel management system and using new digital tools, providing a new level of functioning of the personnel management system" [4]

The modern digital economy makes extensive use of digital technologies. For example, in the service industry, the

use of artificial intelligence in the field of recruitment has recently become increasingly popular [1]. "Digital marketing is designed to promote the establishment of permanent partnerships with customers" [2], obtaining prompt feedback on the degree of customer satisfaction. At the same time, the role of various bots based on artificial intelligence as communication tools is increasing.

Let us consider a method for obtaining operational feedback on the competencies of students or graduates using the example of the interaction between an educational organization and a tourism industry enterprise - a hotel.

In general, if we consider it in an enlarged way, the following main categories of workers are distinguished among the hotel staff:

— employees for the reception and accommodation of guests: administrator, porter, cashiers, porter, luggage carriers, messengers, bellboys (on duty on the floor), concierges;
— maids;
— cooks, etc.

Just as a theater begins with a hanger, so we suggest considering a hotel from the employee who first greets guests - from the administrator (since not all hotels have a doorman).

The professional standard and the analysis of the requirements of employers in vacancies on various employment sites have shown the need for an employee to have the following competencies or work activities when working with guests:

— meeting and accommodation of hotel guests;
— receiving phone calls, handling armor;
— work with the cash register, bank terminal;
— preparation of reporting documentation;
— control and coordination of personnel activities;
— control of the cleanliness of the hotel premises;
— resolution of conflict situations.

It is advisable to transfer the function of informing guests about the possibilities and services of the hotel in the modern information world to IT technologies. Also, information technologies will help to quickly receive or transmit up-to-date information at the request of the user, provide the ability to quickly correct it, help provide more comfortable conditions for guests in case of refusal of the service without the need to establish personal contact with hotel employees, and much more.

Questionnaires or questionnaires can be used to obtain feedback from guests about the level of qualification of the hotel administrator and the quality of the services provided. For example, a questionnaire about the check-in procedure as a guest's first impression when interacting with hotel staff.

Note that in order to compile this kind of questionnaires, it is advisable to conduct research to identify the optimal conditions for obtaining high-quality feedback: after what period of time (not earlier, not later) is it possible to obtain the most reliable assessment of the work of a hotel administrator, taking into account various factors of the guest - age group, gender, ethnicity, etc.

We studied the results of a study by O. Utkina [6,7,8], who conducted a questionnaire in St. Petersburg in 2023. The questions contain an assessment of the competence of the hotel administrator, which he showed during the registration of guests, an assessment of the duration of registration, as well as a personal assessment of the work of the administrator as a whole. The author claims that there is no doubt that the questionnaire should be organized using IT technologies. It was decided to use the cross-platform instant messaging system Telegram. A questionnaire QR code, for example, can be installed at the check-in desk and invite the guest to complete the survey after registration. The author proposed a general chat - a group where all hotel guests can chat with each other, and translate answers to private questions directly to hotel workers into personal messages of each guest. So, in the general chat of hotel guests can be organized:

— correspondence between guests;
— providing an announcement of new services, while giving more detailed information in personal chats;
— various quizzes and contests for all guests;
— moderation of censorship.

In a personal chat, communication with a hotel guest was supported by a bot. The latter is able to provide information, as well as answers to the most frequently asked questions, for example, about the working hours of the hotel staff, the hotel services offered; will help to call service personnel for the provision of services and so on. It is in a personal chat that it is advisable to organize individual surveys on the quality of services provided. All responses are recorded and entered into a database. The resulting data can then be processed and classified according to various

criteria. To organize the most correct work with a hotel guest, when starting work with a bot, you should ask the guest for the number in which he settled. By reporting his room number, the guest expresses his readiness to receive information in a personal chat. The main task of the input survey is the rapid collection of information about the first contact with the administrator. If the first impression turned out to be "deceptive" due to some external unfavorable factors independent of the hotel, and the guest subsequently changed his attitude, this can be recorded using an exit survey. Comparing the reviews that guests leave at the beginning of their stay at the hotel and at the end of their stay will help to form a whole picture and, if necessary, correct negative factors, as well as outline further ways to improve the quality of service and service delivery.

To start working with the bot in the general chat, you need to type the command "/start" or "/start". If this is the first contact with the bot, the guest will be prompted to send a private message to the bot. After clicking on the specified address, the guest is invited to take a survey and express their attitude towards the process of settling into the hotel.
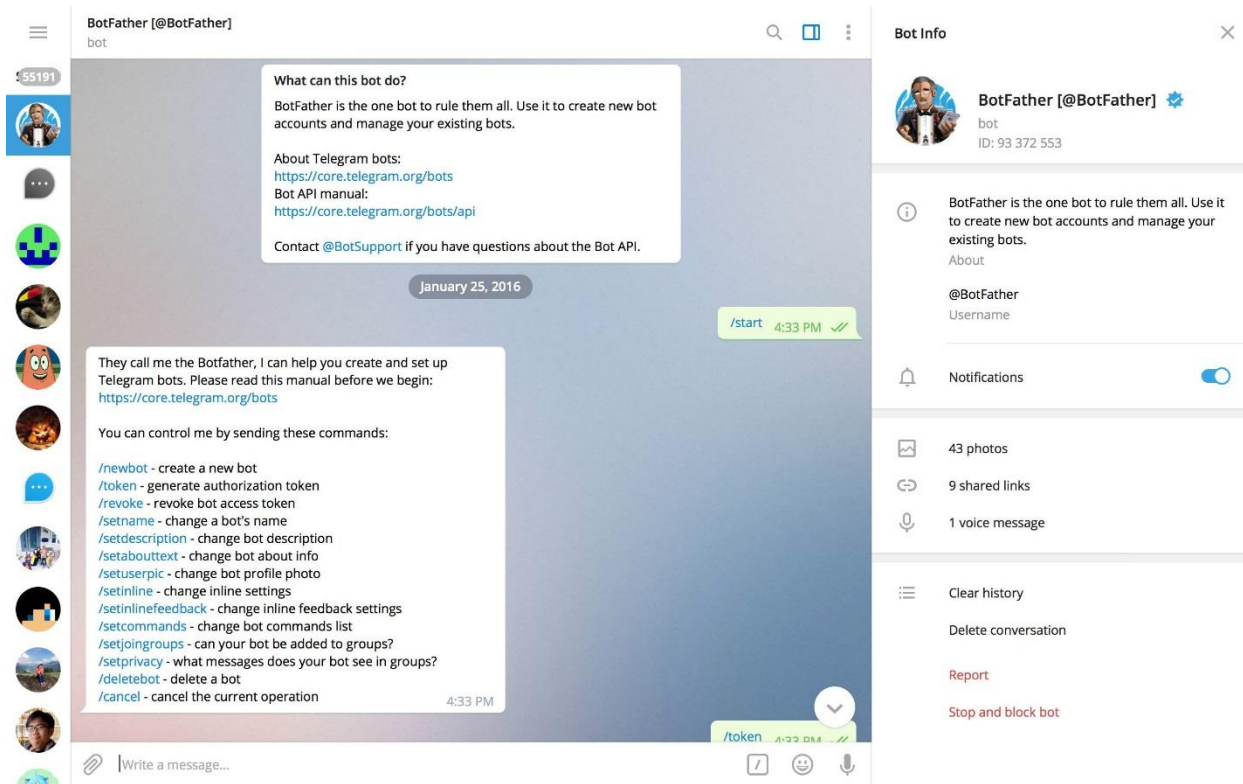

Fig.2. Invitation to write to the bot in private messages

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Assalamu alaykum, Dilnoza!
Please rate how it went
Settlement assessment

If the guest is ready to express his opinion, he needs to select the "Evaluation of the settlement" button. After that, the guest will be asked three questions in sequence. If the guest wants to once again express "/feetback" no earlier than after 10 minutes of his opinion and take the survey again, he is after the previous answers. The guest has the opportunity to refuse to take the survey or to postpone its passage to a later time. To do this, he just needs to select the "Cancel" button. A description of the capabilities of the bot can be seen by the guest by typing the "/help" or "/help" command.

Please rate how it went
Settlement assessment
Understood.
We will return to this issue later.

We consider it important to give the bot the opportunity to conduct a dialogue, that is, to connect artificial intelligence, as well as to simulate the chat for the presence of obscene expressions in it.
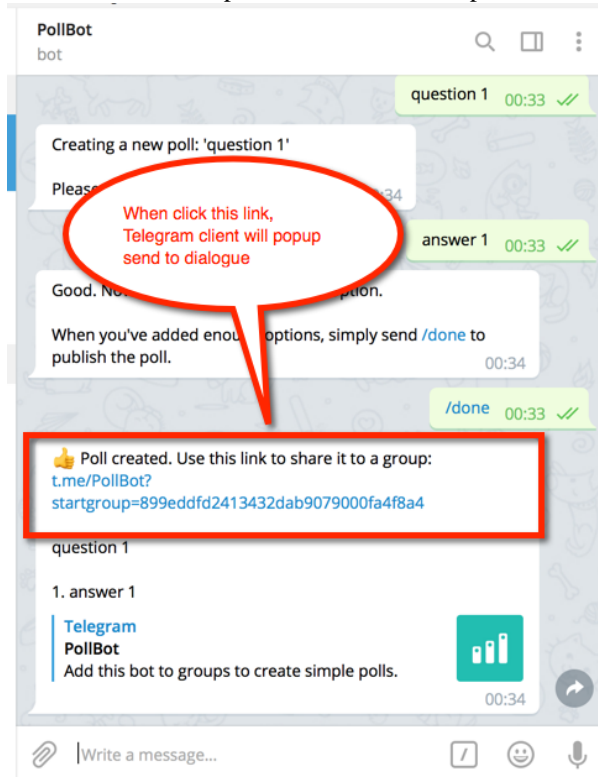

Fig.3. Moderating the dialogue with the guest

For the convenience of working with data, it is necessary to provide for the possibility of quickly adding new hotel administrators, as well as deleting them when an employee ends his career in the hotel. To view all the administrators who work in the hotel, just type the command "/H81; _tep". Only administrators of the general chat can add new hotel administrators using the "/her11_tep" command. If you want to remove an administrator, you should select the "delete" button. All received information is recorded in the database with the possibility of its subsequent analysis on any basis of classification.

Of course, such questionnaires can also be used to evaluate the work of other hotel employees, as well as to assess the quality of services provided: cleaning rooms, meals, and others.

The bot can be assigned the function of notifying guests about the work schedules of the hotel staff, about the work schedules of shops, centers, cafes adjacent to the hotel, and so on.
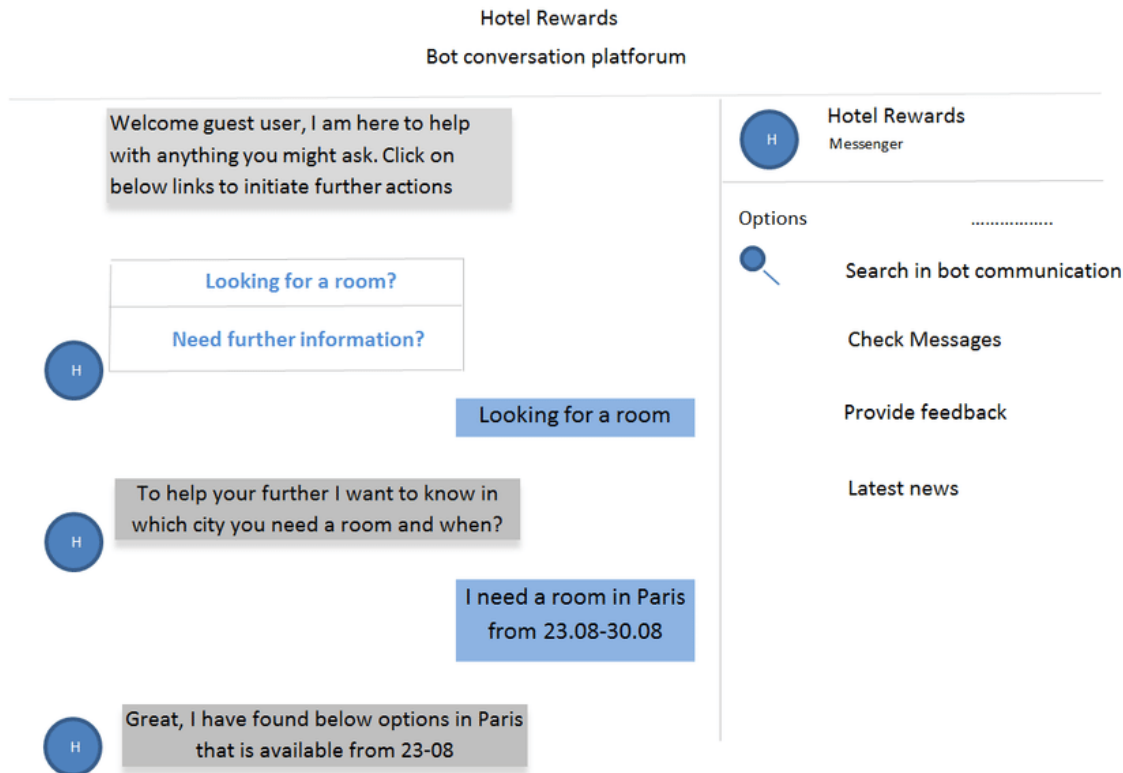
Fig.4. Sample conversation with a hotel booking chatbot [10]

It should be noted that receiving feedback from hotel guests in this way will undoubtedly be of interest not only for the hotel itself, but also for educational organizations that send their students to enterprises for internships, as well as for assessing the competencies formed by graduates of educational organizations who got a job there. work. And it does not matter that as an example we considered the position of a specialist at the level of secondary vocational education. All this will be true for specialists with higher education.[5]

The feedback received as a result of the survey allows the educational organization to better understand which competencies are being mastered by students to a sufficient extent, and which ones need to be paid additional attention. Perhaps, in order to improve the quality of training of specialists, it will be necessary to adjust the content of individual topics of the disciplines of educational programs or change the methodology for presenting educational material.[6]

This kind of interaction between educational organizations and enterprises of the tourism industry (we considered the hotel as an example) does not imply any additional burden on the employees of these enterprises, everyone is busy with their professional work.[7]

Organizational work on the development and implementation of such questionnaires can be almost completely performed by students of educational organizations. So, for example, at the university in the direction of "Tourism" for professional competencies in the development of questionnaires, one can distinguish:

Direction "Tourism":
— the ability to process and interpret, using basic knowledge of mathematics and computer science, the data necessary for the implementation of project activities in tourism;
— the ability to promote and implement a tourist product using information and communication technologies;
— the ability to communicate with consumers of the tourist product, to ensure the service process, taking into account the requirements of consumers and (or) tourists;
— direction "Hotel tourism":
— readiness to develop the process of providing services, including in accordance with the requirements of the consumer, based on the latest information and communication technologies;

— the ability to identify and take into account the main psychological characteristics of the consumer in the process of service activities;

— readiness to carry out quality control of the service process, parameters of technological processes, resources used;

— direction "Advertising":

— readiness to use modern information technologies to solve the problems of professional activity;

— readiness to perform the functions of organizing and managing the processes of creating and editing content, taking into account the specifics of online mass communication channels, types of mass communications and the needs of the media market;

— readiness to use the main marketing tools when planning production and (or) implementing a communication strategy in the system of mass communications, including using modern technical means and technologies of digital communications.[8]

Students can independently conduct research on the needs of tourism industry enterprises and tourists, compile various kinds of questionnaires, design questionnaires, fill the chat bot with the required information, analyze and systematize the data received from tourists in the context of a particular tourism industry enterprise.

4. CONCLUSIONS

The use of artificial intelligence allows you to get prompt and high-quality feedback on the professional level of employees of enterprises. The information obtained will allow us to form a systematic approach to managing the improvement of the quality of training of professional personnel for enterprises in the tourism industry. The paper presents only an episode of the possible interaction between educational organizations and enterprises in the tourism industry using IT technologies of the global model for training a competitive specialist.

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