



**IMPROVING THE QUALITY OF RECREATIONAL SERVICES IN THE
DEVELOPMENT OF TOURISM IN UZBEKISTAN**

Shaymanova Nigora Yusupovna

Assistant of the Department of "Tourism and hotel business"

n.shaymanova@tsue.uz

Abstract. *Uzbekistan has a very high tourism potential, it is rich not only in historical and cultural heritage, but also in recreational opportunities. The diversity of natural landscapes in the country creates great opportunities for the development of mountain tourism, eco-tourism and sanatorium resorts. This article analyzes effective strategies for improving the quality of recreational and tourist services.*

Keywords. *Recreational services, the quality of service, quality of service, marketing strategies, green infrastructure.*

Introduction. Improving the quality of tourism infrastructure in Uzbekistan will create favorable conditions for tourists and contribute to the further development of tourism. In particular, this includes the construction of modern hotels and sanatoriums in the regions and the reconstruction of existing ones, the introduction of green infrastructure, i.e. the use of environmentally friendly vehicles, the establishment of a waste recycling system at tourist facilities, and the development of roads, airports, and public transport systems. Along with the development of tourism infrastructure, the introduction of innovative technologies will allow the use of modern technologies in the tourism sector to improve the quality of service and better meet customer needs. For example, the management of tourist destinations through mobile applications and digital services, the improvement of online booking systems, and the development of interactive guides and automated services based on artificial intelligence will allow the effective development of this sector.

The quality of services in recreational tourism development is influenced by psychological, technical, economic, and social factors. Additionally, professional training of staff and adherence to quality standards are crucial for meeting consumer expectations and industry requirements.[1]

The quality of services in recreational tourism development includes hospitality and service quality, infrastructure and accessibility, safety and security, and the availability of entertainment and leisure activities, all of which significantly shape tourist perceptions and satisfaction.[2]

Key factors influencing the quality of services in recreational tourism development include state regulation, diversification of services, effective marketing, high-end consumption demand, competition, and the efficient use of regional resources and infrastructure to enhance service delivery and customer satisfaction.[3]





The table below provides methods for improving the quality of recreational services in the tourism sector:

Table – 1. *Methods for improving the quality of recreational services in the tourism sector*⁸

Development of tourist infrastructure	Improving the quality of tourism infrastructure will create favorable conditions for tourists and contribute to the further development of tourism.
Introduction of innovative technologies	The use of modern technologies in the tourism sector allows us to improve the quality of service and better meet customer needs.
Training personnel and improving service culture	The quality of service in tourism depends on the qualifications and hospitality of the staff.
Diversification of tourism products	Expanding tourism products is important to improve the quality of tourism services.
Strengthening international advertising and marketing strategies	It is important to develop effective marketing strategies to promote tourism services in the global market.

One of the most important aspects of the development of recreational tourism is the training of personnel and the improvement of the service culture. In this regard, increasing the number of guides and service specialists who know several foreign languages, as well as organizing advanced training courses for them, will allow for the effective development of this sector. The personnel providing services in the tourism sector are required to be professionally trained and able to use modern technologies based on innovative approaches to service provision. For example, an employee needs to be able to use digital and smart technologies introduced to develop the industry. The following innovative technologies can be used to improve the quality of services in recreational tourism:

- introduction of artificial intelligence and automated services;
- use of digital payment systems and smart technologies;
- creating interactive tours using virtual and augmented reality technologies;
- establishing transparent and secure payment systems in tourism through blockchain technologies.

For example, using virtual and augmented reality technologies to create interactive tours, VR technology allows tourists to “travel” to any historical, cultural or natural site in the world, regardless of their location. For example, a virtual tour of the Louvre Museum (France) - Tourists can view the famous works of Leonardo da Vinci and historical rooms in

⁸ Muallif ishlanmasi





360° format without leaving their home. Or, when interactive tours are organized with augmented reality (AR), AR technology makes tours more lively and interesting by adding digital information or animations to real-life objects. Pompeii AR guide system (Italy) - tourists can see what the ancient city looked like through an AR app while walking among the ruins. Sometimes, when it is impossible for tourists to go to a resort, they can take a virtual trip through these innovative technologies. However, during their vacation, tourists cannot use VR and AR technologies in all recreational services. Because it is not possible to use AR and VR technologies in sanatorium and SPA services. Some services provided in sanatoriums, namely diagnostic systems and physiotherapy programs, cannot be implemented virtually. In addition to treatment services, VR and AR technologies can be used to present historical and cultural sites to vacationers in the form of virtual tours. VR and AR technologies create a great opportunity to take recreational tourism to a new level. They not only make the tourism experience more interactive and interesting, but also contribute to the development of ecotourism, sports tourism, wellness, and cultural tourism.

The use of virtual reality (VR) and augmented reality (AR) technologies is important for improving the quality of service in recreational tourism. These technologies allow tourists to explore interactive excursions, ecological routes, and cultural heritage in a virtual format. For example, opportunities such as previewing sanatorium services through VR, and traveling through nature reserves with the help of AR guides can significantly improve the quality of tourism services.

Environmental sustainability and green infrastructure are important in the development of recreational tourism. Therefore, the development of ecotourism zones, the use of green energy (solar panels, ecological transport), and the establishment of a waste recycling system will increase the sustainability of recreational tourism services, attract foreign tourists, and improve the quality of service in the sector.

Conclusion. Improving the quality of recreational tourism services in Uzbekistan is closely related to the development of innovation, environmental sustainability, and service culture. Recreational tourism can be brought to an international level through VR and AR technologies, green infrastructure, the formation of environmental awareness, and the improvement of the skills of tourism workers. An integrated approach in these areas will serve to increase the country's tourism potential and sustainable development.

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