

governments can mandate sharing platforms to treat their contractors (accommodation hosts) as real employees so that they do not suffer from profit loss during a crisis.

The influence of the COVID-19 on the networked hospitality companies has also created an impetus for future research to examine how this sector will flourish and prosper in the face of adversity. Cancellations of accommodation-sharing bookings have never existed on such a large scale, and no one knows how to fix the issue. Many workers who lose their jobs at Airbnb had no safety net as they are merely hosts and not employees but prospective studies might recommend ways to get them into the social benefits system. The COVID-19 has also had some promising outcomes in that it has compelled numerous stakeholders to upgrade their sharing services and expand them into a mature industry, and future studies could look into different ways to do so.

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IMPROVING THE QUALITY OF CUSTOMER SERVICES IN TOURISM

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Today, quality in tourism plays a very important role. Since people began to focus more on quality in everything: in service, in the product and services provided. Several definitions of quality are given, but first of all, according to the UNWTO definition: «quality is the fulfillment at a fixed and acceptable price of any desires and expectations of the client that do not contradict the legislation, while observing the requirements of safety, hygiene and accessibility of tourist services, harmony of man and the environment» [1]. The modern scientific definition of quality is given in the international standard ISO 8402-86: «quality is a set of properties and characteristics of products and services that give them the ability to satisfy conditioned or implied needs» [2].

The quality of service in tourism is one of the most important factors for the successful operation of a tourism organization, which provides a secure position in a competitive environment, a high sales share in the tourism services market, as well as an increased and stable sales price. The quality of tourist service is a complex of services and activities that tend to satisfy the needs and desires of tourists on vacation and travel [3].

The indicator of the quality of service at enterprises is determined [4]:

- efficiency of work on the selection and organization of tours at the request of clients;
- courtesy of service, which is expressed in the hospitality of the staff of the travel company, their attention to the requests of each client, patience when discussing the tour;
- correspondence of the proposed tour to the real content;
- availability of coordination of all components of complex service.

The speed of service in the complex determines the degree of satisfaction of each client:

- timing of route selection;
- terms of registration of the necessary documents (passport, visas, tickets, etc.);
- terms of obtaining reference information.

Also, quality indicators are the observance of the following principles at tourist enterprises:

The first is compliance with the basic and most important principles of modern service for the tourism industry:

- maximum correspondence of the provided services to the requirements of consumers and the nature of consumption;
- inextricable link between service and marketing, its basic principles and objectives;
- flexibility of the service, its focus on taking into account changing market requirements, preferences of consumers of travel services.

The second is the creation of the necessary conditions for the personnel who can provide high-quality service. These include:

- ergonomics of workplaces;
- a clear formulation of the rules that each employee must comply with;
- a clear system for assessing the quality of the work of each employee, which makes it possible to objectively measure quantitatively and qualitatively the effectiveness of the service, especially such poorly accounting elements as benevolence and politeness;
- staff motivation, their sincere interest in the prosperity of the entire enterprise, the desire and ability to do all the work as efficiently as possible, the mood for self-improvement;
- system of staff training.

The third is the optimization of the organizational structure of the management of an enterprise providing travel services.

The longer the chain of passage of the order, the greater the likelihood of making a mistake: the optimal is such an organizational structure of management, where the number of elements is extremely small, but without compromising the quality of service.

A prerequisite for ensuring the continuity of the technological process with the same level of service quality is also the effective interaction of all elements of the structure, which allows you to immediately correct the errors that have occurred and exclude the possibility of their repetition.

Fourth - comprehensive, complete, objective and continuous control over the quality of service, which implies:

- guest participation in quality assessment and control;
- creation of methods and criteria to correlate the requirements of standards with the actual state of affairs;
- creation of personnel self-control systems;
- constant work with quality groups;
- application of clearly formulated quantitative criteria for assessing the quality of services provided;
- participation of personnel in the creation of quality systems and criteria;

- application of technical means of quality control;
- creation of control services, which would include representatives of various services: directorate, financial department, security department, personnel service, managers or employees of all functional services.

The actual problem of customer service in many travel companies is the loss of a client, and this happens for several reasons:

8. Inability to sell a tourist product.
9. Failure to increase the number of salespeople and their productivity.
10. The needs of the client are not sufficiently identified.
11. Failure to convince the client that the company can be trusted.
12. Clients often leave with the words "I'll think about it."
13. The client did not get through to the company.
14. Lack of an individual approach to each client.
15. Clients go to another company because it is cheaper there or they were given a discount.

You can introduce the following directions to improve the level of service and service delivery:

- 1) increasing requirements for personnel during hiring;
- 2) professional development of personnel:
 - primary training in accordance with the objectives of the enterprise and the specifics of the work;
 - training to bridge the gap between job requirements and personal qualities;
 - training to improve general qualifications;
 - training for mastering new techniques and methods of performing labor operations;
- 3) introduction of new technologies in serving tourists;
- 4) application of the zero-defect method;
- 5) reduction of cases of violation of labor discipline due to work with personnel;
- 6) reduction in the number of costs associated with the performance of work related to personnel services;
- 7) the introduction of measures for the scientific organization of work: the placement of personnel in accordance with qualifications, education, age, temperament.

In conclusion, it should be noted that an important and responsible task for tourism enterprises is to create a reputation for high quality guest service, which is ensured by the collective efforts of employees of all services of the enterprise, constant and effective control, work to improve the forms and methods of service, study and implement advanced experience, new equipment and technology, expanding the range and improving the quality of services provided. Recommended requirements for service conditions include: compliance with the purpose; accuracy and timeliness of execution; complexity; the ethics of the service personnel; comfort; aesthetics; ergonomics.

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