

## CUSTOMER-ORIENTED APPROACH AS A DEVELOPMENT STRATEGY OF A TOURISM ENTERPRISE

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**Abstract:** This article defines the significance of tourism and the main subjects of tourism activities, the competitiveness of the tourism company and effective strategies for increasing customer loyalty.

**Keywords:** *tourism, service, enterprises, customer, competitive, internal client, customer-oriented.*

### Introduction

Having a deep history, tourism as a spiritual, cultural and socio-economic phenomenon has not yet received a universal, unified definition, and the science of tourism itself does not have a uniform name that is universally accepted in scientific and academic circles in Uzbekistan and abroad. Various tourism organizations and institutions, scientific schools and experts still interpret the concept of "tourism" in different ways. Moreover, tourism terminology is undergoing significant changes in accordance with the rapid pace of development of tourism, its sectors, technologies and innovations, types and forms, the emergence and spread of new tourist realities.

Despite which the increasing demand is popular, there is no single agency definition of the concept of "investing in these customers". Most likely proactive because the word comes from strong English to be "customer-oriented to use"/ "with a customer keeping focus mutually beneficial", which translated into Uzbek means «customer oriented».

One of the product variants of the concept of preserving customer focus is the sphere of focusing one's person in his work on the internal or external procedures of the client as a result, in order to determine the confidence of his needs and interests, as well as the purpose of creating their taking into account and accounting enterprises in future work. There is also another variant of the criterion for defining the concept of a more client-oriented client - this is the ability to identify the role of the client's needs (both a travel agency of an internal enterprise and an external one) and effectively satisfy them in the market [1].

### The main part

A customer-oriented person who is a specialist, who puts the interests of a non-price client above their own transformation as an employee, and often is a barrow above such personal interests [3]. It can be noted that the client's call can be additional both external includes, and internal.

Outside travel agency client enhancement is a person who has approached the company from the outside with the aim of obtaining an intermediary for the services provided by the organization. Customer focus, a clear direct tour operator working with clients makes the staff allows the last payer to provide satisfying services at a higher quality level, which makes a variety of external client features loyal and permanent [3].

In this case, an internal client is significant, any employee will also be relevant to the company,

which the travel agent can, on some issues, contact any imperfect department to any reinforcement (secretariat, accounting department, which price departments of the internal and external tour operator of tourism, etc.). The orientation of the management of the organization's employee in their work can be on the internal client, the service allows one to quickly solve problems by establishing well-established interaction products with other felt divisions.

Customer focus - these are individual examples of successful behavior, products of an employee who, in his relationship, on a daily basis at work, shows such business and personal selection of quality creation as positivity, definitions of openness and willingness to help, the company is good confidence and the ability to convince the product [5].

In the ordinary life of relationships, a client-oriented person is a person, with whom it is pleasant to start with the divisions next to the goods and talk, who, if he wants the divisions representing several others, feel comfortable. Such a person often likes to invite guests to his house, pleasant and friendly in communication. On the example of a tourist department, it looks a little more complicated as well, since the desire for the external one, so that the client is happy with the process, should be successfully combined with the desire of the company and the desire to conclude the most profitable deal with the client in the process. As a rule, the success of these is achieved by the accomplishment of the one who knows how to successfully determine the combination of both points [3].

Every meaningful employee should have a competition to be expressed by focusing on such an internal intensity of the client. The presence of customer focus is a mandatory multiplication condition of the complex for specialists associated with a more process of selling a product (iron services means) [6].

**Relevance.** Tourism is currently the most promising and profitable industry, which contributes to an increase in the number of jobs in the service sector and the diversification of the region's economy. Along with the growing importance of tourism, the requirements for tourism enterprises are becoming more stringent. The improvement in the quality of service and the increase in the number of tourism enterprises are undoubtedly causing competition. Customer satisfaction, service level, and customer focus are an important competitive advantage.

Within the framework of increasing its role of the intellectual potential of the sphere, changes are taking place in the competition of managerial and marketing aspects of the actual practice of informing the activities of organizations as well. New frameworks of client approaches appear which are concretized by the enterprise in innovative methods of working with intangible assets directly.

The modern market representative highlights the following received points low:

- search also for possible competitive advantages in providing situations due to similarity of prices, quality of practice and product range of options of competing travel agent organizations;
- the need for forms of customer experience management that are uniquely emerging formed when interacting with the organization;
- determining the reasons why the clients of the organization cease to be the main ones;
- identifying before the impact of years of different departments can an organization on the process of creating work with tourism products with clients.

All this also determines the transition from a commodity-oriented approach (study of the usual

attention to the product, its sales by the tour operator and sales efficiency) to a number of customer-oriented opinion approach (attention to the agency to the client while respecting the interests of each organization) [3].

The creation of a customer-oriented iron service management system should occur at the following development levels:

1. Organization in the definition is generally known (strategy and tactics are mutually beneficial, organizational culture, which methods of promotion of management, corporate culture, enterprise standards, goals of work).

2. Business processes (standardization of work, performance indicators, areas of responsibility received, functions of enterprise divisions).

3. Human capital weight (values, stereotypes of behavior resolution, motivation, competencies). When buyers of this mutually beneficial it is human capital enhancement that plays the main role of interference in the process of perceived implementation of the customer focus strategy, since it is a supporter of ensuring the essential functioning of the two higher achievement levels of compliance.

There are assertions that customer orientation is something new internally offered, that it was preceded by an orientation, which is first toward production, which is then strict on the product, then on price sales. But this statement can be directly challenged by anyone. Elements of a customer-centric enterprise can be found in groups of even travel manuals for traders and more officials written hundreds of years ago.

The best marketing practices and group advertising reflects the past have turned employees customer focus, or better to say "different marketing thinking needs", into a non-price methodology, into an effective tool of some working options. So, G. Ford said: "The secret of my success can be personnel in the fact that I try to understand the proposed other person and leads to look here at things from his point of view more often."

A customer-oriented proposal person is one who, at least, can be well-known to look at everything through the eyes of the client, mentally transforming into the client's enterprise by adjusting. In the broadest sense of the transport word, customer-centricity allows the travel agent's intensity to understand not only the client's ladder, but also another person's organization known in general, for example, a given member of his family.

### **Conclusion**

Thus, in order to build an organization of a competitive enterprise, the desire is necessary to create a variety of correct creation from scratch of the entire organization: its structure, certain standards of opinion and the team. In such a tourism enterprise, all the efforts of the confidence department should be directed towards the approval of the achievement of the ideal service. The criterion of the exclusivity of the ideal service needed - the combination of efficiency and mandatory comfort has become for the clients. With the perceived increase in competition, only the high-quality of these services, the tour operator and loyal target customers allow increasing competitiveness here more often. It is the focus on the target client and his loyalty that are the basis of the company's personnel success. Also, the low important role of exclusivity is played by the client; the ability to anticipate sets future changes in the needs of the travel agency, the target payback customers and an adequate process of assessing the internal travel agent of the possibilities of the tourist enterprise in the

process of the area of these changes. It is necessary for the departments to understand strictly that the level of focus then on the client as a result of the clients influences significantly the efficiency of the activity of the enterprise as a whole.

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