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# DIRECTIONS FOR IMPROVING THE QUALITY OF TOURISM SERVICES

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**Abstract:** *The authors (Langvinienė, 2014; Prentice, 2020; Grasso & Sergi, B.S. Eds., 2021) claim that over the past few decades, tourism has continuously expanded and strived to become one of the largest and fastest growing economic sectors in the world. Tourism is primarily a vital industry for the social and environmental development of local communities. Due to the influence of economic, social and political processes of globalization, tourism has become one of the leading industries in many countries.*

**Keywords:** *tourism, tourism service, tourist promotion*

**JEL Classification:** C83

## INTRODUCTION

The measures and directions for improving tourism services were studied by the following authors: Lin, Yang, C.-L., & Ho, T.-M. 2015; Ho, Feng, S.-Y., & Yen, T.-M. 2015; Zhang, Xu, Z., Gou, X., & Chen, S. 2021. The quality of tourism services is determined by underdeveloped infrastructure, low diversity of tourism services, competition, threat of war, lack of information, seasonality of tourism, adaptability and uniqueness of the service, possibilities of using the service, features of service use, service provider and his awareness, unqualified personnel.

Research problem. What are the directions for improving tourism services? The aim. After analyzing the aspects of the quality of tourism services from a theoretical point of view, provide directions for improving the quality of tourism services.

## MATERIAL AND METHODS

Research methods used to achieve the goal: comparative analysis and summarization of scientific literature, qualitative research-interview. 23 informants participated in the study. Confirmatory or negative case selection was used for the sample - confirmation of established facts or exceptions to the rules are sought when the researcher lacks clarity on the research questions.

## RESULTS AND DISCUSSION

Authors, Lin, Yang, & Ho, 2015; Gražulis, & Narkūnienė, 2017; Grasso, & Sergi, 2021, state that currently facing intense competition in the tourism industry, improving service quality has become even more important, as it especially helps tourism service facilities, travel agencies to increase market share and attract more tourists.

The quality of tourism services is the main indicator of the level of development achieved by each form of tourist movement, which is faced by many scientists, businessmen and other researchers, because it has a significant impact on customer satisfaction and loyalty, price, business success and profitability. The quality of tourism services originates from the interaction between customers and service, service providers, and service quality is monitored through process and results.

A comparative analysis of the scientific literature revealed that the quality of tourism services depends on many factors: variety of services; provision of services; natural and cultural

environment; HR management; information and communication; destination and management; technology integration; level of infrastructure development. These factors positively affect the quality of tourism services. A detailed comparative analysis of the scientific literature delves into specific qualitative studies related to each of these factors, providing insight into their impact on the quality of tourism services.

The conducted qualitative research (23 informants) identified directions for improving tourism services that can help improve the quality of tourism services: improving customer interaction and involvement; staff training and development; application of IT technologies; promotion of cultural exchange; improvement of tourism infrastructure; community participation and empowerment; promotion of responsible tourism behavior; security assurance. The theoretical and practical aspects of research can help tourism companies to continuously improve the quality of their services and thereby maintain customer loyalty.

## CONCLUSIONS

The concept of the quality of tourism services is defined at the level of the quality of services provided to tourists and their characteristics. Quality tourism services should ensure high customer demand depending on factors: variety of services; provision of services; natural and cultural environment; HR management; information and communication; destination and management; technology integration; level of infrastructure development.

The directions for improving tourism services determined by qualitative research can help improve the quality of tourism services: improving customer interaction and involvement; staff training and development; application of IT technologies; promotion of cultural exchange; improvement of tourism infrastructure; community participation and empowerment; promotion of responsible tourism behavior; ensuring security. Improving the quality of tourism services is an important process that tourism companies must constantly carry out in order to meet customer needs, improve customer experience and maintain a competitive advantage.

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