

**EFFECTS OF EMPLOYEES ON THE COMPETITIVENESS OF TOURISM SERVICES**

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**Annotation** *In the long-term perspective of tourism enterprises, there is a growing focus on increasing the efficiency of using employees as the main business strategy. Foreign literature on the tourism industry has written extensively in recent years about labor-related processes, the challenges they face, and their rights and future.*

In tourism enterprises, which require large labor costs, people are its most important asset. As a result, their management plays the role of coordinating these powerful assets, making a significant contribution to the development of the management system and methodology of enterprises. Many tourism companies consider employees as an ancillary component of the company and do not pay enough attention to their management. But this is wrong, because in tourism companies, employees are an integral part of the company, the end product, and companies charge customers for this. For example, in a hotel, a guest pays not only for accommodation, security, cleanliness, but also for the attention of hotel staff.

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Today, more than 200,000 people work in the tourism industry in our country. The nature of human resource management will also determine the effectiveness of the business and the success of its individual members. Intangible benefits, such as improving the morale and job satisfaction, should also be considered. A prudent HR policy can have a positive impact on employee behavior, skills, and performance.

We will try to analyze the impact of tourism enterprises on the competitiveness of tourism services (Table 1).

**Table 1**

**The impact of employees on the competitiveness of tourism services**

Indicators	Content	of	Influence	of	employees	on	service
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	<b>Competitiveness Indicators</b>	<b>competitiveness indicators</b>
<b>Economic</b>	Consumer prices for services are reflected in the value.	Depending on the tourist segment, employees can change the price of services, improve sales of services by emphasizing bonuses and discounts.
<b>Organizational</b>	Describes the terms of service offer.	Employees, with their responsibility, organization and initiative, can speed up the process of providing services to tourists and improve the level of service.
<b>Classification</b>	Indicates that a particular type of service.	Employees can provide a level of service that meets the classification characteristics of the tourism business.
<b>Normal</b>	Indicates that the services comply with the standards and regulations.	Employees can meet the needs of tourists by following the rules and regulations adopted in the field of service.
<b>Constructive</b>	Demonstrates the technical advantages of services.	Employees can emphasize the advantages of the services offered and make them attractive to tourists.
<b>Social</b>	Demonstrates the relevance of services to the individual, social group, and society as a whole.	Employees can ensure that services are tailored to the individual, social group, and society as a whole.
<b>Ergonomic</b>	Indicates that the services correspond to the characteristics of the human body and psyche.	Depending on the basic needs of tourists, the staff can ensure the safety, convenience and, in other respects, the suitability of the services offered to the characteristics of the human body and psyche.

Targeted search for and hiring the necessary specialists remains one of the most pressing issues in the modern human resources market. Currently, the complexity of building the capacity of qualified personnel in the field of tourism is as follows:

- There is a lack of qualified specialists in the tourism industry, such as programmers, system administrators, innovative project managers who can create new tools and systems and introduce innovations;
- The high level of service, which is typical for Western customers, ie politeness, responsibility, low level of enthusiasm, also complicates the activities of the tourism industry.

As a result of the analysis of the characteristics of personnel management in the tourism industry, in no high-income sectors of the economy interpersonal

relationships do not play as important a role as in the tourism business. It is also known that.

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