

ETIQUETTE OF COMMUNICATION WITH FOREIGN TOURISTS

Djuraev Jokhongir Baxodirovich
Toshpulatov Jasur Djaffarovich

Abstract: *At work and at home, a person is constantly faced with repetitive standard situations (greeting, introduction, phone calls, farewell, etc.). For them, forms and rules of behavior are developed, in other words, etiquette. Such situations cannot be avoided by employees of a travel company. Therefore, it is advisable to consider business etiquette, taking into account the specifics of tourism activities.*

Keywords: *etiquette, tourism, attitude, international tourist, method.*

INTRODUCTION

Business etiquette in tourism activities is understood as the established procedure for the behavior of employees of a tourism enterprise in relation to customers and the basis for the relationship of all personnel among themselves: superiors and subordinates, as well as equal in positions.

An employee of a travel company should not unconditionally follow the requirements of business etiquette - He just needs to try to understand their inner meaning and content, which makes them necessary in business communication. Business etiquette is not the ultimate truth. They are not absolute and may change over time. However, their reasonable application will significantly increase the efficiency of the travel company [3].

MATERIALS AND METHODS

R.N. Botavina in his book "Ethics of business relations" highlights the following principles of business etiquette, which are also reflected in the tourism industry [4]:

1. Common sense. The content of the requirements of business etiquette must comply with common sense. And common sense presupposes saving working time, ensuring order at the enterprise, maintaining the organization of personnel. These and other reasonable goals are achieved through business etiquette.

2. Freedom. Diligent implementation of All the rules and norms of business etiquette should not become an obstacle to the free expression of the views and wishes of a business partner. The partner must be given freedom of choice. With regard to the field of tourism, this principle acquires additional significance, as it implies a tolerant attitude towards national characteristics and cultural national traditions of foreign guests and partners of the travel company.

3. Ethics. All components of business etiquette should basically be moral. All of their content is simply obliged to be aimed at good. This principle allows you to

"surround" the tourism business with many "ethical filters" that leave the immoral actions of staff outside the scope of business relations. But when an employee realizes that deceiving a client is not only immoral, but even unprofitable, then the efficiency and activity of the tourist enterprise will steadily increase.

4. Convenience. Employees of a tourist enterprise should not comply with the norms of business etiquette as something unnatural and imposed from the outside. The rules of conduct dictated by business etiquette, if applied wisely, are not capable of fettering, interfering with business relations, hindering the development of a travel company. The principle of convenience in a tourism enterprise must be implemented in everything: from the organization of the workplace to the rules for presenting your tourism product.

5. Expediency. Each requirement of business etiquette should serve a corresponding purpose.

6. Profitability. Too much money should not be spent on business etiquette.

7. Ease. The imposed mechanical compliance with the requirements of business etiquette, devoid of an understanding of their inner meaning and meaning, will not give a positive effect [2].

RESULTS AND DISCUSSION

Etiquette norms and rules should be natural, performed with ease and without tension. However, do not confuse ease with arrogance, bad manners and impudence.

- Conservatism. This principle holds true in many ways. This is a strict business suit of an employee of a travel company, and his manner of communication, adherence to certain traditions. And such manifestations of conservatism involuntarily contribute to the creation of clients' ideas about the travel company as something unshakable, permanent, unchanging and sustainable.

Fundamentality, reliability and stability will always attract potential customers and partners.

- Universalism. Any rule or norm of business etiquette can be applied in various situations of business relationships.

- The effectiveness of business etiquette lies in the fact that its standards make it possible to reduce the terms of execution of contracts, reduce the number of conflicts in the team, etc [8].

Thus, the use of the principles of business ethics is cost-effective and, as has been shown, has a significant impact on improving the efficiency of the tourism enterprise.

CONCLUSION

In tourism activities, due to improper behavior or bad manners, not only money is lost, but also the careers of talented employees are ruined. A clumsy compliment, a broken button, a flashing light, a misspelled business card, a

crumpled document, or an inappropriate “thank you” can immediately cross out an employee’s professionalism, make the client get up and leave, or even complain to higher authorities. For an employee of a tourist enterprise, ignorance of etiquette, for example, in the form of rudeness towards a client, can cost both the loss of respect from colleagues, and the deprivation of wages, and even dismissal from work, depending on who and how he was rude. And given that the contingent of clients of reputable travel companies are most often rich and influential people, perhaps UIP-persons, then in these conditions it becomes the most urgent and urgent need not only to know and apply the rules of business etiquette, but also to be a master in it.

REFERENCES:

1. Durovich A.P. Marketing in tourism. - M., 2020.
2. Egorshin A.P. Personnel Management. - N. Novgorod, 2018. Emelyanov B.V. Professional skills of the ex-course guide: Proc. allowance. - M., 2016.
3. Marvin B. Restaurant Marketing: How to attract and keep customers in your restaurant. - M., 2012.
4. Meksop M.Kh., Albert M. Hedouri F. Fundamentals of management. - M., 2017.
5. Meneghetti A. Psychology of a leader. Ed. 4th. - M., 2012.
6. Tourism management. Tourism as an activity: Textbook. - M., 2012.