

Материалы

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THE DEVELOPMENT AND FEATURES OF SERVICE OF TATARSTAN

Muzafarov K.A.

Volga Region State Academy of Physical Culture, Sports and Tourism, Kazan, Russia

Topicality. Currently, the Republic of Tatarstan is one of the most developed regions in Russia. The capital of the Republic, Kazan, is rightly called the third sports capital of the country and for good reason. The city is developing rapidly and rapidly. The progress of the Republic of Tatarstan requires the service development. Most things in the service sector have become outdated. Some of them are from the post-Soviet time. But from year to year the service in Russia is gradually approaching to international standards. Its potential for development and growth is still very high.

The purpose of work:

To identify and study problematic zones in service sectors of Tatarstan;

To suggest ways of increasing service quality in Tatarstan on the example of foreign countries.

Research methods: analysis of scientific and methodological literature, observation, analysis of Internet sources.

Research results and discussion. However, the development of service in Kazan, unfortunately, is lower and poorer in comparison with foreign developed countries. And this is surprising, because more and more tourists from all over the world come to this city every year.

Firstly, today we'll talk about problems in the service in the city of Kazan, which you have personally encountered yourself.

And then we will find ways to solve these problems and improve the quality of service in the city of Kazan and in the Republic of Tatarstan on the example of foreign countries.

The good knowledge of service and main factors of its development, customers and guests is a significant factor of success of any business. We should understand the «customer's portrait» - sex and age composition, social status, income level, the purpose, preferences, reasons for choosing our company.

Survey. And before we start to identify service problems in Tatarstan, I conducted a small survey among the familiar students and teachers of our Academy on the topic "Assessment of service in Tatarstan"

They were asked the following questions:

- How do you assess the quality of the service sector in Tatarstan?
- What 3 service areas do you like most about the quality of service in Tatarstan?
- What are the 3 main qualities of service in Tatarstan?

Respondents gave the following answers:

Average rating of services in Tatarstan - 7 points out of 10

3 service sectors with the highest quality service in Tatarstan: Trade Service, Travel Service, Hotel Service.

And the residents of Tatarstan consider our service affordable, polite and even original. However, not very honest and qualified. Based on these data, the following conclusions can be drawn that the service has advantages in Tatarstan, but there are also problems: in Housing and communal services, Domestic and Transport service.

But they mentioned two great disadvantages:

1. Lack of competition in the service sector in Kazan. It doesn't give us a wide choice and variety.
2. The persistence of stereotypes. Russia is stereotypically considered to be a no-comfort territory.
3. Lack of highly-skilled and qualified staff. This problem is closely connected with a lack of distinct service quality criteria.

Program «Visit Tatarstan». And by the way, it is not worth wondering why the Trade, Travel and Hotel service are so good, because the Visit Tatarstan program is currently being actively developed in Tatarstan.

Visit Tatarstan is a comprehensive program aimed at creating and implementing a global communication strategy and marketing campaign to promote the tourism opportunities of the republic, as well as further development of the tourism industry within the region and bringing it to modern world needs and standards.

Now let's consider good examples in foreign countries around the world.

Housing and communal service. Poland can be called an excellent example. You have to pay for quality, on average, up to 50% of all family income goes to pay for these services.

However, here citizens get:

- Quality - Water, electricity, heating, repairs.
- Justice - if you don't pay, they will evict you without talking.
- Benefits - if the family is low-income, there are unemployed, pensioners, large families, then this family receives either allowance or even social housing.

Domestic service. A good example would be the USA. We all know very well why the quality of domestic service in this country is so highly - competitive. The state strongly supports entrepreneurs, thanks to this, competition is increasing, which leads to the struggle for the client by improving the quality of services.

Transport service. Japan has one of the best transport systems in the world. But due to what? First, the government pours a huge amount of money into this area, due to which there are simply no traffic jams. The second is great competition. Private companies are fighting to improve

the quality of their service. This applies to all kinds of transport. Also, the Japanese can be praised for their punctuality, transport almost always comes exactly on schedule.

Conclusion. Our service in hospitality and travel industry is a promising business for potential investors. Firstly, it has enough space for development. To improve the quality of service in our republic, as well as throughout the country, it is first of all necessary to increase the level of economic well-being; reduce corruption and pay more attention to small and medium-sized businesses. And only after that we can realize the ideas of foreign countries. That's why, this is a question of time. The market in the service sector isn't saturated. Tatarstan and Kazan are attractive for many people. The future definitely depends on the development of high-quality service, competition, excitement, and creative people.

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