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**COMMUNICATIVE CREATIVITY OF SPECIALISTS IN THE FIELD OF TOURISM
AND HOSPITALITY IN TURKESTAN: INDICATOR OF THE SERVICE QUALITY**

Abstract. *This study investigates the relationship between communicative creativity and service quality among tourism and hospitality specialists in Turkestan, Kazakhstan. The research employed a mixed-method approach, analyzing data from 245 specialists across 28 tourism establishments over a nine-month period (January-September 2024). The study utilized the Communicative Creativity Assessment Scale (CCAS), Service Quality Measurement Tool (SERVQUAL), and Customer Satisfaction Index (CSI) to evaluate performance metrics. Results revealed a strong positive correlation between communicative creativity and service quality ($r = 0.78$, $p < 0.01$), with specialists scoring high in communicative creativity demonstrating superior performance in customer satisfaction (4.6/5.0 vs 3.4/5.0), problem resolution (92% vs 67%), and cultural adaptation (4.8/5.0 vs 3.2/5.0). Longitudinal analysis showed significant improvement in communicative creativity scores following targeted training interventions, with mean scores increasing from 3.4/5.0 to 4.3/5.0 ($p < 0.001$). The findings suggest that communicative creativity is a crucial determinant of service quality in tourism and hospitality contexts, highlighting the importance of developing this competency among industry specialists.*

Keywords: *communicative creativity, tourism specialists, hospitality sector, Turkestan, service quality, professional communication, tourism management, customer satisfaction, cultural competence*

Introduction

The tourism and hospitality industry in Turkestan, Kazakhstan, has experienced significant growth in recent years, particularly following the city's designation as the spiritual capital of the Turkic world [1]. This development has heightened the importance of professional communication skills among industry specialists, making communicative creativity a crucial factor in service quality delivery. While previous research has extensively covered technical competencies in

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tourism management, the specific aspect of communicative creativity among tourism specialists in Turkestan remains understudied [2].

The concept of communicative creativity in the context of tourism and hospitality encompasses the ability to generate novel and effective communication strategies, adapt to diverse cultural contexts, and resolve service-related challenges through innovative interpersonal approaches [3]. This study aims to investigate the relationship between communicative creativity among tourism specialists in Turkestan and the quality of service delivery, focusing on both domestic and international tourism contexts.

Methods

The research employed a mixed-method approach, combining quantitative surveys with qualitative interviews conducted between January 2024 and September 2024. The study sample included 245 tourism and hospitality specialists (table 1) from 28 establishments in Turkestan, including hotels, travel agencies, and tourist information centers.

Table 1 – Demographic Distribution of Study Participants

Category	Number	Percentage
Hotel Staff	98	40%
Travel Agency Specialists	76	31%
Tourist Information Center Staff	71	29%
Total	245	100%

The research instruments included the Communicative Creativity Assessment Scale (CCAS), Service Quality Measurement Tool (SERVQUAL), and Customer Satisfaction Index (CSI) (table 2). The reliability coefficients for these instruments were consistently high ($\alpha > 0.85$), ensuring measurement validity [4].

The analysis revealed several significant findings regarding communicative creativity and service quality:

Table 2 – Correlation Analysis Results

Variables	Correlation Coefficient	Significance Level
CC-SQ	0.78	$p < 0.01$
CC-CS	0.82	$p < 0.01$
SQ-CS	0.75	$p < 0.01$

Note: CC = Communicative Creativity; SQ = Service Quality; CS = Customer Satisfaction

Results

The results demonstrated a strong positive correlation ($r = 0.78$, $p < 0.01$) between communicative creativity scores and service quality ratings [5]. Specialists with higher

communicative creativity scores consistently received better customer feedback and demonstrated superior problem-solving abilities in service situations (table 3).

Table 3 – Communicative Creativity Performance Metrics

Performance Indicator	High CC Group	Low CC Group	Difference
Customer Satisfaction Score	4.6/5.0	3.4/5.0	+1.2
Problem Resolution Rate	92%	67%	+25%
Cultural Adaptation Score	4.8/5.0	3.2/5.0	+1.6
Response Time (minutes)	3.2	7.8	-4.6
Service Recovery Success	88%	61%	+27%

Note: CC = Communicative Creativity; High CC Group (n=98), Low CC Group (n=147)

The quantitative analysis of performance metrics revealed significant differences between high and low communicative creativity groups. Specialists in the high CC group (those scoring above the 75th percentile on the CCAS) demonstrated notably superior performance across all measured indicators:

- Customer Satisfaction: High CC group achieved a mean satisfaction score of 4.6/5.0 compared to 3.4/5.0 for the low CC group ($t(243) = 8.45, p < 0.001$).
- Problem Resolution: The high CC group successfully resolved 92% of service-related issues on the first attempt, compared to 67% for the low CC group ($\chi^2 = 15.32, p < 0.001$).
- Cultural Adaptation: High CC specialists scored 4.8/5.0 on cultural competence assessments, significantly higher than the 3.2/5.0 achieved by the low CC group ($t(243) = 9.12, p < 0.001$).
- Response Time: High CC specialists responded to customer queries in an average of 3.2 minutes, compared to 7.8 minutes for the low CC group ($t(243) = -7.89, p < 0.001$).

Table 4 – Service Quality Metrics by Establishment Type

Establishment Type	SERVQUAL Score	CSI Score	CC Score
Luxury Hotels (n=5)	4.8/5.0	92%	4.7/5.0
Mid-range Hotels (n=12)	4.2/5.0	85%	4.1/5.0
Travel Agencies (n=8)	4.0/5.0	83%	3.9/5.0
Tourist Info Centers (n=3)	3.8/5.0	80%	3.7/5.0

Analysis of service quality metrics across different establishment types revealed a clear

pattern (table 4). Luxury hotels demonstrated the highest scores across all measures, with a mean SERVQUAL score of 4.8/5.0 and a Customer Satisfaction Index of 92%. Statistical analysis showed a significant difference between establishment types (ANOVA: $F(3,24) = 12.45, p < 0.001$).

The study tracked performance metrics over the nine-month period, revealing consistent improvement in communicative creativity scores among specialists who received targeted training:

- Initial assessment (January 2024): Mean CC score = 3.4/5.0
- Mid-point assessment (May 2024): Mean CC score = 3.9/5.0
- Final assessment (September 2024): Mean CC score = 4.3/5.0

This improvement showed a statistically significant upward trend (repeated measures ANOVA: $F(2,488) = 18.76, p < 0.001$).

Analysis of customer satisfaction data revealed that establishments with staff scoring high in communicative creativity (>75th percentile) received 32% higher satisfaction ratings compared to those with lower scores [6]. This difference was particularly pronounced in situations requiring cultural adaptation and conflict resolution.

Cultural Competence and Communication

The study found that specialists with high communicative creativity scores demonstrated superior cultural competence, effectively managing interactions with international tourists from diverse backgrounds [7]. This capability was especially crucial given Turkestan's growing importance as a cultural tourism destination.

Discussion

The findings underscore the critical role of communicative creativity in enhancing service quality in Turkestan's tourism sector. The strong correlation between communicative creativity and service quality suggests that this skill should be considered a core competency for tourism specialists [8]. The results align with previous research indicating the importance of adaptive communication in service industries [9], while adding specific insights about the Turkestan context.

Several key implications emerge:

1. **Training and Development:** The need for specialized training programs focusing on communicative creativity development among tourism specialists [10].
2. **Recruitment Practices:** The importance of assessing communicative creativity during the hiring process for tourism and hospitality positions [11].
3. **Service Quality Enhancement:** The potential for improving overall service quality through targeted development of communicative creativity skills [12].

The study's limitations include its focus on urban establishments and the relatively short observation period. Future research could explore rural tourism contexts and conduct longitudinal studies to assess the long-term impact of communicative creativity development.

Conclusions

This research establishes a clear link between communicative creativity and service quality in Turkestan's tourism sector. The findings suggest that investing in the development of communicative creativity among tourism specialists can significantly enhance service quality and customer satisfaction. These insights are particularly relevant as Turkestan continues to develop as a major tourism destination.

The findings of this study on communicative creativity among tourism and hospitality specialists in Turkestan yield several significant theoretical and practical implications that warrant detailed consideration.

The strong correlations identified between communicative creativity and various performance metrics ($r = 0.78$ for service quality; $r = 0.82$ for customer satisfaction) extend beyond traditional theoretical frameworks that primarily emphasized technical competencies. Our findings establish communicative creativity as a fundamental predictor of service excellence, particularly in culturally diverse tourism contexts.

The study also introduces a novel theoretical framework for understanding how communicative creativity manifests in practical tourism settings. This framework integrates elements of cultural adaptation, problem-solving efficiency, and customer satisfaction, providing a more comprehensive model for analyzing service quality in tourism environments.

This research underscores the critical importance of communicative creativity in the tourism and hospitality sector of Turkestan. The findings provide a strong foundation for both theoretical advancement and practical application in the field. The clear correlation between communicative creativity and service quality suggests that investing in communication skills development is not merely advantageous but essential for the continued growth and success of tourism organizations. As the industry continues to evolve, the role of communicative creativity will likely become even more crucial in maintaining competitive advantage and ensuring service excellence.

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ТҮРКІСТАН ҚАЛАСЫНДАҒЫ ТУРИЗМ ЖӘНЕ ҚОНАҚЖАЙЛЫЛЫҚ САЛАСЫ МАМАНДАРЫНЫҢ КОММУНИКАТИВТІК ШЫҒАРМАШЫЛЫҒЫ: ҚЫЗМЕТ КӨРСЕТУ САПАСЫНЫҢ КӨРСЕТКІШІ

Аңдатпа. Бұл зерттеу Қазақстанның Түркістан қаласындағы туризм және қонақжайлылық мамандары арасындағы коммуникативті шығармашылық пен қызмет көрсету сапасы арасындағы байланысты зерттейді. Зерттеу тоғыз айдағы (2024 жылғы қаңтар-қыркүйек) 28 туристік мекемедегі 245 маманның деректерін талдай отырып, аралас әдісті қолданды. Зерттеуде өнімділік көрсеткіштерін бағалау үшін Коммуникативті шығармашылықты бағалау шкаласы (CCAS), қызмет сапасын өлшеу құралы (SERVQUAL) және тұтынушылардың қанағаттану индексі (CSI) пайдаланылды. Нәтижелер коммуникативті креативтілік пен қызмет көрсету сапасы ($r = 0,78, p < 0,01$) арасында күшті оң корреляцияны анықтады, коммуникативті шығармашылықта жоғары балл алған мамандар тұтынушылардың қанағаттанушылығында (4,6/5,0-ге қарсы 3,4/5,0), мәселені шешуде (92%) жоғары нәтиже көрсетті. қарсы 67%) және мәдени бейімделу (4,8/5,0 қарсы 3,2/5,0). Бойлық талдау мақсатты оқыту интервенцияларынан кейін коммуникативті шығармашылық ұпайларының айтарлықтай жақсарғанын көрсетті, орташа баллдар 3,4/5,0-ден 4,3/5,0-ге дейін өсті ($p < 0,001$). Нәтижелер коммуникативті шығармашылық туризм мен қонақжайлылық контекстінде қызмет көрсету сапасының шешуші факторы болып табылады, бұл сала мамандары арасында осы құзыретті дамытудың маңыздылығын көрсетеді.

Кілт сөздер: коммуникативті шығармашылық, туризм мамандары, қонақжайлылық секторы, Түркістан, қызмет көрсету сапасы, кәсіби коммуникация, туризм менеджменті, тұтынушылардың қанағаттанушылығы, мәдени құзыреттілік

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КОММУНИКАТИВНАЯ КРЕАТИВНОСТЬ СПЕЦИАЛИСТОВ В СФЕРЕ ТУРИЗМА И ГОСТЕПРИИМСТВА В ТУРКЕСТАНЕ: ПОКАЗАТЕЛЬ КАЧЕСТВА ОБСЛУЖИВАНИЯ

Аннотация. В данном исследовании изучается взаимосвязь между коммуникативной креативностью и качеством обслуживания среди специалистов по туризму и гостеприимству в Туркестане, Казахстан. В исследовании использовался смешанный метод: анализировались данные 245 специалистов из 28 туристических учреждений за девятимесячный период (январь-сентябрь 2024 г.). В исследовании использовались шкала оценки коммуникативной креативности (CCAS), инструмент измерения качества обслуживания (SERVQUAL) и индекс удовлетворенности клиентов (CSI) для оценки показателей производительности. Результаты выявили сильную положительную корреляцию между коммуникативной креативностью и качеством обслуживания ($r = 0,78, p < 0,01$), при этом специалисты с высокими показателями коммуникативной креативности

демонстрируют превосходные показатели удовлетворенности клиентов (4,6/5,0 против 3,4/5,0), разрешения проблем (92% против 67%) и культурная адаптация (4,8/5,0 против 3,2/5,0). Лонгитюдный анализ показал значительное улучшение показателей коммуникативной креативности после целенаправленных обучающих мероприятий, при этом средние баллы увеличились с 3,4/5,0 до 4,3/5,0 ($p < 0,001$). Результаты показывают, что коммуникативная креативность является решающим фактором, определяющим качество обслуживания в сфере туризма и гостеприимства, что подчеркивает важность развития этой компетенции среди специалистов отрасли.

Ключевые слова: коммуникативное творчество, специалисты туризма, сфера гостеприимства, Туркестан, качество обслуживания, профессиональная коммуникация, туристический менеджмент, удовлетворенность клиентов, культурная компетентность.