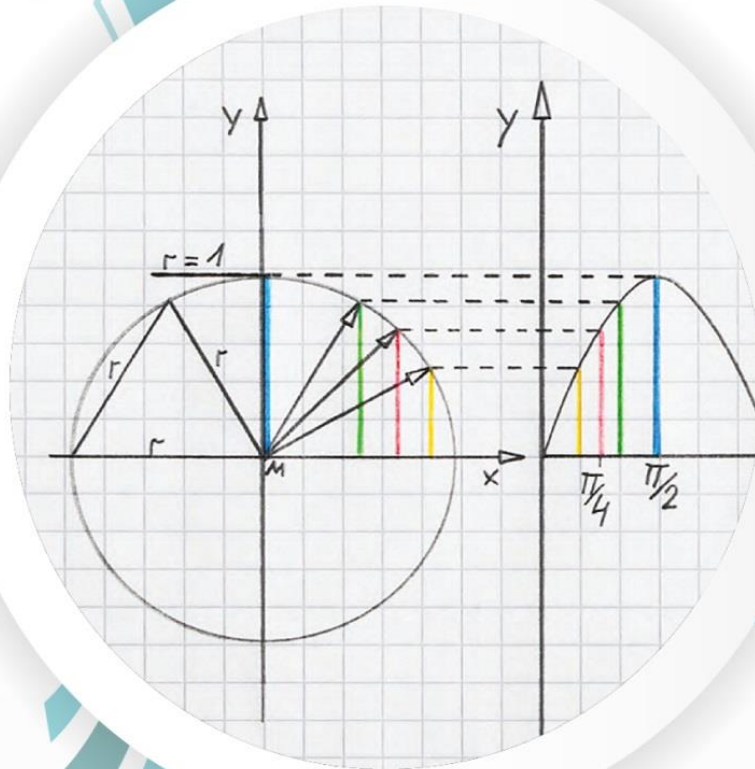


INTERNATIONAL JOURNAL OF

ENGINEERING MATHEMATICS: THEORY AND APPLICATION



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PROBLEMS OF SERVICE IN THE HOTEL BUSINESS IN UZBEKISTAN

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Abstract: Among the various spheres of economic activity of the national economy, the hotel industry occupies an important place. The study examines the main problems of low level of service in the hotel industry, and also offers recommendations for improving the quality of service in this sector of the economy.

Keywords: market, service, hotel, economy, sphere, production, services, service, quality, analysis, personnel, communication, management, standards, technologies, strategies for improving service.

Introduction.

In recent years, tourism has become one of the “growth points” of the national economy. It is a driver for the development of other tourism-related sectors and serves to increase income with a high multiplier effect. Tourism is an important factor in creating new jobs in Uzbekistan

According to the Institute of Forecasting and Macroeconomic Research, over three years the number of tourists has increased by 2.5 times. If in 2017 their number was 2.7 million, then in 2019 it reached 6.7 million. In 2020, due to the pandemic, 1.5 million were able to come, and in 2021 about 1.9 million foreign tourists.

Exports of tourism services in 2020 amounted to \$370 million, and in 2021 this figure increased by 15.1% and amounted to \$422.1 million. In total, 4.5 million tourists are expected to arrive in 2022, which will significantly increase the export of tourism services.[1].



In this regard, the hotel industry is becoming one of the most popular areas of activity in the economy, which has a pace of development depending on the attention the state gives it and how carefully they work to improve it.. “From now on, entrepreneurs will be offered ready-made projects of such facilities as hotel, restaurant, shopping complex, parking lot, gas station, camping.” [2]

Analysis of literature on the topic:

In the economic literature, there is an ambiguous approach to the characteristics of the hotel business.

Thus, American economists Peter Richardson, James McConnell, Larry Wolters and Turil Heinberg believe that the hotel industry is a broad sector of entertainment and recreation, and its success largely depends on the state of the economy and the level of consumer demand. They are paying attention to investments in technology development, such as digital reservations, hotel management systems and guest amenities [3].

Russian economists Sergei Turichin, Vitaly Volvach, Evgeniy Potapov and Olga Safronova, engaged in industry and market analysis, as well as business process management, believe that the hotel business can become an important source of investment and contribute to their socio-economic development. [4]. Opinions also agree that the modernization of the hotel business and the introduction of innovative technologies can improve the quality of service and create a competitive advantage.

Uzbek economists Rustam Khudayev, Vladimir Nikishin, Aziza Mirzabekova, Farida Karimova and others are fruitfully working on issues related to the development of the hotel industry in Uzbekistan. They developed conceptual approaches to improve tourism infrastructure and institutional framework, strengthen competitiveness, develop domestic tourism and create new jobs.[5]. The goal of our work is to study the most profound problems in the further development of the hotel business.

Research methodology:



During the research process, logical, deductive, systematic, inductive and economic-statistical methods, analogies and comparisons were used to describe the hotel industry and its properties.

Analysis and results:

Already in the 20th century, the service developed into a large-scale activity, which occupies an important place in the country's economy. Today, more than 70% of the population works in the service sector. The service sector or service activities include such sectors of the economy as: trade, financial literacy, healthcare, transport, the sports and entertainment industry, as well as the field of science and education. However, not all of them are limited to providing services. If we classify service activities in more detail, we can see that it also includes: household services, transport services, accommodation, tourist and excursion services, medical, sanitary and legal services.

The concept of “service” in this life activity means a set of basic and additional services provided to a person. Today, the hotel business in Uzbekistan is gaining more momentum, improving the local culture, which is different from other countries. That is why we can analyze and solve problems in this area, determining the further path of its development.

“Increasing the number of local tourists to over 12 million and bringing the number of foreign tourists visiting the republic to 9 million as part of the implementation of the “Travel Uzbekistan” program” [7] According to this, Uzbekistan pays attention to the development of infrastructure of tourist and cultural heritage sites and the adoption of a state program for the effective use of more than 8 thousand cultural heritage sites. Also, the widespread introduction of barrier-free tourism infrastructure in the main tourist cities of the country.

By 2026, the number of employed people in the tourism sector will double, bringing their number to 520 thousand. Increasing the volume of tourism services at least tenfold in the next five years by transforming Samarkand into the “Gateway of Tourism”. Providing employment for 40 thousand people in the tourism sector. In



2022, the Samarkand tourist center was created, which includes the historical complex “Eternal City” with the necessary infrastructure.

Thus, we can conclude that for 2023, as part of the action strategy, Uzbekistan is paying special attention to the development of the hotel industry by improving the infrastructure of many regions of the country.

Considering the service in a hotel, its internal component, we must understand that the volume and quality of service delivery depends on the category of the hotel. The Technical Committee for Standardization STQ 4 “Tourism and Cultural Heritage” under the Committee on Tourism has developed the state standard O‘z DSt 3296:2023 “Tourist services. Accommodation facilities. Point classification system”. State standard O‘z DSt 3296:2023 establishes a hotel classification system on a point basis. Categories are indicated by a “*” (star) symbol and are classified into five categories. For accommodation facilities – the highest category is “*****” (5 stars), the lowest “*” (one star).[7]

1,167 hotels and similar accommodation facilities operate in our republic (increased by 7.6% compared to last year), of which 1,088 are hotels, 15 motels and 64 other places of short-term accommodation . [8]. Hotels, in turn, are divided into: full-service, budget, long-stay hotels and apartment hotels. For example, full-service hotels should include a full list of standard and additional services. Standard ones include: food and accommodation.

Additional services include entertainment, health and wellness and excursion services. Therefore, most often, all luxury hotels of the highest class can be classified as such hotels. As you know, such hotels are in great demand among businessmen and famous people, as they are provided with a conference room for business meetings, a beauty salon or a gym. Therefore, the provision of services is always carried out at the highest level, and the work of the staff is thoroughly checked.

The opposite category of hotels is budget, which includes basic food and accommodation services, only at affordable prices. Such hotels are usually popular with budget tourists who visit historical attractions or other sites during the day and



intend to stay at the hotel only for an overnight stay. The rooms in such hotels are quite spacious and equipped with all necessary equipment.

In Uzbekistan, many hotels do not comply with the required standards. The quality level is determined by a special “star” system, which is characterized as follows:

1. One star (**Cat D**) - a cheap hotel with a minimum of services (daily room cleaning is not always included). All rooms are the same type.

2. Two stars (**Cat C**) - a low-budget hotel, also with a minimum of services, but with mandatory daily cleaning of rooms. One or two types of rooms.

3. Three stars (**Cat B**) - middle class hotel with a standard set of services: daily room cleaning, bathroom, TV, minibar or refrigerator in each room; On the territory of the hotel there is a laundry for guests, a swimming pool, a gym, a business center, and a place for breakfast provided by the hotel.

4. Four stars (**Cat A**) - a high-class hotel that provides all of the above services, as well as special ones (such as spas, massages, the presence of several bars and restaurants, conference rooms). Room prices in such hotels are significantly higher than average.

5. Five Stars (**Cat De Luxe**) - luxury hotel. They are distinguished by a wide range of services, especially exclusive ones (for example, the presence of a private golf club, a helipad, multi-room apartments with maids). The guest is given personal attention, ensuring that all his wishes are taken into account. Prices for accommodation, as well as for additional services, in rooms in such hotels are very high. As a rule, all the world's famous hotel brands and resorts strive to fall into this category. Despite the differences in systems, a “five-star hotel” is always understood as a hotel of the highest service.

Conclusions and suggestions:

Based on the above, we can conclude that we need the service primarily in order to help the client become one step closer in interaction with the company - for



example, if he has a new need or if he has encountered certain problems. In particular:

- Lack of rooms during peak seasons. During peak seasons, it is sometimes impossible to find a free room in Tashkent and especially in such tourist centers as Khiva, Samarkand, Bukhara.” Tourism in Uzbekistan is developing rapidly, the influx of tourists is growing, but the standards of rooms in many hotels do not change.

The lack of bureaucracy when opening a hotel business leads to the fact that some enterprising owners of living space in apartment buildings register their property as a hostel. Tashkent realtors explain this by saying that due to the lack of hotel rooms, tourists often choose daily apartment rentals. And according to Uzbek laws, if a foreigner stays in the country for more than three days, he is required to register at the place of stay.

Problems related to logistics also remain relevant . In particular: high prices for air travel, low coverage of potential markets by domestic and international airlines;

An important problem remains the formation of the tourist image of individual cities and the country as a whole. The state is allocated a certain amount of finance for the restoration of old hotels, the construction of new ones, the creation of comfortable conditions for travelers, as well as for improving the skills of employees. But in some regions there is a particularly lack of resources to attract new customers.

Personnel as one of the components of the hotel business. The staff of the hotel industry plays an important role from the beginning of the design and construction of a hotel. Staff training leaves much to be desired. Most hotels do this themselves, but if the general director, his deputy or general manager does not have a background in the hotel business, he will not be able to teach his subordinates. Unfortunately, we often encounter the incompetence of many employees.



In the hotel business, as in many other communication industries, there is room for conflict. Conflicts that give rise to problems can stem from lack of motivation, uncertainty about career prospects, insufficient employee training, and much more.

Based on this, we can conclude that the main problem that hotel businesses may face is customer outflow, reviews and complaints. This phenomenon requires the company to change its work tactics and carefully approach the study of customer opinions.

An important role in solving all these problems is the adoption of the resolution of the President of the Republic of Uzbekistan “On measures to further accelerate reforms and the effective organization of the public administration system in the field of tourism” (July 27, 2023). In particular, regarding the hotel business:

- introduce a system of compensation for part of the costs of investors for the construction (except for reconstruction) and equipment of a new hotel with a height of at least five floors, subject to commissioning before December 31, 2026, with a 3-star category - with a room capacity of at least 60 rooms, or having a category of 4 stars and 5 stars - with a room capacity of at least 120 rooms, after confirmation of the hotel category, at the expense of the State Budget of the Republic of Uzbekistan, in the amount of:

in hotels with a 3-star category - 40 million soums for each room; in hotels with a 4-star and 5-star category - 65 million soums for each room.

- partially finance for a period until December 31, 2026 the costs of royalties for resident organizations of the Republic of Uzbekistan using well-known and prestigious hotel brands in the world (included in the top 50 rating of hotel brands and top 5 rating of hotel chains), for three years from the date entry into force of the franchising agreement, at the expense of the State Budget of the Republic of Uzbekistan, in the following amounts: hotels with a 3-star category - 200 US dollars equivalent per year for each room; hotels with a 4-star category - 400 US dollars



equivalent per year for each issue; hotels with a 5-star category - 600 US dollars equivalent per year for each room.[9]

Without diminishing the importance of the adopted legislative act, we offer the following recommendations for accelerating the development of service in the hotel industry:

-one of the most important conditions for sustainable development of tourism is **government support**.

When studying international experience, it was revealed that countries where the state pursues an active policy to create conditions for the development of tourism infrastructure, attract private investors, create favorable economic conditions supported by legislation, allocate significant budget funds for the activities of tourism industry entities for the implementation of national projects and programs.

- there is a need to improve logistics in the movement of tourists, in particular, to **reconstruct checkpoints** across the State Border of the Republic of Uzbekistan (aviation, road, railway). **improve the border crossing process**, making it relevant to the needs of foreign citizens in tourism services.;

- **competent selection and training of personnel**. Personnel must be selected from professionals in their field who have experience and excellent characteristics. After all, it is thanks to their professionalism that clients will form a positive reputation about the hotel.

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