

Housekeeping Service in Hotels: Current State, Research Methods and Situation Analysis

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Abstract:

The article examines modern methods of housekeeping service operation in the hotel business. The current state is analyzed, key problems are identified and solutions for improving the efficiency of the service are proposed. The study is based on the analysis of literary sources, surveys of hotel employees and the study of best practices. Particular attention is paid to innovations and environmental initiatives in housekeeping work . In conclusion, recommendations are offered for the implementation of modern technologies, increasing staff motivation and developing quality standards.

Key words: housekeeping, hotel business, quality of services, innovation, environmental standards, staff turnover, staff motivation.

Housekeeping plays a key role in ensuring a high level of service in the hotel business. Not only the cleanliness and comfort of the premises, but also the overall impression of the guests about the hotel, which directly affects the level of customer satisfaction and their loyalty, depend on its work. In the conditions of the modern market, where competition among hotel enterprises is constantly growing, effective management of the housekeeping service is becoming an important factor in the success of the business.

The relevance of the study lies in the need to study modern methods of housekeeping service operation and search for optimal solutions to improve the efficiency of its functioning at the global level. Given the growing integration of international quality standards and environmental initiatives, hotels around the world face similar challenges and strive to improve their processes.

Based on the analysis, it was found that the most common problems in the housekeeping service are:

Table: Main problems of housekeeping service and proposed solutions

Problem	Description	Proposed solution
Shortage of qualified personnel	High staff turnover leads to a decrease in the quality of services	Conducting international training programs and increasing staff motivation
Lack of modern technical means	Outdated equipment slows down cleaning processes	Implementation of innovative technologies and robotics
Non-compliance with international quality standards	Different approaches to work in different countries	Harmonization of standards and implementation of a unified certification system
Low level of staff motivation	Lack of career growth prospects	Introduction of a system of international grants and professional exchange programs
Insufficient attention to environmental standards	Use of harmful chemicals	Use of environmentally friendly detergents and implementation of sustainability standards

Modern technologies and innovative solutions play an important role in optimizing the work of the housekeeping service on a global level. Among them are:

- Automated management systems (PMS) that help coordinate staff work and optimize cleaning schedules.
- Using mobile applications for internal communication.
- Eco-friendly detergents that meet international standards.
- Robotic cleaning devices are being actively implemented in international hotel chains.
- International exchange and training programs.

The study confirmed the importance of effective housekeeping management at a global level to ensure high levels of service. Key findings:

1. It is necessary to develop and implement international quality standards regulating the main processes of the housekeeping service.
2. The implementation of automated control systems will reduce the time required to perform routine operations and improve the overall level of service.
3. Particular attention should be paid to training and motivating staff through professional development and international exchange programs.
4. Developing environmental initiatives will become a competitive advantage for hotels in the global market.

Thus, an integrated approach to housekeeping service management, based on international standards and modern methods, is an important step to increase the competitiveness of hotel enterprises at the global level.

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