

Experience in Providing Additional Services in Various Segments of the Hotel Industry

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Abstract:

The article examines examples of successful experience in providing additional services in various segments of the hotel industry. It analyzes modern trends in the development of hotel service, the impact of additional services on increasing customer satisfaction and the competitiveness of hotels.

Keywords: hotel business, additional services, hospitality, competitiveness, customer experience, innovation, customer loyalty, service differentiation.

The hotel industry is one of the most dynamically developing sectors of the global economy. The competition between hotels is intensifying, which requires constant improvement of the services provided. In modern conditions, basic accommodation conditions alone are not enough to attract and retain customers. Additional services that contribute to increased comfort and satisfaction of guests play an important role. This article is devoted to the analysis of successful examples of the introduction of additional services in the hotel business and their impact on the competitiveness of hotels.

The following methods were used in the study: analysis of literary sources and scientific publications on the hotel industry and service management, content analysis of websites and marketing materials of hotels offering innovative additional services, comparative analysis of successful cases of the hotel business in different market segments.

1. **Budget segment** In budget hotels, special attention is paid to the automation of processes and the convenience of guests. For example, the introduction of a contactless check-in system through mobile applications allows you to reduce personnel costs and speed up the registration process.

2. **Mid-price segment.** In this category, loyalty programs, additional amenities in the rooms (coffee machines, smart TVs), and partner services (discounts on excursions, car rentals, meals in restaurants) are popular.
3. **Premium segment.** Individualized services are common in high-end hotels: personal butlers, exclusive SPA programs, transfers in luxury cars, organization of private events.
4. **Resort and SPA hotels.** Leading resort hotels are actively developing the wellness direction, offering guests unique health programs, medical consultations, detox diets and Ayurvedic procedures.
5. **Business hotels.** For corporate clients, advanced conference halls with technological equipment, express check-in and late check-out services, and turnkey organization of business meetings and events are being introduced.

An analysis of the successful experience of hotels in various segments showed that additional services are an important tool for differentiation and increasing customer loyalty. Optimization of additional services taking into account the specifics of the target audience allows hotels to strengthen their competitive positions and increase profitability. The introduction of modern technologies, a personalized approach and partnership programs contributes to the formation of a unique customer experience and increased guest satisfaction. We recommend:

- Develop unique packages of additional services in accordance with customer preferences.
- Implement digital technologies to simplify access to services.
- Use data analysis to anticipate guest needs.
- Actively implement a service personalization strategy.
- Develop partnership programs to expand the range of additional services.

Successful implementation and development of additional services allows hotels not only to meet the high expectations of customers, but also to increase their profitability and competitiveness in the long term.

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