

Improving the Operation of Hotels in Uzbekistan

Otabaev Sanjarbek ¹, Amriddinova Rayhona Sadriddinovna ²

¹ SamIES - Master's degree student group MXT1-123

² SamIES, —Lecturer of the Department of Tourism, Ph.D., associate professor

Abstract:

Hotels and similar means of accommodation originate from ancient traditions, such as respect for visiting guests, reception and accommodation, and service processes, characteristic of any social processes in human history. Hotel services are one of the most important and integral components of the tourism industry, and it is the need of the hour to improve the quality of services provided in hotels and to study advanced foreign experiences in this field. Today, many sectors of Uzbekistan's economy are successfully cooperating with foreign investors and partners abroad, as a result, it is possible to observe the growth of tourists coming to Uzbekistan and representatives of different countries around the world. As a result, the need to improve hotel services is increasing.

Keywords: Tourism in Uzbekistan, hotel, service, new state standard for classification of hotels and other accommodation facilities in Uzbekistan.

In the world, the development of the service activities of the hotel industry according to innovative technologies, and the improvement of the quality and efficiency of hotel services are being considered as a priority. In this regard, it is necessary to establish the main directions of hotel business development, increase the investment attractiveness of areas with hotel business development opportunities, including service, develop modern hotel infrastructures, reduce the impact on the efficiency of hotels in the post-pandemic period, and in the hotel industry special attention is paid to scientific researches devoted to topics such as improving the mechanism of service activity development.

In the context of the reforms implemented in Uzbekistan, extensive measures are being taken to rapidly develop the tourism industry, support it in all aspects, expand the opportunities of regions in

this direction, and align the quality of hotel management and hotel service with world standards. Within the framework of the "Travel around New Uzbekistan" program, the number of local tourists has increased to 12 million. and increase the number of foreign tourists visiting the republic to 9 million. The "deliver to people" task is defined. To ensure the implementation of these tasks, it is appropriate to expand the scope of scientific research in the direction of sustainable development of the hotel industry based on modern requirements, improvement of the quality and efficiency of service based on innovative approaches, and the development of effective mechanisms for the organization of service activities.

Modern hotels and similar accommodation facilities provide consumers with not only accommodation and food services but also a wide range of transportation, communication, entertainment, excursion services, medical, sports services, beauty salon services, etc. "Hotel and similar accommodation facilities perform the main functions in tourism and hotel industry because they form and offer to consumers a complex hotel product, in the formation and promotion of which all sectors and elements of the tourism and hospitality industry participate"

Currently, the hotel industry is experiencing several problems. The elimination of these problems is related to the improvement of the quality and efficiency of service in hotels and similar accommodation facilities, as well as the labor productivity of service employees, in a word, the improvement of service activities of hotel companies.

The new state standard for the classification of hotels and other tourist accommodation facilities in Uzbekistan was approved on August 1, 2018. The new standard was developed by the state unitary enterprise "Certification Center for Tourist Services" of the State Committee for Tourism Development and defines the system of classification of hotels and similar means of accommodation for tourists. Also, this standard establishes the system of classification of hotels and similar accommodation facilities, including the requirements for the adjacent area, buildings, rooms, rooms, technical equipment and equipment, personnel, information supply, and accommodation facility services.

This process is based on 2 different standards. The first standard is the STS 3220:2017 standard. It states "minimum requirements for accommodation facilities (including noise level, room lighting, width, safety rules, equipment, etc.)".

The second one is in its standard STS 3296:2018 "The classification system of hotels and similar accommodation facilities, according to which requirements stars are given in detail, and these certificates are issued for 3 years. If customers are not served according to the above requirements, the hotel owner will be given one month to change the situation. If the demand is not met within this period, the certificate will be revoked."

By the end of 2022, the number of hotels and similar accommodation facilities in Uzbekistan was 1093, of which 1024 (93.7%) were hotels, 15 (1.4%) motels and 54 (4.9%) correspond to other places intended for short-term residence. There are 29,218 rooms and 59,327 places in hotels and similar accommodations, and 2,250,276 people were accommodated in them. 1201487 (53.4%) of the placed persons are citizens of Uzbekistan, 684773 (30.4%) are citizens of the CIS countries, and 364016 (16.2%) are citizens of distant foreign countries. The number of overnight stays was 4348916 units.

The number of specialized means of accommodation is 327, they have 13,851 rooms, 52,163 places, and 651,091 persons are accommodated in them. 625,858 (96.1%) of the placed persons are citizens of Uzbekistan, 22,716 (3.5%) are citizens of the CIS countries, and 2,517 (0.4%) are citizens of distant foreign countries. Overnight stays amounted to 4899283 units.

In a period of increasing demand for hotel services and a growing number of competitive hotels, they can be classified not only according to the level of comfort but also according to the level of services offered.

In recent years, the attitude of state structures towards tourism and the hotel industry has been changing dramatically. They see the growth of the national economy in the field of tourism, the practical method of receiving large amounts of money to the state budget, the rational use of free time, the formation of market relations, the form of meaningful spending of leisure time, and the methods of attracting people to the rich historical and cultural values of the country. In the frames. Foreign experts include the Republic of Uzbekistan among the bright countries with a promising tourism market due to its rare natural resources and historical and cultural heritage.

Within the framework of the Resolution of the President of the Republic of Uzbekistan No. PD-5048 dated April 2, 2021, 1 trillion soum fund was allocated from the Republic budget for the improvement of tourism infrastructure in the regions, beautification of cultural heritage and tourism objects, to repair of roads leading to them, necessary conditions for tourists, to create a number of conditions. As a result of these measures, the share of tourism in the country's gross domestic product was set to reach 5% (by the end of 2020 - 2.6%) by the end of 2026.

References:

1. The main indicators of the development of tourism and recreation in the Republic of Uzbekistan in 2022 of the Statistical Agency under the President of the Republic of Uzbekistan.
2. Decision of the President of the Republic of Uzbekistan dated April 2, 2021 No. PD-5048 "On additional measures to implement the "Prosperous Village" and "Prosperous Neighborhood" programs"
3. UzSS 3220:2017 standard.
4. UzSS 3296:2018 standard.
5. Amriddinova R.S. Corporate culture in the hotel industry. Study guide. 2023
6. Amriddinova R.S. Republic of Uzbekistan: An Attractive Country on the World Tourist Map
7. <https://uzbekistan.travel>