

ORGANIZATION OF ADDITIONAL SERVICES IN HOTELS: SCIENTIFIC ANALYSIS AND PRACTICAL ASPECTS

Amriddinova Rayhona Sadriddinovna

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

Qahramonova Mekhriniso Mirzokhidovna

SamIES, Master's degree student group MTM-124

Abstract:

This article examines the issues of organizing additional services in hotels as a key element in increasing competitiveness and customer satisfaction. Modern trends in the hospitality industry that influence the development of additional services, as well as their role in forming guest loyalty, are analyzed.

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

The hotel business is one of the key sectors of the hospitality industry, the main goal of which is to provide quality service and create comfortable living conditions. In today's competitive environment, it is important not only to provide basic accommodation services, but also to offer guests a wide range of additional services. Additional services in hotels play a significant role in increasing customer satisfaction, increasing loyalty and differentiating the hotel product on the market.

Additional services in the hotel business play an important role in increasing the competitiveness of hotels, building customer loyalty and increasing profitability. Their importance is determined by several key factors:

Increasing customer satisfaction. Modern guests expect from a hotel not only comfortable accommodation, but also a whole range of services that improve their vacation or business trip. Additional services (SPA, fitness centers, laundries, excursion services, transfers) create a positive customer experience, which affects repeat bookings and positive reviews.

Competitive advantage. In a highly competitive market, hotels strive to stand out by offering exclusive services that can become their distinctive feature. For example, luxury hotels attract guests with premium SPA programs, concierge service, individual excursions, and business hotels - with comfortable conference rooms, coworking spaces and event planning services.

Additional sources of income. Selling additional services increases the average bill per client and the overall income of the hotel. For example, restaurants, minibars, car rentals, paid TV channels, wellness services – all of this brings significant profit, especially in high-end hotels.

Improving the reputation and rating of the hotel. Hotels that offer a wide range of additional services receive higher ratings on booking platforms (Booking.com , TripAdvisor), which helps attract new customers.

Adaptation to the needs of different guest segments. Different groups of travelers have their own expectations of hotel service. For families, children's rooms and babysitting services are important, for businessmen - fast Wi - Fi , conference rooms, transfer. The variety of services allows the hotel to attract different categories of clients.

Increased loyalty and repeat visits. Guests who receive not only comfortable accommodation but also quality additional services are more likely to return to this hotel in the future. This also contributes to the development of loyalty programs and long-term relationships with customers.

The introduction and development of additional services in hotels is not just an expansion of the range of services, but a strategic tool that contributes to the successful development of the hotel business and increases its profitability.

Classification of additional services in the hotel business

Criterion	Categories	Examples services
By level needs	Mandatory – provide base comfort	Wi - Fi, breakfast, room cleaning, parking
	Optional – increases convenience and uniqueness	SPA, excursions, concierge services, transfer, car rental
By character provision	Included in the price accommodation	Breakfast, swimming pool, fitness room, Wi - Fi
	Paid separately	Mini -bar, room service, dry cleaning, massage
By functional appointment	Household – provide comfortable accommodation	Cleaning, laundry, dry cleaning, ironing
	Business – designed for business travelers	Conference halls, business center, translation services
	Entertainment - create leisure guests	Animation programs, excursions, karaoke, casino
	Sports and wellness – maintains health and activity	Fitness center, yoga classes, SPA, sauna, swimming pool
By target audiences	For business travelers	Conference halls, transfer, high-speed internet
	For tourists	Excursions, bike rental, information about attractions
	For families with children	Children's rooms, babysitting services, playground
	For elderly people	Medical care, comfortable rooms, dietary meals
	For VIP guests	Personal concierge, luxury apartments, private transfer

--	--	--

This classification allows hotels to develop an individual approach to different categories of guests and effectively manage the range of additional services.

Modern trends and innovative approaches

In recent years, the hospitality industry has seen a number of trends:

- **Digitalization of services** (online concierge, mobile applications, automated booking and payment processes).
- **Personalization** (individual approach to guests, taking into account their preferences, loyalty programs).
- **Environmental friendliness and sustainable development** (use of renewable energy sources, refusal of single-use plastic, eco-programs).
- **Integration of wellness concepts** (detoxification programs, meditation, organic nutrition).

Additional services in the hotel business are an important factor in competitiveness and customer satisfaction. Proper planning and implementation of additional services can increase the profitability of the hotel, strengthen its reputation and create a unique experience for guests. The implementation of innovative solutions, personalized service and environmentally sustainable practices will be a key direction for the development of the hotel sector in the future.

REFERENCES:

1. Rayhona Sadriddinovna Amriddinova, Shakhrizoda Kholmirzaeva **INSTALLING A QUALITY MANAGEMENT SYSTEM IN A HOTEL** . Scientific-practical journal "Service" Issue 4/2 of 2024.
2. Sadriddinovna, Amriddinova Rayhona. "Improving the operation of hotels in Uzbekistan." *Excellencia: International Multi-disciplinary Journal of Education* (2994-9521) (2024).
3. Rayhona Sadriddinovna Amriddinova. **Practical Tips on How to Keep Hotel Front Office Employees**. *Web of Semantics: Journal of Interdisciplinary Science* (2960 -9550). Vol. 2 No. 12 (2024): *Web of Semantics: Volume 2*. Pages 50-52.