

FACTORS AFFECTING THE DEVELOPMENT OF SERVICES PROVIDED IN HOTELS

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Annotation: Currently, there is an increase in hotels in all cities and villages with tourist facilities. This is due to the fact that the need is increasing from year to year and several other factors. This article describes the above issues.

Keywords: tourism, hotel industry, population employment, gross domestic product, industry, entrepreneurship, service sector, need, social sphere, tourist facilities, standard of living of the population.

Currently, there is an increase in hotels in all cities and villages with tourist facilities. The need for this is increasing year by year. There are several reasons for this. These may include:

- 1) the fact that people feel the need to travel due to the increase in the standard of living and income of the population;
- 2) the emergence of people's desire to enjoy their free time;
- 3) the growth of people's culture, taste and intellectual level and the emergence of a desire to know the world in them;
- 4) the creation of appropriate conditions for the movement of the population, the introduction of high-speed trains, each family having its own personal car;
- 5) liberalization of entry and exit to foreign countries, introduction of visa regime;
- 6) the deepening of globalization and integration processes in the world and the emergence of the need for people to move from one country to another;
- 7) the continuation of the processes of integration in the economic, cultural and scientific fields of the countries and the revitalization of work such as the improvement of personnel qualifications and the exchange of experience between them.

All these factors ultimately lead to an increase in the need for hotels in every region and country. At present, it is necessary to be able to assess this need. Every district and city administration should have strategic forecasts of when and how many hotels should be built in each region, city and village, in the country. The development of ways of effective use of existing resources is considered to be one of the important requirements of today.

In the development of hotels, along with tourist facilities, the formation of the appropriate infrastructure is important. It is possible to include such things as the road to the tourist object and hotels, the organization of communal services there at the level of demand, the organization of food and shopping outlets there.

The group of important factors affecting the development of hotels is also greatly influenced by the attention paid by the state to the tourism sector. These may include:

- ✓ considering the development of tourism as a priority task of the state;
- ✓ creation of a system of regulatory legal documents regulating this field;
- ✓ the operation of various tourist companies that organize the internal and external movement of tourists;
- ✓ ensuring the safety of tourists is fully guaranteed;
- ✓ the organization of the level of compliance of the services provided in the tourist sector to certain standards, the availability of licenses and certificates issued to them;
- ✓ the creation of appropriate conditions for the development of tourism, the development of ways to achieve it on the basis of regional programs;
- ✓ the creation of benefits and facilities for tourism in the tax and customs system;
- ✓ the organization of the system of personnel training and their qualification improvement for the field of tourism;
- ✓ it is necessary to include such things as the development of tourism, the diversification of services and the conduct of scientific research aimed at increasing the quality of services.

All these factors are the organizational and legal basis for the development of tourism and hotels. It can be seen that the hotel industry and the development of tourism are interrelated subjects and processes. Their development cannot be viewed from one side. Therefore, it is desirable to have a single program for the development of tourism and hotel industry in our country and regions.

Hotel services are a specific type of service that provides temporary accommodation to guests, providing appropriate living conditions and related services. An economic entity that provides such services is considered a hotel. This entity can provide a number of other services depending on the customer's demand.

Expansion of hotels does not happen by itself. It is known from world practice that the development of tourism leads to the growth of the country's economy, the development of underdeveloped regions, the increase of population employment, and the rise of the culture of the population¹. Another important aspect of the development of this sector for Uzbekistan is that it is a decisive factor in providing employment to the unemployed population in the rural areas of our country².

Literature:

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2. Ortikniyozovich U. F. The Significance of Theoretical Concepts of Services and Service Activity //American Journal of Economics and Business Management. – 2022. – T. 5. – №. 6. – S. 43-45.

¹ Xolikulov A., Yuldasheva N. Mehmonxonlarda servis sifatini oshirishning konseptual yoʻnalishlari va uni baholashning ilmiy-nazariy va uslubiy masalalari //Obshestvo i innovatsii. – 2021. – T. 2. – №. 2. – S. 76-86.

² Ortikniyozovich U. F. The Significance of Theoretical Concepts of Services and Service Activity //American Journal of Economics and Business Management. – 2022. – T. 5. – №. 6. – C. 43-45.