

SPECIFIC FEATURES OF SERVICES PROVIDED IN HOTELS

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Annotation: In this article, material hotel services are implemented in the form of offering a room fund with various conveniences. It is said that such services consist of delivering breakfast to the room, providing a computer and providing other types of additional services and other issues.

Keywords: tourism, hotel industry, population employment, gross domestic product, industry, entrepreneurship, service sector, need, social sector, hospitality, service, restaurant.

It is known that hotel services are divided into tangible and intangible (some researchers call them socio-cultural) services based on their functional task.

Intangible services include: calling a doctor to a hotel, collecting information about artistic groups that are on tour in the city, determining the working hours of state enterprises, and other intangible services.

Hotel companies provide accommodation related services to anyone. This activity defines its difference from other entities. Hotel services consist of the main types of services, which are designed to provide temporary accommodation and provide additional services. Therefore, their size, quality, demand for service are not stable. This also indicates the uniqueness of these services.

It should be noted that, although the hotel does not directly include the provision of food, household, communication, sports, medical, and entertainment services, it is necessary to combine them in order to provide comfort to tourists (guests). These can be considered as a feature of the hotel service, because these services are not directly beneficial to the hotel, but they are part of the product and are called "hotel service".

It is known that, from the point of view of payment, additional services are divided into paid and free services. Hotel services (main and additional, paid and free) are mainly provided to guests (tourists) who come to live temporarily. But it should be recognized that, although it is not part of the main service type of the hotel, it is obliged to provide food service to its guests. Because it is hard to imagine any hotel without catering service. The implementation of catering services is carried out on the basis of the rules for providing catering services in hotels. Special importance is attached to the quality of food. The quality of food is also evaluated as a component of hotel service quality.

In order to provide high-quality service to guests (tourists) in hotels, it is planned to provide non-stop service to the guests (tourists) in the communal dining halls, communication and household services, and to the residents of the hotel. Due to this, at present, hotel owners are conducting business together with catering establishments as much as possible. Even if they are different subjects, they should work in harmony with each other. Otherwise, both can be harmed.

Catering organizations are often part of a hotel and provide services of various types and prices. Catering organizations differ from each other with different work modes and categories. But they often include restaurants. This shahocha differs in its popularity and convenience.

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 country¹.

The operation of the restaurant business as a component of the hotel has its own characteristics. These features include the following:

- ✓ the service provided to its customers in the hotel is considered as an additional service;
- ✓ providing guests with breakfast is included in the price of staying at the hotel according to the current regulations;
- ✓ there will not be a contingent of permanent residents in catering organizations located in the hotel;
- ✓ the total hotel income of catering organizations is much higher than the income of other additional services.

If the catering service is organized under the hotel, there will be no problem if their owner is one person. But if this service is for individual entities, then the hotel should prepare their products for them and create appropriate conditions for selling them to hotel customers and other citizens.

The services provided by the hotel industry have their own characteristics. Many opinions have been expressed in this regard. We want to summarize them and highlight their features:

- ✓ limited ability to maintain this service;
- ✓ that the demand for hotel shuttle services is seasonal;
- ✓ frequent changes of hotel service consumers;
- ✓ dissimilarity of service requirements of each consumer;
- ✓ interdependence of hotel services and the purpose of the trip;
- ✓ wide participation of hotel employees in providing services and their diversity;
- ✓ prompt execution of services and their individual character;
- ✓ the dependence of the price of hotel services on external factors (the price of utilities, the price of food, etc.);
- ✓ distribution of consumption and production of hotel products in the form of services by time;
- ✓ hotel services cannot wait to be sold after being collected and stored like manufactured goods;
- ✓ it is not possible to transfer hotel services to any place, any time;
- ✓ non-constant quality.

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 population².

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¹ 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.

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