

MAIN FEATURES OF HOTEL SERVICES

Raximov Xasan Abdusaitovich

Associate Professor of the Samarkand Institute of Economics and Service, Phd

Annotation: Expansion of hotels does not happen by itself. It is known from the 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, the rise of the culture of the population and many other positive developments. In this article, this information is revealed in detail.

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

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.

Analyzing the characteristics of hotel services and describing them is one of the most urgent issues. Because a guest (tourist) who comes to the hotel can come once every few years. He also allocates a certain amount of funds for a good rest. It will be necessary to provide them with services and earn the appropriate income. If a guest requests a service and fails to provide it, it is considered an irreparable loss. Because of this, it is necessary to approach the hotel service separately and very seriously. Because of this, unsold hotel properties are equivalent to losing irreplaceable income from ashes.

Another feature of hotel services is their seasonality. There is a lot of tourists during the season. But at other times, the arrival of guests may depend on a certain topic. For example, activities related to various scientific conferences, symposia, seminars, official visits of delegations.

The market of hotel services differs from the real estate market. For example, when the demand for hotel services decreases, the hotel cannot move its services to another place or to another time. Due to this, the payment coefficient of hotels is different in different periods. When this indicator was studied in the hotels of Samarkand, we saw that they were different in different periods. Our research showed that in May-June of the year, the occupancy rate of hotels is 80-87 percent. It corresponds to 72-80 percent in July-August. It is equal to 82-89 percent in September and October. In the rest of the period, the average rate of payment of hotels is 10-50 percent².

It is worth noting that in some hotels, the payment ratio does not decrease much during the year, but in some of them this indicator is 10% on average.

Hotels located in the resort areas of our country are profitable for 6-7 months in a year and receive their main income at this time. At other times of the year, he tries to keep costs to a minimum.

¹ Xolikulov A., Yuldasheva N. Mehmonxonlarda servis sifatini oshirishning konseptual yo'nalishlari va uni baholashning ilmiy-nazariy va uslubiy masalalari //Obshestvo i innovatsii. – 2021. – T. 2. – №. 2. – S. 76-86.

² It was calculated as a result of the data (research) obtained from 47 large and small hotels located in the city of Samarkand based on a questionnaire.

There are only a few hotels in the major cities of our country, including Tashkent and regional centers, but there is no significant fluctuation in the occupancy rate. Their average payout ratio is higher than 60%.

Our research has shown that many hotel companies in our country do not operate in full compliance with market principles. For example, in the conditions of shortage of customers, in order to attract them, it is necessary to lower the prices by a certain percentage, and this can be advertised through all means. But this is very rare in the practice of hotels in our country. Therefore, it is necessary to give due importance to the pricing policy in our hotels based on market principles.

In international experience, in such cases, they effectively use all types of advertising, while reducing the price of the hotel by 20-30%. Currently, for example, the occupancy rate of hotels in Russia is 57.4%, and it does not exceed 85% in famous hotels around the world. For example, in Ritz-Carlton hotels, this indicator is 70%, which is 9% more than the indicators in this industry. A special book was also published on popularizing the experience of this hotel³. In Europe, the payment coefficient of economy class hotels is 62.3%, in luxury class hotels, this indicator is 68.9%⁴.

The results of economic activity in hotels depend on the volume of demand, because the constant part of operating costs is the leading part of all costs. Variable costs may be lower when there are fewer guests, respectively. But even when there are few guests, the depreciation of the main funds, the floor part of the monthly salary, the operation, and the utility costs do not decrease. Their share is more than half of all expenses. This requires great attention to costs in the financial and economic activities of hotel companies.

According to some researchers, the uniqueness of hotel services is characterized by the fact that they do not directly depend on the travel goals of citizens. For example, as N.I. Kabushkin and G.A. Bondarenko determined, a person's going to a place does not depend on whether there is a hotel there, but can also go for reasons such as recreation, sports, treatment, bathing⁵. When people plan to go somewhere during their working vacation, they plan to see that place, region, country first. Only then will he think about the hotel he will stay in. But such a sequence does not happen all the time. The choice can be in a different order, if a person wants to use only certain hotel services, he can choose a hotel first. Therefore, hotel advertising should be widely organized on an international scale.

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 country⁶.

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⁵ Кабушкин Н.И., Бондаренко Г.А. Менеджмент гостиниц и ресторанов. – Минск: Новое знание, 2002. – С. 58.

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



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