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THE ROLE OF HOTEL SERVICES IN THE DEVELOPMENT OF THE ECONOMY OF OUR COUNTRY AND THE THEORETICAL ISSUES OF THEIR DEVELOPMENT

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ABSTRACT

The article describes the conceptual directions of improving the quality of service in hotels and scientific-theoretical and methodological issues of its evaluation. It shows the factors affecting the quality of hotel services, the specifics of hotel services, the system of indicators that reflect the quality of service in hotels, the content and ways to determine them.

KEYWORDS: *Hotel, Service, Service, Quality, Quality Of Service, Quality Of Service In Hotels, System Of Indicators Of Quality Of Service In Hotels.*

INTRODUCTION

The implementation of measures for the development of tourism until 2010 has led to the acceleration of the growth rate of the industry and the growth of other economic indicators. The introduction of foreign currencies, the increase in profits and incomes of tourist organizations, the increase in jobs and the growth of current incomes of the population will be the result of the implementation of these measures.

Tourism is gaining a significant place in the country's economy. The development of this sector is characterized by the rapid development of the economy of the country (Table 1.3).

TABLE 1.3 GROWTH RATE OF GDP AND TOURISM SERVICES IN UZBEKISTAN IN 2000-2012¹

Indicators	Y e a r s													
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	

GDP growth rate,%	3,8	4,2	4,0	4,2	7,4	7,0	7,3	9,5	9,0	8,1	8,5	8,3	8,2
Growth rate of tourist services,%	31,6	47,0	55,9	11,1	12,3	123,2	14,6	43,9	10,3	28,3	18,7	21,6	23,4

The table shows that in 2000, the country's GDP grew by 3.8%, while the growth rate of tourist services was 31.6%. In 2005, the GDP increased by 7.0%, while the volume of tourist services increased by 123.2%. At the same time as the growth rate of GDP in 2009 was 8.1%, tourism products increased by 28.3%. In 2011, this figure was 8.3 and 21.6%, respectively. It is also clear that the country's economy is experiencing a high annual growth rate of hotel services.

This picture shows that tourism services have a high growth rate relative to the country's GDP. Only in 2004 was the figure lower. At the same time, the impact of the extremist activities of 2003 cannot be denied. However, the reason for its sharp increase in 2005 was the high level of the Sharq Taronalari International Music Festival in Samarkand this year, which had a significant impact on the growth of this figure.

Tourism mainly involves people's recreational activities. In addition, tourism includes meetings with business partners and distant friends, but during such trips, entertainment and leisure activities are not excluded.

In particular, the age of the tourist determines the share of the demand segment and the main requirements for tourism services of this or that age group (for children, young people, middle-aged people). For example, today's age group requirements for the tourism market include unmarried young people under the age of 35, who are characterized by a high level of education, a desire to succeed, financial security, and a reluctance to associate themselves with family and home worries. In the major industrial cities of Europe, the group of "lonely" makes up about 50% of the total population. There are firms in the western tourism market that only work with this segment. In particular, the level of demand in this segment in Germany is 6-8 million people. Another promising age group of demand is "seniors" (50 years and older). Representatives of this group are well-off, strive to actively enjoy life and are ready to spend money on a "beautiful life" for personal needs.²

A statistical analysis of tourism flows shows that the number of adult travelers is constantly growing and that people over the age of 55 have begun to play an important role in international tourism. The main part of this category of tourists falls on many countries with a large population of the elderly, such as the United States, Canada, Japan. The average life expectancy increased from 1985 to 1995 by 1-2 years in Japan and 1 year in Europe and the United States. Not only do people live longer, but they also maintain high levels of physical activity as they get older. Older people began to be much healthier. This is important in terms of economic security and requires the creation of the necessary conditions for travel. People between the ages of 55 and 59 travel 2-4 times a year within their own country and 0.8 times abroad. As of 2005, there were 18.8 million people aged 55-59 in the UK, the US and Japan. the population is about 6.3 million abroad. man traveled. It is noteworthy that family tourism has been developing recently. Its distinctive feature is that family-related tourism can be divided into two groups, namely, the first with children and the second without children. Based on the requirements for tourism by occupation, it is possible to cite groups of people united by a specific occupation working in an institution or a particular sector of the economy.

Tourism as a complex socio-economic system performs various functions. These include: introductory, recreational or health, political, economic, educational areas. Through travel, a person gets to know the world, gains experience, discovers new things, forms his own worldview, and as a result, develops science, culture, art and becomes a key factor in social development. Through travel, people restore their health, gain new impressions and improve their physical and psychological condition. With the help of tourism, countries establish foreign economic relations. Because historically, tourism has always connected countries as a symbol of peace and friendship. All this expanded the culture of the nation and served to establish peaceful relations between them.

The economic function of tourism is that it is an advanced sector in the country and promotes the development of certain types of economic activities in cooperation with the industry. The educational function of tourism is that as a result of travel a person acquires knowledge and experience, as well as hardens, overcomes difficulties, misses and appreciates his country, respects the worldview and traditions of other nations.

There are many vital services in the history of personality. One of them is the services provided by the hotel industry. Because people travel from one place to another for various reasons (business trip, vacation, tourist destinations, treatment and other types of hospitality) has been going on since ancient times and is still becoming a part of our lives as a very intense process. Due to this, this type of service is also developing in the service system.

The services provided in the hotel industry also have their own characteristics in the system of services. To identify and study these requires clarification of a number of terms related to this service. These include "Guest", "Hotel", "Hotel Management", "Hotel Services", "Hotel Industry", and "Hotel Business". As a result of the development of definitions of these concepts, the specifics of the services provided by the hotel industry will be clarified.

There are different views on these concepts in the scientific literature. However, we explain our views based on the comments given in the 5-volume "Explanatory Dictionary of the Uzbek language".

In the "Explanatory Dictionary of the Uzbek language" it is noted that the word "guest" is derived from the Persian language and means "guest, visitor".³ He then gave her three comments. 1 Wedding, banquet, etc. the person who visited (visited) on the occasion. 2 A person invited from abroad to a meeting, assembly, council, etc. 3 Visitor from abroad, temporary landing person.⁴

By summarizing these, it is possible to develop a definition of the word guest. In our opinion, the guest should be described as follows. A guest is a person who temporarily visits the city (village, apartment) for various reasons (meeting, meeting, council, wedding, banquet).

The word "hotel" is also defined in the dictionary as "(guest + room)". "1 guest house. 2 A building with rooms for temporary accommodation of guests"⁵.

Apparently, the hotel is, to put it bluntly, a room that welcomes guests, consisting of special buildings such as a house. But it is also necessary to give a scientific definition. In our opinion, the hotel can be described as follows. A hotel is a special building with appropriate facilities,

which welcomes visitors for various reasons and ensures their comfortable stay for a short period of time.

The phrase "hotel business" is not mentioned in the "Explanatory Dictionary of the Uzbek language". This word is different from hotel. First, the hotel does not always open for profit.

An example of this is a hotel in a private home. However, the hotel business is often organized on the basis of entrepreneurship, with the aim of obtaining a certain fee. Second, hotels do not always carry out economic activities. However, business activities take place in the hotel business, and it is registered as a business entity, obtains the appropriate permit and is obliged to pay part of the profits to the state budget in the form of taxes. Based on this, it is possible to describe the hotel business. A hotel business is a legal entity or an individual who is registered as a business entity in order to create favorable conditions for guests, has a permit to engage in this activity and is obliged to pay part of the profits to the state budget in the form of taxes.

When theoretically studying the issue of services provided by the hotel industry, it is necessary to clarify the concept of "services provided by the hotel industry." This can be deduced from the content of the hotel and the services provided. Based on the above, it is possible to develop a definition of this concept. In our opinion, this concept can be defined as follows. Hotel services are a set of all services (accommodation, catering, transportation, entertainment, entertainment, etc.) for a fixed fee, aimed at ensuring the comfort of guests.

In the current situation, the hotel industry also plays an important role in the development of tourism and economic growth. Therefore, we think it is expedient to develop a definition of this concept as well. There are several definitions of the term "hotel industry" in the scientific literature, and their content is given in glossaries. For example, H.M. Mamatkulov admits that he sees the hotel industry as a modern manufacturing enterprise, service enterprise and organization.⁶ "It specializes in serving visitors for short-term vacations, business meetings or personal purposes." Below we see his explanation of this concept in more depth. The hospitality industry includes services and links such as service activities, guest accommodation, catering, transportation, recreation, and entertainment. The hospitality industry, by its very nature, is part of the infrastructure of the leisure and tourism industries and is a segment of customer service in cooperation with their hotels, catering centers and infrastructure.⁷.

It is clear from this comment that the hotel industry also plays an important role in hospitality. In view of this, we found it expedient to describe it as follows. The hotel industry is a set of opportunities for the provision of services such as hotels, the number of rooms in them, accommodation, catering, transportation, travel, recreation (recreation), entertainment.

We have acknowledged that the hotel business is organized for business purposes. If this is the case, it should be noted that the hotel business is also reflected in it. The economic literature provides several definitions of the concept of business. However, the definition of the hotel business is poorly developed and rarely covered in the economic literature. In view of this, we consider it appropriate to define the "hotel business" as follows. A hotel business is a set of services provided for a certain fee aimed at satisfying all the requirements of guests related to accommodation and recreation. This definition is a combination of the words hotel and business and their meaning.

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