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The Role Of Hotel Industry In The Development Of The Economy Of Our Country And The Theoretical Issues Of Their Study

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ABSTRACT

This 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, quality, quality of service, quality of service in hotels, a system of indicators representing the quality of service in hotels.

INTRODUCTION

Tourism and hotel management are components of an industry. The growing demand for hotels is directly related to the development of tourism. The expansion of hotel activities 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 growth of

employment, the growth of the culture of the population.

Tourism is an industry in which the economy of the country develops, and the social life of the country improves. As a result, many countries have become tourist centers. The economic development of such countries is mainly due to tourism. The hotel management system, which is an integral part of the industry, has also been formed as a network.

It is known that our country has a great tourist potential. This is a huge opportunity to boost the economy. However, such opportunities have not been fully exploited. According to some scientists and the media, the share of tourism in the country's GDP is 1.8%¹. However, the share of this indicator is much higher in developed countries. For example, 12% in Spain, 10% in the Arab Republic of Egypt, 8% in Greece, 8% in the Federal Republic of Germany, 6-7% in France, 6.2% in India, 5% in Singapore, Belgium, USA 3%². It is obvious that our country, which has rich tourist resources, still has great potential for the development of tourism and the hotel industry.

Another important aspect of the development of this sector for Uzbekistan is that it is also a decisive factor in the employment of the

unemployed in rural areas of the country. This is because many traditional types of services that are attractive to private entrepreneurship are gradually developing in both urban and rural areas. However, until recently, no effective measures have been taken for the development of tourism and hotel industry in rural areas. In this regard, on April 17, 2006 the President of the Republic of Uzbekistan adopted a resolution "On measures to accelerate the development of the service sector in the Republic of Uzbekistan in 2006-2010."

In this decision, he gave a strong task to the local authorities, which was a great impetus for the development of the industry. In particular, the resolution reads: "It is absolutely intolerable that the heads of local authorities do not pay enough attention to this important sector"³, it was pointed out. Of course, the efficiency of the neglected industry will also be commensurate. The share of the service sector in GDP in 2005 was 38.3%⁴. By 2010, this figure was set at 49.0 percent, and we have achieved this. But this is still rare. Because, as we have seen above, in the developed countries of the world, the share of service industries in GDP is 60-80%. 70% of the population employed in the economy of these countries work in this service sector⁵.

¹ Kudratov G'H., Musaev H.H. Uzbekistan's investment policy and its role in the development of the tourism services market. // Socio-economic problems of tourism market development in Uzbekistan. Monograph. - T.: "Economy" Publishing House, 2012. - Pages 288-289.

² Kudratov G'H., Musaev H.H. Uzbekistan's investment policy and its role in the development of the tourism services market. // Socio-economic problems of tourism market development in Uzbekistan. Monograph. - T.: "Economy" Publishing House, 2012. - Pages 288-289. This information is also given in the monograph Pardaev MK, Khalikulov AN, Rakhimov HA "Problems of increasing efficiency in

the hotel industry" (T.: "Economy" Publishing House, 2013. - p. 44).

³ Resolution of the President of the Republic of Uzbekistan dated April 17, 2006 "On measures to accelerate the development of the service sector in the Republic of Uzbekistan in 2006-2010". "People's word". April 18, 2006. p.1.

⁴ Statistical Bulletin of Uzbekistan. 2005. Page 5.

⁵ Khalikulov N.N. Opportunities to improve the quality and efficiency of service in hotels. Dissertation for the degree of Candidate of Economic Sciences. SamISI. - 2011. - Page 11, Pardaev M.Q., Khalikulov A.N., Rahimov H.A. Problems of increasing efficiency in hotel farms.

The underdevelopment of the service sector in our country has also affected the structure of consumer spending. The share of services in the structure of consumer spending of the population of the country in 2005 was only 15.4%⁶. However, the rate of this figure is not less than 50-60% in developed countries⁷.

The establishment of tourist centers in mountainous and rural areas will help to develop these areas and improve the living standards of the population.

Monograph. - T.: "Economy" Publishing House, 2013. - 44 pages.

⁶ Social development and living standards of the population in Uzbekistan 2004. T.: Goskomstat of Uzbekistan. 2005.-C 72.

⁷ Resolution of the President of the Republic of Uzbekistan dated April 17, 2006 "On measures to accelerate the development of the service sector in the

Republic of Uzbekistan in 2006-2010". "People's word". April 18, 2006. p.1

⁸ "2012 will be a year that will take the development of our country to a new level." It was calculated by the authors of the study complex on the main results of 2011 and the speech of the President of the Republic of Uzbekistan Islam Karimov at a meeting of the Cabinet of Ministers on the priorities of socio-economic development of Uzbekistan in 2012.

№	Types of services	2010-year			2011-year		
		billion soums.	Growth (percent)	Composition (percent)	billion soums.	Growth (percent)	Composition (percent)
	Services, total	32749,8	113,2	100,00	41083,4	125,4	100,00
	Including:						
1.	Trade services	6134,4	120,9	18,73	8607,5	140,3	20,95
2.	Transportation services	10547	113	32,20	12350,2	117,1	30,06
3.	Communication and information services	2062,5	128,7	6,30	2630	127,5	6,40
4.	Financial and banking services	2753,8	119,4	8,41	3507,5	127,4	8,54
5.	Tourist and excursion services	44,7	115,3	0,14	64,1	143,4	0,16
6.	Hotel services	97,5	107,8	0,30	112,4	115,3	0,27
7.	Utilities	3852,1	99	11,76	4780,5	124,1	11,64
8.	Household services	561,4	122,8	1,71	534,5	95,3	1,30
9.	Car repair services	314,2	124,6	0,96	367,8	117,1	0,90
10.	Others	6382,2	116,6	19,49	8128,9	127,4	19,79

In recent years, in many countries, especially in our country, it has become customary for people living in cities to go to the countryside on weekends. This has led to the fact that the rural population is required to have a second specialization related to tourism and to build and operate tourist complexes in the picturesque areas of the village. This, in turn, will improve the living conditions of the rural population.

With the expansion of tourism, the number of service enterprises, including hotels, will continue to grow. In addition, the field related to the development of tourism includes many

Tourism has a significant economic growth in our country. In 2011, it increased by 143.4%. However, the development of the hotel industry lags behind tourism, reaching 115.3% this year. This shows that the growth of all services in the Republic of Uzbekistan (125.4%) was more tourism services. The second most developed services were trade services, which grew by 140.3%. The growth rate of communication and information services, which is one of the leading services, was 127.5% during this period.

Tourism belongs to the service sector and is one of the fastest growing sectors of the economy. The rapid growth of tourism in Uzbekistan will have a positive impact on the

economy by providing large amounts of foreign exchange earnings, as well as the development of the country's tourism

enterprises, businesses (restaurants, transport, entertainment facilities, etc.), which operate during the tourist season. Their turnover increases depending on the number of tourists.

To determine the place of tourism and hotel services in the service system, we provide the following data (Table 1.1).

Table 1.1

Structural changes in the field of services in the Republic of Uzbekistan for 2010-2011⁸

industry. Because if we look at the history of tourism, it is based on hospitality. This has been and remains the ancient custom of mankind. Previously, guests were greeted in their own home, apartment. Now its content has changed. Usually, people have to live away from home for days, weeks, months. He will need the support and help of "strangers". This is done through hospitality.

According to the Uzbek dictionary, hospitality means "hospitality, behavior, hospitality".⁸. Nowadays, hospitable visits are also made in connection with spending the night and relaxing in hotels, not in someone's apartment.

Because of this, the terms hospitality and tourism are used interrelatedly in the economic literature.⁹. Scientists of our country use the term "mehmonnavozlik(hospitality)" instead of hospitality¹⁰. It is also clear that revealing the

⁹ Explanatory dictionary of the Uzbek language. J. 2 E-M

¹⁰ Papiryan G.A. Management in the hospitality industry (hotels and restaurants). M.: OAO NPO: Izd-vo "Ekonomika", 2000., Walker Dj. Introduction to

hospitality: Textbook / per. s angl. M.: UNITI, 1999., Basics of management of enterprises and organizations of the hospitality industry / Under red.A.Braymera. - M., 1994.

¹¹ Mamatkulov X.M. Explanatory dictionary of tourism and service. Samarkand: SIES, 2010. - 151 p.

nature of the concept of hospitality is important in the study of theoretical issues of tourism. This requires the development of a definition of each concept. Hospitality is now a type of service provided in tourism and also has some business characteristics. Based on this content, we found it appropriate to define hospitality as follows: Hospitality is a set of relationships related to the provision of services such as accommodation, catering, transportation, excursions, conferences, entertainment.

Hospitality as a part of tourism is of great importance for the development of this industry. Due to this, the establishment of the hospitality industry will also ensure the sustainable development of the industry. With this in mind, it was considered expedient to develop a definition of the hospitality industry as well. The hospitality industry is a business activity aimed at the formation and development of the market of services related to the implementation of hospitality.

The term "tourism and hospitality industry" is widely used in the tourism literature¹¹. It acknowledges that hospitality is seen as a broader and more general concept than tourism. It is said that its task is to meet not only the needs of tourists, but also the needs of all consumers. In our opinion, tourism and hospitality cannot be considered in isolation. Due to this, the hospitality industry cannot be considered separately. Because tourists are also consumers with specific needs depending on the purpose of the trip.

The hospitality industry has historically been shaped by various hotel businesses, i.e. accommodation services. In general, a hotel is a building that is furnished for visitors and

consists of rooms that are ready for living. In modern conditions, a hotel is an enterprise that provides hotel services to citizens, as well as individual tourists or special groups. But there are also different views on this concept. Summarizing them, it is expedient to give the hotel the following description:

A hotel is a special form designed to provide the necessary additional services, creating the necessary conditions for temporary residence, ie rest and work of guests (tourists). In our opinion, this description fully reflects the content of the hotel.

The modern hotel business offers consumers not only accommodation and catering services, but also a wide range of services such as transport, communications, leisure excursion services, medicine, sports, beauty salons. In practice, the hotel business performs key functions in the tourism and hospitality industry, offering consumers a hotel product with complex features. All sectors and elements of the tourism and hospitality industry are involved in the formation and sale of this product. In this context, we found it expedient to consider the hotel business independently as an integral part of the tourism and hospitality industry. Therefore, some issues have been studied to some extent in close connection with the tourism and hospitality industry.

As a result of the development of science and technology, the hospitality industry has become a powerful industry employing millions of employees who create convenience for people. The hospitality industry combines different areas of human professional activity: tourism, hotel and restaurant business, catering, recreation and entertainment

¹² Tourism and hospitality. Textbook / Ed. prof., d.e.n. A.D. Chudnovskogo. - M.: Association of

Authors and Publishers "Tandem". EK MOS Publishing. 2001, - 400 p.

services, organization of conferences and exhibitions, sports, museums, exhibitions, excursions, as well as professional areas in the field of hospitality. takes

Due to the fact that tourism belongs to the service sector and is one of the fastest growing sectors of the economy, its rapid growth in our country has a positive impact on the economy by providing large foreign exchange earnings and contributes to the development of the tourism industry. In recent years, along with the increase in supply in the hotel market, there has been a decline in demand for accommodation services. This situation has led to increased competition. One of the main ways to gain a competitive advantage in the hotel business is to offer high quality services to competitors.

Provision of regional tourist services in Uzbekistan requires certain costs. It can be seen that the share of hotel expenses in their structure is high (Table 1.2).

The data in this table provide sufficient information to assess the state of development of tourist excursion services in the regions of the Republic of Uzbekistan in 2007-2011. The provision of tourist services in the country was mainly carried out in 2007-20011. However, in 2010 it was planned to increase this service by 127.5%. However, this figure was fulfilled by 110.6%. This growth trend was influenced by the next wave of the global financial and economic crisis that continued in those years. Because the influx of tourists to our country has slowed down for a while. A similar situation has occurred in many provinces. Only in the Republic of Karakalpakstan, Andijan, Jizzakh, Tashkent and Kashkadarya regions can it be seen that it has exceeded the plan. Although the plans for tourist excursion services have been implemented throughout the country, in many regions (such as Bukhara, Syrdarya, Khorezm) they are systematically implemented.

Table 1.2

Development status of tourist excursion services in the regions of the Republic of Uzbekistan in 2007-2011 (in comparable prices)¹²

Percentage compared to last year

№	Name of regions	Growth of service volume									
		2007-year		2008-year		2009-year		2010- year		2011- year	
		Plan	in practice	plan	in practice	plan	in practice	plan	in practice	plan	in practice

¹³"2012 will be a year that will take the development of our country to a new level." It was calculated by the authors of the study complex on the main results of 2011 and the speech of the President of the

Republic of Uzbekistan Islam Karimov at a meeting of the Cabinet of Ministers on the priorities of socio-economic development of Uzbekistan in 2012.

	Republic of Uzbekistan	119,3	122,3	121,3	126,3	123,4	130,4	127,5	110,6	117,7	127,3
	<i>Including:</i>										
1.	Republic of Karakalpakstan.	109,1	129,3	110,5	167,1	111,3	126,7	113,5	125	105,3	205,6
2.	Andijan region	115,6	483,6	118	138,1	119,5	128,8	120	132	116,5	105,3
3.	Bukhara region	119	118,7	120	127,2	120,2	101,2	128	105	108,0	103,2
4.	Jizzakh region	118	218,2	118,5	177,4	120	106,2	122	125	104,0	71,3
5.	Kashkadarya region	118	123,4	119,5	126	124	116,3	130	130	112,0	112,3
6.	Navoi region	122	170,5	123,5	139,1	124	130,7	125	107	105,0	109,0
7.	Namangan region	115	117,7	118	0	122	127,6	125	115	103,0	119,2
8.	Samarkand region	118	128	122	158,4	125	141,8	129	103	112,0	112,0
9.	Surkhandarya region	116	226,6	116,5	125	118	175,2	120	115	112,0	105,6
10.	Syrdarya region	110	18,3	120	0	130,5	113,1	135	2,6	-	-
11.	Tashkent region	120	127	122	177,4	123,5	191	125	140	108,0	122,3
12.	Fergana region	118	118,1	119,5	113,2	122	123	123	103	105,0	105,3

13.	Khorezm region	115	126,2	120	200	121,1	105,1	130	105	105,4	112,4
14.	Tashkent city	121	124,4	122	118,3	123,5	135,3	128	115	120,5	136,7

It is clear that tourism services will need to be planned based on the real capabilities of each region.

It should be noted that the State Program for the development of tourism in our country and in each of its regional branches has been developed. Very large are focused on fulfilling the parameters provided in these programs. All governmental and non-governmental organizations in the field are engaged in this. Due to this, there are positive changes in the development trend of tourist excursion services. These types of services will also develop rapidly in the future. Because of the great attention paid to this area, the relevant infrastructure has been created and is being improved. All this is a great opportunity for the development of tourism in the future.

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