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## Ways Of Development Of Hotels Of National Type In Uzbekistan

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### ABSTRACT

This article analysis mainly ways of development of hotels of national types in Uzbekistan. This article also describes importance, development and economic impact of national hotels in Uzbekistan. This research analyzes people's decision in choosing one or another type of hotels. In order to define the tendency in tourists' choice, we conduct survey among international tourists. For our research we choose the segment foreign tourists with age over 45 as they fit for our goals and are more interested in our offers. The results of conducted survey approve one more time our hypothesis and show that tourists are very interested to get closely acquainted with old Uzbek national traditions. Finally, according to the received results we made some offers in facilitating room's design to meet the demands of foreign tourists.

### KEYWORDS

Development, high-tech technologies, hospitality industry, room facilities, income, foreign tourists, tourism potential, tourism sector.

### INTRODUCTION

According to statistics, people who live in the city with the highest level of population density are most inclined to travel. In today's fast

passed, and high stressed world, people, especially from cities with high level of density, are more and more striving to travel to places

which are far from urban bustle. This tendency can also be seen in their choice of hotel. In our opinion, hotels with high tech facilities and luxurious beds are not surprising and attracting tourists today as they do it five years ago. Taking into consideration these inclinations in tourist choices, in this research we are going to offer non-traditional room facilities for national hotel types. In today's era of global economic change, innovative approaches, the share of tourism in the world economy is growing every year, and it is developing into one of the leading industries. Hospitality industry is a major source of income for many countries around the world. Located on the Great Silk Road, it is famous for its ancient cities for centuries and has a historical and cultural past. With the development of tourism, Uzbekistan has ample opportunities to become a leader in the sphere of tourism. In this regard, one of the important issues, is to pay more attention to the development of tourism and the hotel industry in our country. In recent years, radical reforms have been carried out in all spheres of the Republic. In particular, the state attaches great importance to the development of tourism.

In the first quarter of 2019, 40 hotels with more than 2,000 rooms were built in Uzbekistan. Today, there are 966 hotels with a total of 21,300 rooms in Uzbekistan. As a result of the meetings, which were held by the end of this year, it is planned to build 140 new hotels with about 7,000 rooms. If in 2017 and 2018 the number of rooms increased by 4 and 5 percent, in 2019 the number of rooms increased to 37 percent, which almost solves the problem of lack of space in hotels.

Furthermore, the Resolution of the President of the Republic of Uzbekistan dated August 16, 2017 "On priority measures for the development of the tourism industry in 2018-2019" serves as an important guide in this regard.

Thanks to huge works carried out in recent years on improvement the infrastructure, our

ancient and flourishing city of Bukhara is becoming a favorite destination for tourists. Along with the construction of modern hotels, there are also national hotels that work in a non-traditional style. The uniqueness of such hotels is that they allow tourists to get acquainted with the life and customs of the locals, to feel like they lived in ancient times for a while.

Foreign tourists visiting Uzbekistan have a strong desire not only to get acquainted with our ancient and national-cultural heritage, but also to stay in hotels that reflect their national identity. based on the topic of my paper, main goal is to study and analyze the following requirements and develop appropriate proposals for them.

#### LITERATURE REVIEW

Hotel provision falls within the general context of hospitality, an aspect of human activity which has important social dimensions, as well as meeting physiological requirements of shelter and body comforts. The actual term hotel is originally French and was commonly applied to commercial hospitality establishments in the mid- to late eighteenth century. By 1780, for example, the concept had crossed from France with the founding of Nero's Hotel in London (Taylor and Bush, 1974). This and other similar establishments catered for the affluent sectors of the population who were becoming increasingly mobile in their personal and work lives (Litteljohn, D. 2003).

The hotel business, which consistently endeavored to address a changing society's issues and requests, has in the meantime formed into an exceptionally intricate part of the economy. Today, the hotel business incorporates all classes of foundations from reasonable guesthouses to sumptuous 5-star hotels. Hotel management methodologies have needed to adjust to these turns of events and it very well may be said that these techniques have even entered the domain of science. The interest for and the selection of

subjects that can be concentrated, for example, hotel or hospitality the executives show the expanding academisation of the hotel business [38].

The extension of the global hotel networks, in their larger part, was went with and made conceivable by an interaction of normalization and commoditization. This interaction created the introduction of the crate hotel idea, portrayed by the consistency of the center and working with items. The absence of separation between the neighborliness items and services came about at last in a "McDiperatio" of the worldwide hotel industry. This precise normalization of the hospitality product incited a counter-development enlivened by purchasers looking for hotels with interesting or complex and creative attributes, called store, plan or way of life hotels. In the start of the 80s of the most recent century the term

shop hotel moved through the market and was utilized to portray special 50-100 rooms properties, non-chain-worked, with consideration regarding fine detail and individual improvement in European or Asian affected decorations (in a real sense a shop rather than a retail chain). Refinement and advancement clarify the development of the plan and way of life inn specialties. To utilize a nonexclusive term for these new specialties, we will allude in the future to the shop, plan and way of life ideas with the term way of life hotels (Freund, D., & Munsters, W. 2004).

### RESULTS AND DISCUSSION

National hotels have different categories of rooms, which vary in area, equipment, comfort, etc. However, regardless of the category, each hotel room must have the following furniture and equipment:



Figure-1: Ordinary hotel equipment

This figure shows that mainly national hotel rooms should be equipped with this equipment. Most hotel owners do this by standards. In addition, each room must have

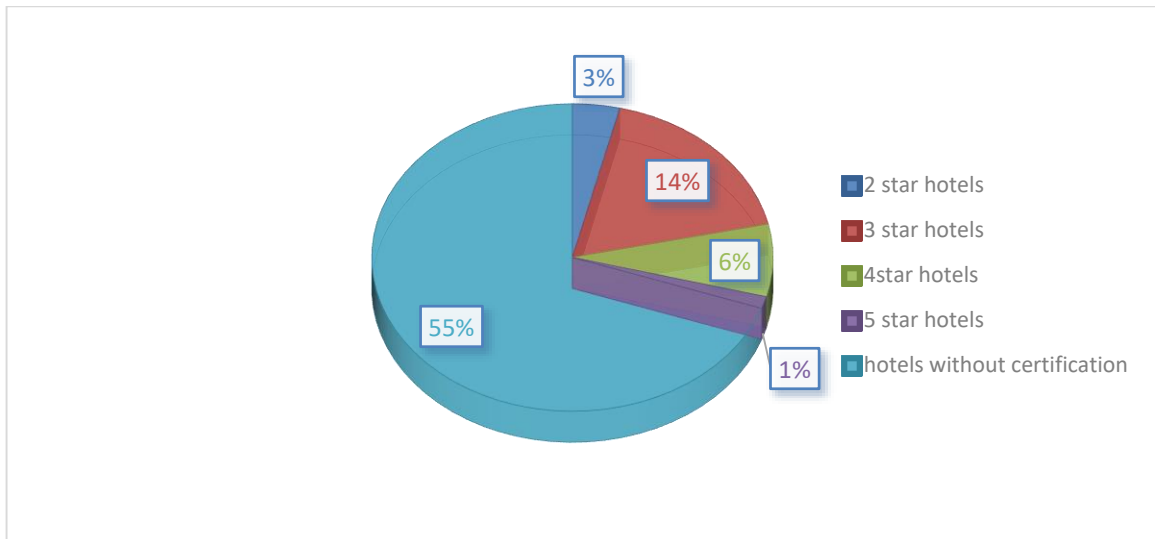
information about the hotel and an evacuation plan in the event of a fire. Catering consists of various processes: production (cooking in the kitchen), trade (sale of ready meals, alcoholic

and non-alcoholic beverages), service (serving guests by waiters in restaurants, bars, cafes, hotel rooms).

Additional or other services include swimming pool, gym, conference room, conference room, car rental, dry cleaning, laundry,

hairdressing, massage parlor and other similar services.

In addition to Samarkand, Bukhara and Khiva, it is possible to develop the activities of national guests in Shakhrisabz, Fergana and Kokand. This can be of great interest to tourists.



Picture-1. Classification of hotels in Uzbekistan

Source: Data of the State Statistics Committee of the Republic of Uzbekistan. Based on <https://stat.uz/uploads/docs/Services-uz-.pdf>.

There are a number of shortcomings in the classification of national hotels in Uzbekistan. This is because there are no clear standards for categorizing national hotels.

Uzbekistan's national hotels, as well as modern hotels, include the following technological processes in serving guests:

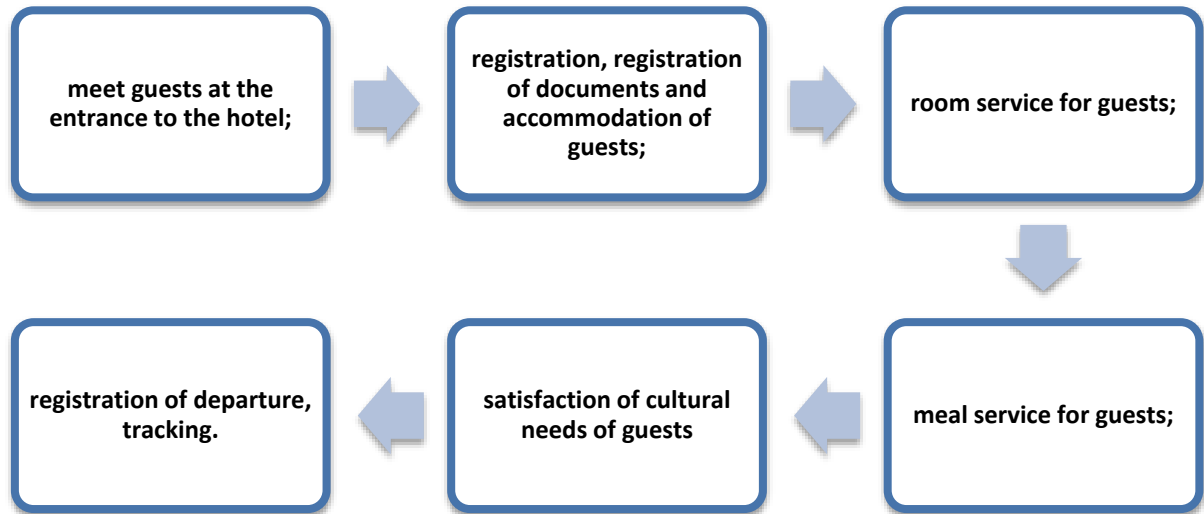


Figure-2. Technological processes in serving guests

The national hotel industry in Uzbekistan is the basis of the development of the hospitality system. It is based on the Uzbek nation, cultural, religious, national values, ancient traditions, hospitality, respect for the guest, good reception and service.

Additionally, In the tourism and national hotel industry, communication services play a central role in attracting, accommodating and providing quality and fast services to tourists. Information management of tourist traffic and service of tourist products will help to achieve the intended effect.

There are many old houses in Bukhara, and efforts are underway to turn them into accommodation for foreign tourists. This work will not only increase the income of the

population, but also serve to further increase the tourism potential of the region in the future.

Moreover, nationally designed hotels are warm in winter and cool in summer. There are several racks in each room that are used to put things. We would like to suggest that the non-traditional type of nationality is basically completely replaced by a bed on the floor instead of a sofa bed in the bedroom, the use of a table in the dining room is far from modern, and chairs are not used in rooms. These will not leave foreign tourists indifferent. To prove these words, we conducted survey among foreign tourists. One hundred sixty tourists took part in our survey. We choose the segment for our survey tourists with over 45 years of age. Because, most of foreign tourists that visit Uzbekistan, belong to this group.



Picture-2. Questionnaire results diagram

**Source: Made by author**

While conducting the survey we thoroughly explain about the difference between usual hotel types and the offered ones. As we can see in this picture the result of survey shows that 8% of respondents answered that they don't know and this means that there is no difference for them. 24% answered negatively and a huge part, that is, 68% of guests are ready to choose hotels that represent our ancient national features. It means that by implementing the offered features we will improve competitiveness of our hotels and can attract more tourists.

Statistics show that there is a strong correlation between the level of massiveness of population in the city and the number of its international tourists, besides, the bigger is the city, the greater the number of its citizens are inclined to travel. For instance: North America 77%, Europe 71% are the leaders in the world market by their numbers of tourists. In addition, Uzbekistan offer for international tourists mainly the cognitive and cultural types tourism. Hence, the majority of international tourists are consisting of elder generation and

they show high interests to stay in hotels that equipped with ancient and national facilities.

**CONCLUSION**

To sum up all of the abovementioned statistics, we can say that Uzbekistan is considered one the oldest countries in the world that has a great touristic potential. Nowadays it offers mainly cognitive, cultural, recreative types tourism for international tourists. Tourists who interested in these kinds of tourism want not only to see the old heritage, ancient buildings, but, they are very interested in getting acquainted closely with the tradition and culture of other nations. The design of hotel rooms' that we offer help them in this process simultaneously increase the profitability of hotels by attracting more tourists.

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