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Research Article

WAYS TO INCREASE THE EFFICIENCY OF SERVICE ENTERPRISES

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ABSTRACT

The management of any farm is decided by the staff of the entity. In order to organize this process highly efficiently, it also requires the management of the staff itself. This process is also based on a number of principles, but is done by many methods.

We are talking about issues.

KEYWORDS

Tourism, hospitality, employment, GDP, industry, entrepreneurship, services, economic growth, service, efficiency, efficiency, level of development.

INTRODUCTION

Interest is also an important principle of hotel management personnel management. This is because the current economy requires that every workforce be

interested in their own activities. As a result, as one of the basic principles of hotel management, the interests of each employee must be fully met. Only then will



each employee work with all his strength and energy. This will be of interest to the employee, the hotel industry, society and, ultimately, the state. Pricewaterhouse Coopers and Oxford University forecast that by 2030, robots will occupy 30% of jobs. This means that the already high unemployment rate will rise further ¹.

Responsibility is one of the most important principles of hotel management. Because if every employee does not approach his work responsibly, there will be no efficiency there, and accordingly other economic indicators will not develop sufficiently. As a result, the company goes bankrupt and is in danger of closing. Because of this, every employee must approach their work responsibly. Where irresponsibility occurs, it will of course have to act with a sense of the inevitability of responsibility. It is no coincidence that responsibility and accountability is not seen as a single principle in personnel management.

A number of methods are used in the management of hotel management personnel. These include: organizational-administrative management, economic management and management by socio-psychological methods.

Organizational-administrative management is carried out mainly by issuing various administrative instructions, controlling strict discipline, and in many cases threatening to punish and punish.

Management by economic methods is based on objective market laws and is carried out by financially rewarding each employee for their effective work. He doesn't even need any pressure from the command line. Everyone will work for themselves. Such

management is management specific to real market relations.

Management by socio-psychological methods is also an effective management method, which is done by persuading, inspiring and praising the employees for their effective work and raising the employee's self-esteem and prestige. While the first method of management is done through direct exposure to the hotel management staff, the second and third methods are done indirectly, through the self-employment of each employee's own strengths and perceptions.

In conclusion, it must be acknowledged that only one method cannot be used in the management of hotel management personnel. We think it is advisable to apply all methods to one staff, depending on the situation and the character of the employee.

In order to increase the efficiency of hotel farms, it is important to assess the state of personnel management, to study how they are managed today. Management should evaluate the position of each employee in the performance of the enterprise. Therefore, it is also important to assess the role of each individual in increasing the efficiency of the hotel business. Because everyone contributes differently to the result while performing their function. For example, long-term employment of an employee in this entity often yields positive results. After all, he has accumulated a great deal of positive experience. However, there is another aspect of the issue that the activities of a long-term employee can also be very risky. This is because the system will have the ability to constantly make up for deficiencies in riv. As a result, it is necessary to make a realistic assessment of who

¹ Nematovich, K. A. (2020). Directions for improving the methodology for analyzing the efficiency of service

enterprises. *European Journal of Molecular & Clinical Medicine*, 7(3), 3228-3234.

contributed to the overall result during each reporting period. In this way, we can achieve effective use of human resources.

The purpose of HR management is to organize the effective use of each staff. This is a very complicated issue. Because everyone feels very little about their shortcomings and feels very "great". Guyo operates with the feeling that if he is not in this enterprise, if he does not operate, his work will stop. Individuals who have developed such an ability no longer think about the efficient operation of the hotel, but more about the attention to themselves. In this case, the benefit to that person will be much lower than he thought. If they are not evaluated realistically, it can also lead to dissatisfaction in the workplace and a deterioration of the mental environment in the team.

As a result, one of the most enduring qualities in employees is to ensure that a responsible attitude prevails. Wherever one operates, one should always feel responsible for one's successes and failures, a sense of belonging should always prevail, in a word, one should not "lose oneself." Only then will each employee be able to achieve appropriate success within himself or herself and contribute to the overall work as an individual. Albitta, one person's good performance has a certain positive effect on others as well. But one person has no right to own them all. Because if you leave him alone in this organization, he will not be able to do all the work himself. Everyone should always feel this, work with this spirit. This also requires the responsibility of each individual.

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