

Scientific and theoretical issues of organization of service activities in the development of tourism

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Abstract: The article presents the results of research on scientific and theoretical issues of the organization of service activities in the development of tourism. It also provides information on the classification of hotel services, as well as the organizational structure and participants of the service.

Keywords: tourism, hotel, service, service activity, quality of services, investment attractiveness, basic and additional services, service efficiency, consumption.

Introduction

According to the study, "the hotel business, which is the main link in tourism, accounts for about 6% of the world's gross domestic product and about 5% of all tax revenues. For every ten tourists who use the hotel, three jobs are directly related to the service, and two are indirectly related to the service. The hotel stock in all countries of the world is 17-18 million, the number and quality of which correspond to the demand in the international tourism sector in the region. Hence, the hotel business is one of the global economy's most profitable and promising sectors.

Targeted scientific research is being conducted worldwide on the innovative development of the hotel industry and their service activities, improving the quality and efficiency of hotel services. In particular, special attention should be paid to the development of hotel business, development of its development model and concepts in the national economy, increasing the investment attractiveness of regions with opportunities for hotel business development, formation of modern hotel infrastructure, reducing the impact of the coronavirus (COVID-19) pandemic on hotel efficiency is focused.

Today, great importance is attached to the rapid development of the hotel business in our country. There is a need for comprehensive scientific research to improve the mechanism of service

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development in the hotel industry to provide the population with new jobs through sustainable development of the hotel business, improving the quality and efficiency of its services.

Analysis and results

The hotel industry is rooted in the oldest traditions of human history, such as respect, hospitality, and service. Hotel services are one essential component of the tourism industry. Improving the quality of services provided by the hotel business, studying the existing foreign experience in this area and their development trends remains a current requirement.

The development of the tourism industry directly contributes to the development of the hotel industry. Today, the hotel business is the most developed in the world. The hotel business should include not only large hotels but also small private hotels, as any hotel business remains the most profitable business in the tourism industry and the economy.

The hotel business is a business activity based on the principles of hospitality, characterized by generosity and friendliness towards guests. It includes the provision of hotel services and quality services in accommodation facilities (Figure 1).

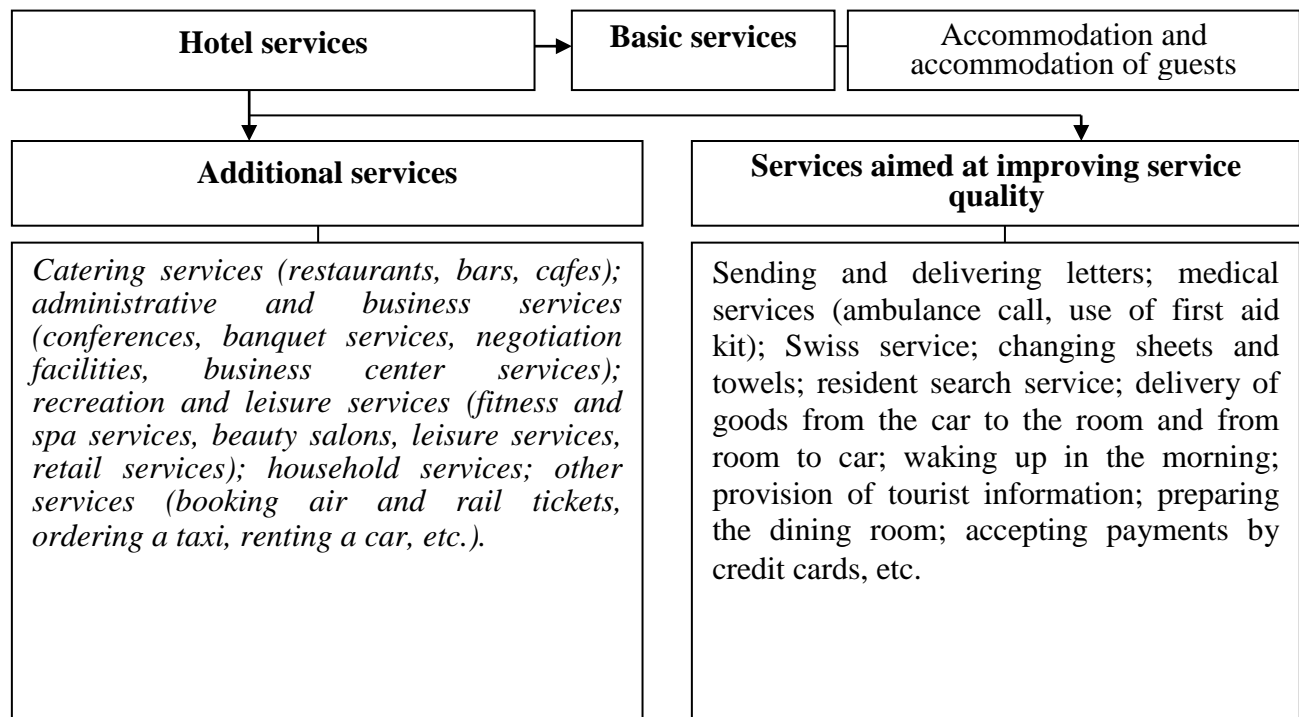


Figure 1. Classification of hotel services

The development of the hotel industry, which is currently one of the main sectors of tourism, is one of the essential factors because the hotel industry's role in meeting the tourists' basic needs is unique.

Humanity began to travel, and spending the night away from his beloved home became necessary. Just as each demand stimulates supply, so do businesses that solve the problem of accommodating tourists.

Satisfaction of basic human needs, nutrition, recreation, and sleep are the cornerstones of tourism. In this regard, the following description of a hotel given by S.I. Baylik is the most reasonable and logical: "A hotel is a company that provides a range of services to people who are away from home, the most important of which are accommodation and meals." The essence of accommodation services is that, on the one hand, unique buildings (hotel rooms) are provided for use and accommodation. On the other hand, services are provided directly by hotel staff.

The modern market of hotel services is developing rapidly. This requires careful consideration of the characteristics of the hotel service and its development trends. Today, the hotel industry is a complex area of professional activity. It faces many challenges in its development process: a mismatch between customer expectations and the reality of service delivery, poor service, a lack of qualified personnel, imperfect legislation in this area, and an insufficient number of high-end hotels. The history of the hotel industry shows that the dynamic growth of hotel activity is possible only if it meets modern standards and the realities of life. This will help the hotel business to be competitive and meet the guests' needs.

Today, it is essential to understand how the quality of service affects the reputation of a hotel, its competitiveness, and development, and to consider ways and means to improve the hotel business.

Today's hotel business is a customer service industry that includes a full range of hotel, restaurant, and commercial services. As the hotel business is now one of the main areas of economic activity in the world, there is a need to introduce successful global innovative practices.

The hotel business is a crucial infrastructure to attract tourists and meet their basic needs. Therefore, when the hotel business is highly competitive, much attention is paid to the quality and efficiency of services, as well as their improvement and the development of new technologies. Hotel business service is a set of measures to ensure the availability of amenities that should meet all visitors' needs. With the emergence of customer service, that is, the emergence of decent service, the hotel's reputation will grow and play an essential role in its development and prosperity.

In the hotel industry, a service is a form of entrepreneurial activity. The development of the hospitality industry is a process of meeting the standards and providing safe and high-quality services for users aimed at maximizing the needs of tourists and travelers.

The main changes in the development of hotel services in Uzbekistan are the deepening of specialization in hotel services, the establishment of international hotel networks, the introduction of modern computer technology in the hotel business, and the effective use of them.

The world, including Uzbekistan, has recently undergone significant changes in the service sector. New, modern service organizations have been established to replace existing ones, including those that meet international standards. The basis of modern competitive service organizations is effective service technologies, modern equipment, use of quality raw materials, and attraction of highly qualified personnel.

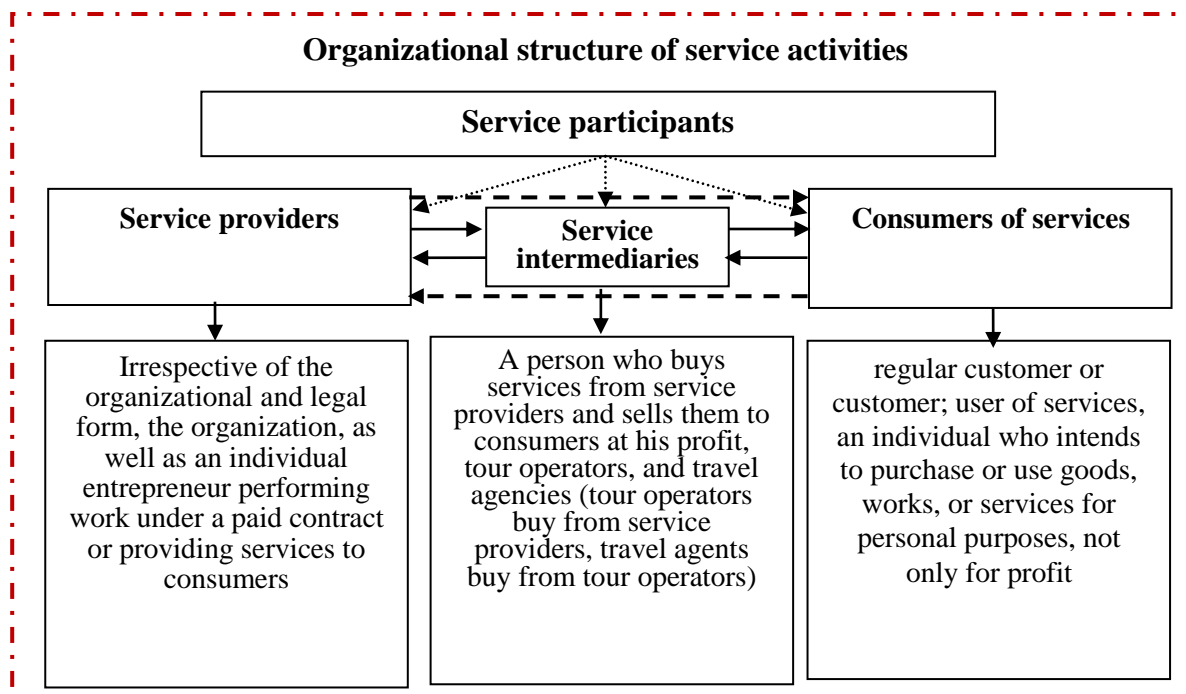


Figure 2. Organizational structure and participants of the service

Maximum efficiency in developing the hotel business is achieved through introducing service structures, customer discipline, infrastructure modernization, vocational education development, and job creation in this area. The main goal of the hotel industry is to expand its relevance through establishing warm relationships with customers, in which hospitality, i.e., the quality of service, plays a crucial role. In our opinion, the peculiarities of the service in the hotel industry are:

- hotel services are also intangible;
- hotel services cannot be collected or stored in the same place as other services;
- Inability to transport and store hotel services;
- the inability of the service provider to provide the same service regularly;
- Simultaneous provision of services and their consumption;
- inconsistent demand for services in hotels;
- Insufficient ability to control the quality of service over time;
- The main priority in the evaluation of services is the consumer and their different attitudes to these services;
- the need to ensure the integrity of the hotel service;
- As guests do not always express their dissatisfaction, the hotel management is not always aware of the value of services provided by customers.

Conclusion and suggestions

The activities in the field of hotel services have several features, among which are:

- Specialists of different specialties (from 5 to 9 specialists) work in one hotel. In this case, in practice, any service to the client requires the cooperation of several services and involves the coordination of actions of employees of different specialties;
- Most public occupations in the hotel do not require high qualifications from the staff. That is why many foreign hotels employ laundresses, cleaners, etc. from developing countries;
- The work of hotel staff, especially those in direct contact with customers, requires the skills and desire to find common ground with a wide variety of people;
- Hotel business is a kind of continuous production. The hotel is open 24 hours a day, 365 days a year.

A person's need throughout life is based on regular use of services. In any country, the service sector plays an important role. It is determined by legal, economic, social, cultural, and other conditions.

The modern consumer society of our country has reached a stage of development where not only the reality of service but also the quality of its provision is essential. This depends on the professionalism of the service provider.

The effectiveness of the service depends on the forms and methods of customer service. Modern service forms bring services closer to the consumer, reduce service time and create convenience for customer services.

The theoretical concept of service activity shows that it has a deep meaning that reflects the multifaceted nature of the service. Service is a field of interaction in meeting the needs of tourists. In this process, the introduction of labor-saving technologies, the development of information culture, the adoption of market culture, the use of historical experience, the increase of the potential human index, and the preservation of national security are significant.

Hotel service is the process of serving, accommodating, catering, and providing various additional services to customers far from their homes to meet customers' needs for recreation, entertainment and health as much as possible.

The hotel staff is under a lot of nervous and psychological pressure during the reception, accommodation, and distribution of guests. Staff from hotels and other organizations and institutions (various organizations institutions) may be involved in providing services to guests, which complicates the provision of effective technologies in the field.

Thus, the organization of service activities in the hotel business is a multifaceted issue, the effectiveness of which is primarily achieved through service structures, customer discipline, modernization of regional infrastructure, development of vocational training, and job creation in this area.

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