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Factors Influencing The Development of Family Guest Houses and Their Analysis

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Abstract: The tourism and hospitality industry plays an increasingly important role in economic development, and within this sector family guest houses represent a significant form of accommodation that directly supports tourism growth and regional development. A variety of external and internal factors shape the conception of family guest houses: political environment, country economic situation, tourism infrastructure, market needs, personnel qualification, service level, pricing policy, labor efficiency, and market activities. Although family guest houses play an essential role in the tourism destination, their specific development and the mechanism by which various factors interact (especially combining macro and micro levels of the analysis) remain understudied, with the focus to date concentrated mainly on tourism enterprises and the large hotels. **Abstract Purpose** This study targets to reveal the external and internal factors affecting family guest houses growth and provide practical recommendations to ensure their validity and competitiveness. The analysis shows that external factors like economic conditions, infrastructure development, tourist flows and market environment interacting with internal factors like staff qualifications, quality of service, the cost of goods supplied, the price of services and advertisement collectively influence the performance of family guest houses. This study meets this need by presenting a systematic classification and a synthesis of measurable and non-measurable factors that influence family guest houses, which is missing from the tourism literature. These results inform a theoretical framework and serve as an evidence-base on which managers and policymakers can base targeted services improvement strategies contributing to better resource allocation, marketing and sustainability of family guest houses in the tourism and hospitality sector.

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1. Introduction

Today, the tourism and hospitality industry is increasing its importance as one of the most important sectors of the economy on a global scale. In particular, the development of family guest houses occupies a special place as a factor that greatly influences the growth of the tourism industry. Efforts to develop tourism around the world, the creation of new tourist infrastructure, improving the quality of services and the effective organization of hotel activities remain relevant[1].

Factors influencing the development of family guest houses include many internal and external factors. While political stability, economic situation, tourism infrastructure and international market requirements can be cited as external factors, internal factors such as staff qualifications, service quality, pricing policy and labor productivity can be cited. All of these are important in increasing the development and competitiveness of family guest houses[2].

In this regard, the aim of this study is to identify the factors influencing the development of family guest houses, analyze them and develop practical recommendations. The study examines economic, social and technological factors and shows how these factors affect the hospitality industry. This will allow developing effective strategies for the development of family guest houses[3].

Literature review. Scientific research in the field of tourism and hospitality is of great importance, especially in studying the factors affecting the development of family guest houses. There are many scientific works, articles and textbooks in this field, which are aimed at studying the economic, social and technological aspects of the hospitality industry[4].

The textbook "Economics of Tourism and Hotel Services" by Professor M.E.Pulatov covers in detail the factors affecting the activities of the hotel industry. The study analyzes the positive and negative factors affecting the tourism market, the management of hotel enterprises, internal and external economic factors (for example, profitability, costs and profit). It also discusses the infrastructure and resources necessary for hotel enterprises. However, this textbook only highlights factors affecting the general tourism industry, and does not specifically focus on the development of family guesthouses[5].

Z.I.Usmanova's study "Factors influencing the activities of tourist enterprises" distinguishes between macro and micro environments from the point of view of the marketing environment. It studies the influence of macro-environmental factors, including economic, political, socio-cultural factors, as well as internal factors in the micro environment, such as company management and employee qualifications. The study paid more attention to the factors influencing the development of tourist enterprises, but this study did not deeply analyze the factors directly influencing the development of family guest houses. Among the studies in the field of tourism and hospitality, the study of factors influencing the development of family guest houses has not yet been fully carried out. Most of the literature has examined the development of large hotels, chain hotels and tourist attractions operating in the hospitality sector. There is no clear and complete analysis of external factors (for example, political stability, the state of the national economy, tourist infrastructure) and internal factors (staff qualifications, quality of services, pricing policy, advertising and marketing strategies) that affect the development of family guest houses. Therefore, it is necessary to conduct scientific research in this area and develop new practical recommendations[6].

There are few scientific works about the impact of economic factors (the rate of inflation, interest rates on loans, prices of services) and innovations (scientific and technical progress, and technology) in the hospitality business. For instance, there are a number of studies related to the application of cutting-edge technologies in tourism and hospitality, new marketing strategies and new types of services. Nevertheless, innovation as a part of family guest houses development is not the subject of separate research.

In hospitality, service quality management, staff training, and labor productivity are highlighted as important factors. Many scientific literatures emphasize the need to improve the professional qualifications of employees, their experience and adapt to changing market demands in order to improve the quality of service in hotels. This is especially important for improving the level of service in family guesthouses[7].

Thus, the existing literature is aimed at studying the factors influencing the development of the tourism and hospitality industry, but paying special attention to the development of family guest houses and conducting an in-depth analysis of the factors in this regard is currently a pressing issue. Therefore, this study aims to identify and analyze external and internal factors influencing the development of family guest houses.

2. Materials and Method

Entering the tourism and hospitality field, this study uses a комплексный и системный methodological approach to identify and analyze factors that influence the development of family guest houses. Methodological triangulation addresses the gaps in both qualitative and quantitative research designs and combines the strengths of both methods allowing for a robust internal and external examination of factors affecting

family guest houses. The main methodological tools of this study are analysis and synthesis, statistical analysis, analysis of empirical studies, and a questionnaire. Such ways of gathering, processing, and interpreting information on economic, social and technological context of family guest houses unaided [8].

Macro- and micro-analytical and synthetic classification and systematization of factors affecting the development of tourism development is provided: political stability, national economic conditions, tourism infrastructure, service quality, staffing, pricing policy, and microeconomic labor productivity. Above all, statistical methods are used in evaluating quantifiable economic indicators, income levels, costs, and profitability, tourist flows, inflationary processes, and interest on credits, which make it possible to objectively assess the influence of the specified factors on the level of family guest house performance. Identifying the real challenges faced by guest house operators can only be done through empirical research methods to ensure a practical and legitimate approach to addressing the real issues and questionnaires, in the form of questionnaires, can help in obtaining primary data on the perceptions of service quality and customer satisfaction and managerial practices [9].

Moreover, historical-comparative and contextual analysis methods are used to explore existing theoretical approaches and prior research in tourism and hospitality to find some deficiencies in relation to family guest houses. The functional approach functional that examines on how each one factor interacts and acts within the entire operational system of family guest houses. Applied methodology of research enables to guarantee the validity and reliability of findings and to obtain a well-grounded basis for providing practical recommendations for increasing the economic efficiency and competitiveness of family guesthouses.

3. Results

During the study, internal and external factors influencing the economic activities of hotels, including the development of family guest houses, were identified. The following external factors influencing the development of family guest houses can be included:

1. Political stability in the country. The influence of this factor cannot be controlled and managed by family guest houses, therefore, it is impossible to mitigate or strengthen the influence of political factors on specific family guest houses [10].
2. The state of development of the national economy. The state of development of the national economy of a country directly affects the development of all market entities operating in this country.
3. The conditions created for the development of entrepreneurship (preferential loans, subsidies, temporary exemptions from taxes and fees, etc.). An analysis of this factor is given in paragraph 2.1 of the dissertation. "Provision of tax benefits. The issue of granting tax benefits to seasonally operating hotels. Guests are received in Tashkent in winter and summer. Regional hotels operate only during the season (during pilgrimage, that is, in the spring and summer months). Based on this, exempt them from certain taxes".
4. The state of the tourist infrastructure in the region. Convenient location, tourism, transport, logistics, communication infrastructures have a significant impact on the development of family guest houses. The establishment of family guest houses in areas with developed infrastructure is a guarantee of the development of their activities[11].
5. The number of visiting domestic and foreign tourists. The political situation in the country, peace, tranquility, tourist potential in the regions, high infrastructure and quality services cause the arrival of many foreign and domestic tourists. The increase in the number of tourists directly increases the demand for hotels and similar accommodation facilities. As a result, it stimulates the establishment of many new and modern guest houses[12].
6. Market conditions, such as supply and demand, the level of competition in the industry, the entry of new competitors, affect the development of family guest houses. A changing market environment is a constant threat for enterprises. Also,

analyzing various market factors allows management to develop a development strategy and strengthen the position of hotels in the services market.

7. The level of inflation in the national economy, bank interest rates on loans, and the amount of tariffs and fees are considered economic factors affecting the development of family guest houses, and the lower the amounts of the three factors (inflation rate, bank interest rates on loans, tariffs and fees), the better.
8. Scientific and technical factors are directly formed under the influence of scientific and technical progress (ITT) and are the most important factor determining demand and its development directions. In today's competitive environment, it is appropriate to pay attention to the areas that determine ITT in the development of family guest houses, developing innovative processes, introducing new technologies, and implementing other similar measures.
9. As a result of an increase in the real income of the population, the population will have the opportunity to accumulate large amounts of money at their disposal, and accordingly, the demand for tourist services, including hotel services, will increase[13].
10. A decrease in wages will lead to a decrease in demand for tourist services, including hotel services.

The internal factors influencing the development of family guest houses include the following. Let us dwell in more detail on the internal factors influencing the development of family guest houses listed above.

1. Qualification of hotel staff. Today's demand requires a constant improvement in the quality of hotel services. This requires high qualifications and level from each hotel employee. In order to provide quality services, it is necessary to analyze the staffing of the hotel structurally and take into account the correct and complete provision of each specialty with personnel with appropriate qualifications and experience. Because only qualified personnel provide quality services to guests (tourists), and they are the main factor in increasing the efficiency of the hotel's business activities[14].
2. Staff turnover in the hotel. Unlike capital hotels, in the regions, this is a seasonal job, so employees often change. In turn, the manager does not pay much attention to them, and does not pay attention to improving their qualifications at all. It is necessary to be able to provide employees with additional work even during off-season periods. It is advisable to study foreign experience in this regard.
3. Quality of hotel services. Accommodation of tourists in hotels is an important link in the tourism industry. Therefore, the quality of services provided in hotels should always be at a high level. This is because a well-rested tourist directly affects his mood during the day. Especially in our country, most tours organized in historical cities such as Tashkent - Samakand - Bukhara - Khiva involve long distances. Naturally, a tourist gets tired after traveling a long distance, and at this time the high-quality services provided in the hotel make him forget all his fatigue. "When welcoming guests, great attention should be paid to the simplest, most inconspicuous aspect. This is exactly what the client pays attention to. If he leaves with a negative opinion, this will damage the reputation of the hotel. In Tashkent, the quality of service in hotels is relatively better, but in the regions (areas with low tourist flow) the situation is the opposite. Some hotels use low-quality products. As a result, the guest is "disappointed". It would be wrong to place the blame entirely on the service provider. They do not have sufficient qualifications. There are very few specialists who deeply understand hotel management. Those who do have either gone abroad or work in the capital"
4. Price of hotel services. In the current conditions of fierce competition, it is necessary to conduct a rational pricing policy, set prices without increasing the price of hotel services by providing quality service compared to competitors. The reason is that each manager or administrator independently determines the price of services provided in hotels[15].

5. Labor productivity. The higher the qualification level of hotel employees, the higher their labor productivity. And the increase in labor productivity ensures an increase in the economic and social efficiency of family guest houses.
6. Hotel advertising. Presentation of a family guest house or advertising to tourists through seminars and trainings, finding new customers and increasing their number through constant advertising in electronic room booking systems.
7. The amount of hotel expenses. Accelerating the collection of receivables, controlling the repayment of payables, and developing new areas of cost reduction are the main factors in reducing costs in family guest houses.
8. The hotel should take measures to increase the amount of its own funds and timely reduce its existing obligations to the bank.
9. The effective use of fixed assets and working capital in the hotel is one of the important factors in the development of their activities and serves to increase the amount of profit based on internal capabilities.
10. The amount of net profit in the hotel. The main goal of each business entity is to achieve greater net profit. Therefore, family guest houses should develop ways to achieve greater profit, taking into account the internal factors listed above, such as labor, financial and material resources, and the quality of hotel services.

It is clear that there are many factors for the development of family guest houses. However, some of these factors are measurable, and some of them, although they have a significant impact on the efficiency of the industry, are factors that cannot be expressed in numbers. In economics, special importance is given to the measurable factors, which, along with accurately calculating their impact on the change in the efficiency indicator under study, also provide an opportunity to determine how much more they can be increased or decreased over time.

4. Discussion

The results of this study demonstrate that the development of family guest houses is determined by a complex interaction of external macroeconomic factors and internal organizational factors, confirming their role as an integral component of the tourism and hospitality industry. From the theoretical perspective, the results strengthen previous approaches focusing on systemic nature of tourism development, where the external environment comprises political stability, national economic conditions, tourism infrastructure and market demand and the internal performance relates to service quality, professional staff qualification, price policy, and labor productivity. The study further shows a knowledge gap across the literature, since the vast majority of researched focuses on large hotels and tourism enterprises, indicating the specific characteristics and trajectories of family guest houses are very little explored.

The analysis points out that many important variables, for example service quality, staff turnover, marketing success and customer satisfaction, cannot be measured at all with quantitative indicators. Hence the explanatory power of purely statistical approaches is limited. This research gap highlights the requirement of an in-depth theoretical exploration, which combines qualitative evaluation of family guest houses with the conventional economic evaluation to suit the actual field conditions in which family guest houses operate. From a manager resource-oriented perspective, the results highlight an underlying need for managerial measures including human resource development, determination of the level of service standardisation, pricing decisiveness, effective management of service cost, and intensification of online marketing as means of increasing competitiveness and sustainability.

Future studies should work on integrated evaluation models that consist of measurable financial ratios along with qualitative elements such as customer experience and manager competence. Longitudinal studies examining the impact of innovation, ecological tourism, and agro-tourism on family guest house development would also provide valuable insights. Such research would contribute to more effective policy formulation and practical recommendations for strengthening the role of family guest houses in regional tourism development.

5. Conclusion

This study shows that the role of family guest houses in the tourism industry and their development potential are great, but these opportunities are not fully utilized. The main problems are related to factors such as insufficient infrastructure, mediocre quality of services, and poor marketing. Also, despite high customer demand, there is some dissatisfaction with the quality of services and infrastructure.

1. Improve the quality of services: Regular training courses and trainings should be organized to improve the skills of service staff of family guest houses. In addition, special attention should be paid to cleanliness.
2. Strengthen marketing activities: Guest houses need to effectively advertise their services, be active on social networks and tourism sites, and develop online booking systems to attract new customers. Separate strategies should be developed for creating a brand and advertising on social networks.
3. Introduce a competitive pricing policy: It is important to adjust hotel prices to the average price level in the market, create various discounts and special offers for customers. This can be done, in particular, by developing special packages for different types of customers.
4. Modernize infrastructure: It is necessary to create a modern infrastructure in family guest houses, provide additional services (gyms, spa centers, organization of eco-tourism). These services create additional amenities for guests and increase their overall satisfaction.
5. Development of ecological and agro-tourism: There is growing interest in new areas such as ecological tourism and agro-tourism for family guesthouses. The development of guesthouses in these areas provides opportunities for close acquaintance with nature and the use of local resources.

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