



Volume: 05 Issue: 01 | 2024 ISSN: 2660-454X

<https://cajitmf.centralasianstudies.org>

The Importance of Innovation in the Hotel Industry

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Received 25th Nov 2023,

Accepted 30th Dec 2023,

Online 30th Jan 2024

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ABSTRACT: The article examines the state of the hotel business in our country, development trends and their analysis, as well as existing shortcomings in this field and their solutions. An analysis of statistical data on the average occupancy of all categories of hotels and hotels in Uzbekistan in March 2022 is given. In addition, the number of hotels in our republic and the distribution of hotels in the regions were analyzed.

KEYWORDS: hotel, hotel numbers, diversification of services, hotel types, tourism, tourist, domestic tourist, tour package, domestic tourism.

Today, the hotel industry is rapidly developing in Uzbekistan. More than 1,500 hotels are operating in our country, and the total capacity of them is 9,000 rooms. Uzbekistan hotels are located in designs from two-star hotels to five-star luxury hotels that suit every comfort and budget, with internationally renowned names and features that meet world standards. Nowadays, hotels with internationally famous names can be found in the major cities of Uzbekistan, Tashkent, Samarkand, Bukhara, and Urganch.

DISCUSSION AND RESULTS

The official system of classification of hotels in Uzbekistan is based on standard factors such as room sizes, services, availability of elevators, decoration, level of staff skills. There are data showing the dynamics of the number of foreign tourists visiting Uzbekistan in 2019-2022. In 2019, before the pandemic, more than 6.7 million foreign citizens visited our country, but in 2022, this number decreased to 3.6 million. In 2021, the number of tourists staying in hotels was 37,600, but in 2022, this number has almost doubled.

Among the guests of Uzbekistan who used hotel services in March 2022, in addition to local tourists and citizens of the country, Russia - 23.4%, Kazakhstan - 18.9%, Tajikistan - 14.4%, Turkey - 7.7%, Kyrgyzstan - 6.3%, Belarus - 4.6%, China - 3.2%, France - 1.7%. Uzbekistan is fully prepared to receive foreign tourists and creates a wide range of opportunities for them. Travel restrictions have been lifted and more than 100 countries have been given the opportunity to visit the territory of

Uzbekistan through the visa-free regime. At the same time, the development of the tourism sector in Uzbekistan is rapidly recovering, and at the end of 2022, 3.6 million foreign tourists visited.

1-table. Number of hotels, guesthouses and tour operators (01.10.2022)

| № | Regions | Hotels | Hostels | Touroperators |
|----------|-------------------------------|---------------|----------------|----------------------|
| 1 | Andijon | 20 | 14 | 37 |
| 2 | Buxoro | 171 | 69 | 116 |
| 3 | Jizzax | 28 | 13 | 10 |
| 4 | Qashqadaryo | 36 | 28 | 20 |
| 5 | Qoraqalpog'iston Respublikasi | 27 | 20 | 49 |
| 6 | Navoiy | 29 | 29 | 22 |
| 7 | Namangan | 26 | 8 | 55 |
| 8 | Samarqand | 126 | 44 | 187 |
| 9 | Sirdaryo | 13 | 14 | 11 |
| 10 | Surxondaryo | 42 | 9 | 38 |
| 11 | Tosh.viloyati | 39 | 45 | 49 |
| 12 | Tosh.shahri | 300 | 181 | 892 |
| 13 | Farg'ona | 43 | 24 | 62 |
| 14 | Xorazm | 59 | 21 | 64 |

The results of the empirical study were determined based on surveys and research conducted with tourists. In general:

The reason why tourists come to Uzbekistan: Most tourists are people aged 30-35 years and older. 41% of tourists are visiting Uzbekistan for the first time.

Tourists about Uzbekistan hotels: 67.7% of tourists were satisfied with the services of Uzbekistan hotels. 35.5% of tourists in Uzbekistan are satisfied with hotels, and 51.6% are satisfied with them.

Hotel service: 48.4% of tourists are satisfied with hotel service, and 51.6% do not like hotel service.

Specific disadvantages: Among the identified disadvantages are traffic congestion and lack of numbers in hotels during the season, high prices, lack of additional services, unevenly distributed hotels, insufficient self-service options, rooms not cleaned, rude staff relations, mechanical problems, poor communication, slow internet, and poor food and beverage quality were cited.

Demands and wishes of tourists: 70% of tourists want to use technology, good relationship with employees, speed of internet network, cleanliness and quality of food, availability of additional services, service in accommodation other than home, high prices.

These results show that attention should be paid in the initial stages of the development of the tourism sector itself.

CONCLUSION

The following suggestions are very important and practical for further development of tourism and hotel business. These proposals included improving the quality of the country's tourism, using its features and innovations, attracting foreign tourists, using technology and working with employees.

I can add a few more included suggestions below:

Intensive use of information technologies: Creating an opportunity for tourists to use information about hotels and cities, prices, and temporary discounts on online platforms.

Cooperation with institutions of higher education: Cooperation with institutions of higher education to train specialist personnel in the field of hotels and tourism.

Local trade events and festivals: Involvement of hotels and tourism industry through local trade events and festivals, development of national education.

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Hotel clusters and business associations: Organization of hotel clusters, efficient use of resources through business associations.

Development of tourism infrastructure: Development of tourism infrastructure to introduce the country to tourists with interest, comfort and services.

Quality services and various opportunities: To ensure good relations with employees, to create new services and opportunities to satisfy tourists.

Improving the beauty of hotels: Creating a comfortable and attractive place for tourists by improving the beauty of hotels, updating their design and improving the quality of service.

Private training for tourism sales staff: Providing convenient and quality service to foreign tourists through private training for tourism sales staff.

Local manpower production: Strategizing local manpower training and utilization, as well as setting a strategy to reduce the cost of production and services in the country.

Central reservation and reservation systems: Creation of central reservation and reservation systems that are superior in serving tourists.

These proposals are important in bringing out and developing innovative methods of tourism and hotel production, services and attracting foreign tourists, and can lead the country to be included in the list of countries with a high tax rate in the economy in the tourism sector.

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