



THE IMPACT OF TOURISM AND HOTEL MANAGEMENT ON THE ECONOMY OF THE WORLD

Umarova Fotima Umarjonovna

Teacher of tourism at Samarkand Technical
University of Tourism and Cultural Heritage

ABSTRACT

While the hospitality industry doesn't have one globally-accepted start date, its history dates back thousands of years and spans across the globe. This article discusses the role and advantages of tourism and the hotel industry in the economy.

Keywords: tourism industry, hotel management, economy, infrastructure, restaurants, tour operator service, tourist

Introduction

Hospitality has dozens of different definitions, but it can be broken down to the act of making someone feel welcome, usually through entertainment and comfort. So what is the hospitality industry? It includes many businesses that fall under this large umbrella, such as hotels, motels, resorts, restaurants, theme parks, and much more. As the world's interest in travel grows, so does the number of people traveling from one country to another. This, in turn, has led to the emergence of a new industry in the world, which is the "tourism industry". The tourism industry is an integrated system that includes many service industries. Hotels are the most important of such industries. In turn, the regulation of such an important area requires a lot of responsibility. That's why we need to be able to do marketing research and communication in this area.

As in any industry, hotel marketing has several functions:

- To enter the market on the basis of a thorough and comprehensive study of consumer demand, tastes and desires. Production of services that meet these requirements.
- Increase the socio-economic efficiency of market relations and increase their range to a level acceptable, constantly expand the range of services, actively seek new markets (market segments), expand existing markets.

As the number of tourists visiting our country grows, they are introduced to the rich culture, traditions, history, way of life, national cuisine and agricultural products of our people. This, in turn, will increase the flow of tourists to the regions of the country, provide employment in the tourism sector and increase exports of tourism services.





In case of creation of not less than 20 family guest houses in the territories of citizens' gatherings and rendering of at least five types of services (except for accommodation and / or catering services) for tourists, they are called "Tourism mahalla", "Tourism village". or "Tourism Village" status. From 2020, the citizens' assemblies with the status of "Tourism Village", "Tourism Village" or "Tourism Village" will be included in the state programs "Obod Qishloq" and "Obod Mahalla".

In the process of operating on a cluster basis, it will be beneficial for both parties if the hotels work together with the tourist neighborhoods, villages and auls. The hotel cluster is one of the subjects of the tourism cluster. by expanding cooperative ties, new enterprises will serve to increase the region's tourism potential by creating jobs (value chains). It should be noted that at present there is no common understanding among many authors when considering the category of hotel service quality, in particular, as the object of its management. In our opinion, the quality of hotel services is a specific set of standards and a variety of services that customers expect to receive, they have a set of specific and relevant qualities in different categories of accommodation, temporary placement of customers within the hotel business , catering, various additional and other types of ancillary services to meet the individual needs of customers identified and anticipated in practice. In this regard, quality has normative properties defined in the relevant standards, quality can be compared only on one type, similar services, quality can be assessed by each consumer on the basis of socio-economic parameters and his personal preferences.

Research Methodology

As a research methodology, methods such as observation, comparison, empirical research, systematic and comparative analysis, and statistical grouping and expert evaluation were used to study the views of scientists on the management of quality and efficiency of tourist services in hotels.

Analysis and Results

Today, the hotel industry has become a powerful economic system of the region and countries and an important component of the tourism economy. The hotel industry consists of many different public and individual accommodation facilities of different classes, categories, types, including hotels, hotels, motels, youth hotels and hostels, apartments, tourist villages, private sector - home hotels, etc. includes Hotel services have a number of unique features, the knowledge of which and the organization and management of services based on them can improve the quality and efficiency of hotel services and increase revenue. These and many other aspects are due to the following





features, which are known to most professionals and are mainly specific to hotel services:

- 1) Simultaneous production and consumption of services and products. The provision of hotel services requires the active participation of both the consumer and the executor, such services take place in the territory of the executor. The service person is in direct contact with the customer, and the consumer considers the executive to be an integral part of the hotel service. The quality of hotel services is largely judged by the guest based on the employee's behavior;
- 2) Invisibility. Hotel service does not feel like any other service. Services are intangible, cannot be valued until they are consumed, they only exist in the process of service and consumption;
- 3) Impossibility to store, collect, store products (services) produced by the hotel. The hotel's products are designed to meet current demand. If the services are not provided in a timely and quality manner, the hotel's revenue opportunities will be lost and they will not be restored;
- 4) Variability of quality (non-permanent). The field of hotel services is flexible, the quality of which depends on who provides the service and under what conditions. The condition of the service provider at the time of service can have a strong impact on the quality of service. One person can provide excellent service to a customer today, and much worse tomorrow for many reasons (e.g., bad mood, family problems, etc.). Fluctuations and fluctuations in the quality of service are the main reasons for customer complaints on behalf of the hotel industry;
- 5) Seasonality of demand and need. Hotel services are subject to seasonal fluctuations. Demand and need for hotel products (accommodation and other services) can fluctuate daily, weekly or seasonally. For example, most tourists spend their summer holidays, so the demand for hotel services increases significantly during this period;
- 6) Interrelation of hotel services and travel (visit) purposes. The sales of hotel products are greatly influenced by the efforts of tour operators and travel agents, as the hotel business is closely linked to tourism;
- 7) The volume of sales of hotel services depends on a number of factors: the location of the hotel; ease of maintenance; level of service and diversity; hotel image; prices and prices; range of services, etc.

Tourism is the rapid economic, social, cultural, political development of a country. Reputation leads to increased attention. Uzbekistan has the same potential for tourism as Europe. But underutilization of this potential means so much underdevelopment.





We need to increase the number of additional services in our hotels. They will be able to exchange their currency for Uzbek som at any time. The sooner and better the quality of the service requested by the customer, the more the customer will want to visit the hotel again, and the hotel will have a regular customer. The hotel business is one of the most promising and lucrative industries today. The entry of the economy into the international market and the rapid development of the tourism industry have increased the interest of businessmen and tourists in the services provided in the hotel and hotel segment, and accordingly the need for skilled workers is growing. It is a prestigious and profitable way to get this hotel as a business offer. It should be noted that many are taking advantage of this opportunity for career growth in the hotel business - for simple positions, employers often do not require employees to have any special knowledge or skills (these all can be obtained in the course of work), however, serious demands are placed on the management team. It is no secret that occupations in the hotel industry are very diverse, as the system defines a multitude of specialties - Everyone in the hotel business - from technicians to direct management - managers, administrators, managers and more. actively participates. In addition, hotel specialties are provided by waiters, chefs, waiters. In short, in this type of activity, everyone can find something to enjoy, because the professions in the hotel business are very diverse.

As mentioned above, in most cases there are no strict requirements for service staff, but this does not mean that everyone can find a job in a hotel or hotel. For example, knowledge of a foreign language is often required, which is already a feature of working in the hotel business. In addition, at other events, service staff do not have to know a foreign language. About senior staff, then education plays a huge role here, because building or organizing a well-rounded hotel is an effective work staff - a matter of training. However, the presence of a hotel business diploma does not guarantee a graduate a successful career, as the employer has not only a "shell" but also the practical skills, knowledge and abilities of a potential employee. Many hotel courses are offered for this purpose.

Hotel business institutes in Moscow offer many areas where you can specialize in the hotel business, but studying there is not always convenient or cheap. To meet the needs of your guests, you first need to know what they expect from your hotel. You can find out by asking your guests for their feedback. If you know in advance what they want, you can act on their wishes and you will try to exceed them. If guests have high expectations of the hotel, but the services of your hotel do not suit them, it can cause dissatisfaction of your guests. You will achieve the highest level of service quality only when you deliver more than the guest expects.





Second, hotel staff must adhere to cleanliness and hygiene. Especially in the current pandemic, the cleanliness of the hotel room is part of the hotel's reputation. Viruses can remain on every object in the hotel. Because different people come in and out of the hotel and touch different surfaces. For this reason, it is advisable to clean and sanitize frequently touched objects with disinfectants. Even before the pandemic, cleanliness and hygiene were one of the important factors determining the quality of hotel service. The pandemic has forced hotel staff to focus on this factor. Customers also prefer to make sure the hotel meets sanitary requirements before deciding on a hotel after a pandemic.

References

- [1] Erkaeva, G. P., & Shukurov, U. S. (2022). EXPERIENCE OF FOREIGN COUNTRIES IN INCREASING THE INVESTMENT ATTRACTIVENESS OF THE REGIONS. *Gospodarka i Innowacje.*, 24, 234-238.
- [2] Набиев, Д., & Эркаева, Г. (2021). ОЛИЙ ТАЪЛИМДА БОШҚАРУВ ФАОЛИЯТИ МУСТАҚИЛЛИГИНИНГ ДОЛЗАРБ МАСАЛАЛАРИ. *Экономика и образование*, (6), 193-199.
- [3] Erkin, G., & Shakhrizoda, H. (2022). THE IMPORTANCE OF GEOGRAPHIC LOCATION IN TOURISM. *Uzbek Scholar Journal*, 5, 145-150.
- [4] Xudaynazarov, S. X. (2019). DEVELOPMENT AND SPIRITUALITY: LITERATURE IN THE SYSTEM OF FACTORS THAT ENHANCE THE SPIRITUALITY OF A PERSON. *Theoretical & Applied Science*, (9), 22-27.
- [5] Худайназаров, С. Х. (2022). МАЪНАВИЯТ-ЭЛЛАРНИ БИРЛАШТИРАДИ. *Uzbek Scholar Journal*, 5, 244-250.
- [6] Norbo'tayev, F. M., & Sh, A. F. (2022). THE ROLE, ESSENCE AND CRITERIA OF SOCIAL COMPENSATION IN STUDENTS. *Spectrum Journal of Innovation, Reforms and Development*, 4, 177-181.
- [7] Norbo'tayev, F. M., & Fattoyeva, M. Y. (2022). SCIENTIFIC PEDAGOGICAL BASES OF FORMATION OF SOCIAL COMPENSATION IN STUDENTS. *Spectrum Journal of Innovation, Reforms and Development*, 4, 192-196.
- [8] Maxsidin o'g'li, N. F. (2022). МАКТАБ О'QUVCHILARINING IJTIMOY-MADYANIY KOMPETENSIYALARINI RIVOJLANTIRISH. *Uzbek Scholar Journal*, 5, 219-221.
- [9] Maxsidin o'g'li, N. F. (2022). UMUMTA'LIM O'QUVCHILARINI IJTIMOY KOMPETENTLIGINI RIVOJLANTIRISHDA INTERFAOL TA'LIM METODLARINING AHAMIYATI. *Uzbek Scholar Journal*, 5, 215-218.





- [10] Norbo'tayev, F. M., & Imomova, L. Z. (2022). THE IMPORTANCE OF THE FORMATION OF SOCIO-PERSONAL KOMPETENT I IN SCHOOLCHILDREN-YOUTH. *Spectrum Journal of Innovation, Reforms and Development*, 4, 187-191.
- [11] Ubaydullayevna, U. R. N. CRYPTOGRAPHY AND STEGANOGRAPHY. *Zbiór artykułów naukowych recenzowanych.*, 178.
- [12] Умарова, Р. У. (2021). ТАЪЛИМ ТИЗИМИДА ЗАМОНАВИЙ ПЕДАГОГИК ТЕХНОЛОГИЯЛАРДАН ФОЙДАЛАНИШНИНГ АҲАМИЯТИ. *Science and Education*, 2(1), 365-369.
- [13] Ahmadaliev, D., Xiaohui, C., Abduvohidov, M., Medatov, A., & Temirova, G. (2019, April). An adaptive activity sequencing instrument to enhance e-learning: an integrated application of overlay user model and mathematical programming on the Web. In 2019 International Conference on Computer and Information Sciences (ICCIS) (pp. 1-4). IEEE.
- [14] G'ulamovna, T. G., & Nurdinovna, Y. N. (2021). Modular Teaching T.
- [15] Kadirova, D. N. (2018). " Research of structure of fabrics" *International Journal of Advanced Research in Science, Engineering*.
- [16] Khamrayeva, S., Kadirova, D., & Rakhimkhodjayev, S. (2021). Study on the mechanics of textile thread in woven. In *E3S Web of Conferences* (Vol. 304, p. 03035). EDP Sciences.
- [17] Kadirova, D., Daminov, A., & Rakhimkhodjaev, S. (2019). Technology of production of technical belts and the study of their properties. *International Journal of Recent Technology and Engineering*, 8(3), 549-552.
- [18] Кадырова, Д. Н., & Рахимходжаев, С. С. (2010). Исследование свойств технических бельтингов. *Журнал "Проблемы текстиля"*. Ташкент, (2).
- [19] Kadirova, D. X. (2022). Lexical Features of Terms Related to Tourism and Technology in English and Uzbek. *Journal of Positive School Psychology*, 5675-5683.
- [20] Khuzhaev, R., & Kadirova, D. (2022). DEVELOPMENT OF HIGHLY ELASTIC FABRICS FROM MIXED THREADS. Главный редактор: Ахметов Сайранбек Махсутович, д-р техн. наук; Заместитель главного редактора: Ахмеднабиев Расул Магомедович, канд. техн. наук; Члены редакционной коллегии, 38.
- [21] Orazbaeva, R. I., Kadirova, D. N., Rakhimkhodzhaev, S. S., & Djoldasova, A. B. (2022, February). Using the environmental properties of air permeability for designing of clothing fabrics with specified properties. In *IOP Conference Series: Earth and Environmental Science* (Vol. 981, No. 2, p. 022035). IOP Publishing.



- [22] Hamrayeva, S. B., Kadirova, D. N., & Rakhimkhodjayev, S. S. (2022, February). RESEARCH OF PARAMETERS A STRUCTURE OF JACQUARD FABRICS. In Archive of Conferences (pp. 1-3).
- [23] Хужаев, Р. К., & Кадирова, Д. Н. (2022). РАЗРАБОТКА ВЫСОКОЭЛАСТИЧНЫХ ТКАНЕЙ ИЗ СМЕШАННЫХ НИТЕЙ. Universum: технические науки, (5-6 (98)), 38-41.
- [24] Zokirovich, K. T., Mamasiddikovich, S. R., & Sharobitdinovich, K. F. (2021). Peculiarities of hemorheological disorders in the pathogenesis of microcirculator disorders of the liver during the development of hypoxic hypoxia. ACADEMICIA: An International Multidisciplinary Research Journal, 11(10), 1827-1834.
- [25] Zokirovich, K. T., & Mamasiddikovich, S. R. (2021). Hemo-Rheology Violations in the Pathogenesis of Micro-Circulatory Disorders in the Development of Hypoxic Hypoxia. OSP Journal of Health Care and Medicine, 2(1), 1-4.
- [26] Mamasiddikovich, S. R., Zokirovich, K. T., Zahridinovich, I. B., Sharofidinovich, H. F., & Ilkhomjonovich, K. A. (2021). FEATURES OF MICROCIRCULATORY LIVER DISORDERS ON THE BACKGROUND OF HEMORHEOLOGICAL DISORDERS IN THE DEVELOPMENT OF HYPOXIC AND HEMIC HYPOXIA. Архивариус, 7(1 (55)), 8-13.
- [27] Shermatov, R. M., Nishanova, Z. X., & Mullajonov, X. E. (2021). Methods of dietotherapy and dietodiagnostics for different types of food intolerance in children. ACADEMICIA: An International Multidisciplinary Research Journal, 11(5), 808-816.
- [28] Нишанов, Ю. Н., & Шерматов, Р. М. (2003). Структурные аспекты адаптивных процессов в слизистой желудка при колэктомии. In Материалы научно-практической конференции морфологов Республики Узбекистан «Актуальные проблемы возрастной морфологии и антропологии»- Андижан (pp. 113-114).
- [29] Шерматов, Р. М. (2009). Адаптивные перестройки микрососудов слизистой оболочки желудка после тотальной резекции толстой кишки. Врач-аспирант, 32(5), 405-410.
- [30] Abdugarimova, N. U., & Shermatov, R. M. (2015). ONTOGENETIC ALLOMETRIES OF RATS SMALL INTENSTINE BY NATURAL AND ARTIFICIAL FEEDING. Eksperimental'naia i Klinicheskaia Gastroenterologiya= Experimental & Clinical Gastroenterology, (8), 90-93.
- [31] Shermatov, R. M., Nishanova, Z. X., Nasirdinov, M. Z., Xabibullayev, S. R. O., & Bobojonov, S. S. U. (2021). The Content Of Vitamin D Metabolites In Rachit In



Children Of Early Age Who Received Specific Prevention. The American Journal of Medical Sciences and Pharmaceutical Research, 3(06), 131-138.

- [32] Шерматов, Р. М., Хакулова, Р. Р., & Кодирова, Ш. Ш. (2018). МОРФОФУНКЦИОНАЛЬНЫЕ ИЗМЕНЕНИЯ ЭНДОКРИННЫХ КЛЕТОК ЖЕЛУДКА ПОСЛЕ ТОТАЛЬНОЙ КОЛЭКТОМИИ. Актуальные научные исследования в современном мире, (1-8), 92-95.
- [33] Назарова, С. А. (2020). Трудности освоения лексической системы китайского языка студентами. Преподаватель XXI век, (2-1), 148-159.
- [34] Назарова, С. А. (2021). МЕЖКУЛЬТУРНАЯ КОММУНИКАТИВНАЯ КОМПЕТЕНЦИЯ: УРОВЕНЬ СФОРМИРОВАННОСТИ И РЕЗУЛЬТАТЫ КОНСТАТИРУЮЩЕГО СРЕЗА СТУДЕНТОВ-ФИЛОЛОГОВ (КИТАЙСКИЙ ЯЗЫК). Oriental renaissance: Innovative, educational, natural and social sciences, 1(Special Issue 1), 147-155.
- [35] Shozamonov, S. I., Nazarova, S. A., & Djuraev, B. B. (2021). Problems of Development of the Uzbek Language in Current Society. Open Journal of Modern Linguistics, 11(4), 613-620.
- [36] Назарова, С. А. (2020). Современное состояние обучения китайскому языку: изучение и обобщение опыта преподавателей китайского языка. Modern Oriental Studies, 2(2), 13-21.
- [37] Nazarova, S. A. (2019). Experimental Research Results Identificating Efficiency of Teaching Students' Foreign Lexical Competence Methodology. Eastern European Scientific Journal, (1).
- [38] Balakin, D. A., Alikberova, A. R., & Nazarova, S. A. (2019). Internet-memes in Chinese mediasphere as a reflection of modern reality. Journal of Sociology and Social Anthropology, 10(4), 309-314.
- [39] Назарова, С. А. (2019). Проблема интерференции в процессе обучения китайскому языку. In Китайская лингвистика и синология (pp. 294-297).
- [40] Nazarova, S. A. (2017). THE ISSUE OF LEXICAL COMPETENCE FORMATION IN THE PROCESS OF TEACHING CHINESE LANGUAGE. In Актуальные вопросы преподавания китайского и других восточных языков в XXI в. (pp. 143-147).
- [41] Назарова, С. А. (2019). Современное состояние обучения китайскому языку: анализ действующих учебных программ и учебно-методической литературы. Modern Oriental Studies, 1(1), 21-23.
- [42] Nazarova, S. A. (2021). On the issues of overcoming interlingual and intralingual interference in teaching Chinese to students: lexical and grammatical aspect. Modern Oriental Studies, 3(3), 401-409.





- [43] RIZAEV, S. (2021). THE INFLUENCE OF AGRO-TECHNICAL AND CHEMICAL WEEDS CONTROL MEASURES AND YIELD OF AUTUMN WHEAT IN ZARAFSHON VALLEY OF UZBEKISTAN. *PLANT CELL BIOTECHNOLOGY AND MOLECULAR BIOLOGY*, 38-46.
- [44] Abdirazzakovich, B. A. (2021). THE ROLE OF SIDERATION IN SHORT-CROP ROTATION.
- [45] Буриев, А. А., & Орипов, Р. (2018). ВЛИЯНИЕ ПРЕДШЕСТВЕННИКОВ НА УРОЖАЙНОСТЬ ОЗИМОЙ ПШЕНИЦЫ В УСЛОВИЯХ ОРОШАЕМЫХ ТИПИЧНЫХ СЕРОЗЁМОВ. In *WORLD SCIENCE: PROBLEMS AND INNOVATIONS* (pp. 254-256).
- [46] Elievich, C. L., Khasanovich, Y. S., & Murodovich, M. M. (2021). Technology for the Production of Paper Composites for Different Areas From Fiber Waste. *European Scholar Journal*, 2(3), 127-128.
- [47] MURODOVICH, M. M., QULTURAEVICH, U. M., & MAHAMEDJANOVA, D. (2018). Development of Technology for Production of Cellulose From Plants of Tissue and Receiving Na-Carboxymethylcellulose On its Basis. *JournalNX*, 6(12), 407-411.
- [48] Murodovich, M. M., Murodovich, H. M., & Qulturaevich, U. M. (2020). Obtaining technical carboxymethyl cellulose increased in main substance. *ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL*, 10(12), 717-719.
- [49] Rahmonberdiev, G., Murodov, M., Negmatova, K., Negmatov, S., & Lysenko, A. (2012). Effective Technology of Obtaining The Carboxymethyl Cellulose From Annual Plants. In *Advanced Materials Research* (Vol. 413, pp. 541-543). Trans Tech Publications Ltd.
- [50] Murodovich, M. M., Qulturaevich, U. M., & Mahamedjanova, D. Comparative Researches of the Composition and Properties Cmc in Different Degree of Polymerization. *JournalNX*, 6(12), 412-415.
- [51] Qulturaevich, U. M., Elievich, C. L., Murodovich, M. M., & Fattahovna, Y. N. (2021, May). TECHNOLOGIES FOR PRODUCING CELLULOSE FROM SAFLOR PLANTS AND PRODUCING CARBOXYMETHYL CELLULOSE BASED ON IT. In *Euro-Asia Conferences* (Vol. 5, No. 1, pp. 1-4).
- [52] Qulturaevich, U. M., Elievich, C. L., Murodovich, M. M., & Uralovich, K. S. (2021, May). TECHNOLOGY OF PATS GETTING BY MONOAPPARAT. In *Euro-Asia Conferences* (Vol. 5, No. 1, pp. 5-7).
- [53] Халиков, М. М., Рахманбердыев, Г. Р., Турабджанов, С. М., & Муродов, М. М. (2016). ИНГИБИРОВАНИЕ ДЕСТРУКЦИИ НАТРИЕВОЙ СОЛИ



КАРБОКСИМЕТИЛЦЕЛЛЮЛОЗЫ В ПРОЦЕССЕ ЕЁ
ПОЛУЧЕНИЯ. Химическая промышленность сегодня, (11), 22-26.

- [54] Turabovich, D. A., & Murodovich, M. M. Processing And Development Of Technology For Development Of Equipment For Sustainable Promotions For Maximum Communities. International Journal on Integrated Education, 3(12), 498-504.
- [55] Murodovich, M. M. Creation of Innovative Technology to Be Involved in Popular and Wine Tours (Marmar Popular, Another Bentonit and Maxali Homes). International Journal on Integrated Education, 3(12), 494-497.
- [56] Murodovich, M. M., & Mahamedjanova, D. (2020). Technologies for producing cellulose from saflor plants and producing carboxymethyl cellulose based on. ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL, 10(12), 730-734.
- [57] Isanova, G., & Samad, X. (2020). IMPLEMENTATION OF SOCIO-POLITICAL ADVERTISEMENT IN THE PROGRESS OF POLITICAL SYSTEM IN UZBEKISTAN: ACHIEVEMENTS AND SETBACKS. European Journal of Molecular & Clinical Medicine, 7(03), 2020.
- [58] Khudayberdievich, K. S., & Aslamovna, B. S. (2021). Public consciousness and public mood. ACADEMICIA: An International Multidisciplinary Research Journal, 11(9), 1004-1008.

