



Quality Management in the Hotel Business Uzbekistan

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Abstract: In recent years, the tourist market has been characterized by the processes of fierce competition, the struggle for the client, as well as for sales markets and sphere of influence. The article discusses the steps for customer service in the hotel business on the basis of legislation, in connection with marketing.

Keywords: service quality, hotel service, business, staff competencies, image, marketing strategies, evaluation, management, tourism, client.

There have been significant changes in the hotel industry over the past few decades. At this time, huge opportunities have appeared in the hotel business, both for obtaining great benefits and falls. Guests checking into the hotel expect high service from the staff. All these tasks are facing the managers of hotel complexes, whose attention was recently focused only on the operational management of the enterprise. In the new conditions of the modern market, all guest accommodation facilities begin to compete with each other for attracting additional investments, and in this regard, they have an interest in improving the service rating, improving the image and increasing the attractiveness of the enterprise. Consequently, the quality of hotel services provided to customers plays a huge role, not only in attracting tourists, but is one of the most important factors in improving the rating of accommodation facilities.

The hotel business operates in accordance with the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On the organization of family guest houses" dated 07.08.2018 No. 631, resolution "on additional measures to accelerate the development of the hotel business in the Republic of Uzbekistan" dated 24.11.2018 No. 954, resolution "On additional measures to develop and ensure the effective functioning of the international class hotel complex SE RHVO "INTERSERVICE" dated 18.03.2014 No. pp-2153, etc. where the rights and obligations of hotel business owners are indicated.

The Law "On the Rights of Persons with Disabilities" provides for the mandatory availability in hotels and similar accommodation facilities of at least one room with facilities for the disabled.

Measures have been developed to reduce the negative impact of the coronavirus pandemic and the global crisis on the tourism industry. Electronic locks with keys (plastic magnetic cards) must be installed in hotels and other accommodation facilities.

Video surveillance systems integrated with the "Safe Tourism" and "Safe City" systems should also be installed. These requirements came into force on January 3, 2022.

A requirement has been introduced to open shops and outlets selling products of national handicrafts in hotels of three or more categories.

One of the main places in hotel hospitality is occupied by business, the spectrum of which is wide and diverse and covers elements related to the sectors of the food industry, recreation,



entertainment and other aspects. In this regard, the hotel business has the most diverse and broad organization structures than other spheres and sectors of the industry. Any hotel business enterprise strives to attract and retain customers by guaranteeing certain conditions and standards of service that have been transparent and attractive to customers and guests from the very beginning. These standards are fixed by classifiers that have been developed by business associations or relevant government agencies. There are different and definite approaches to interpreting the quality of service and services. The first concept of quality can be interpreted as a certain set of properties and characteristic properties of services that meet the needs of consumers.

The quality of services has different dimensions. In the hotel industry, quality is what everyone needs and wants. The public service company must guarantee this quality. There is no advertising in our country that does not shout at every corner about the excellent qualities of goods or services. In the old days, citizen service companies have never been so puzzled by the quality of goods and services. This is due to the fact that quality guarantees the survival and viability of a public service enterprise. The history of numerous modern hotel holdings in the hospitality industry shows that it is the quality of services that allows you to achieve leadership in the hospitality industry.

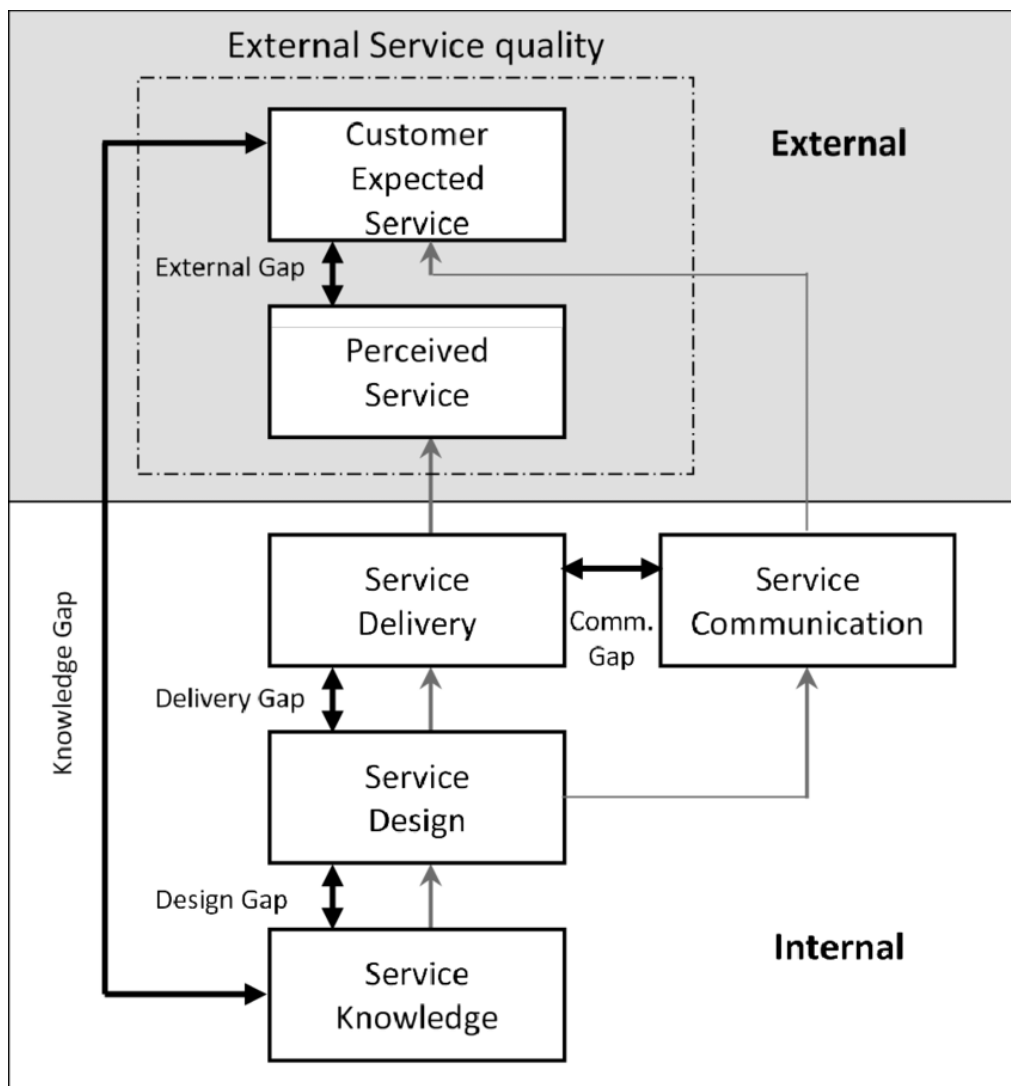


Fig. 1. Service quality model

In hotel practice, a five-stage or conceptual model of service quality is used. It determines the quality of service in terms of meeting customer expectations.



The first step is to know what the client expects or how the hotel can fulfill these expectations with the best quality.

The first stage: The expectations of the consumer and the reaction of the hotel management.

At this stage, management does not know what their customers want. Many hotels conduct preliminary studies for this. If the client needs to change the properties of the service, and it does not change, then the marketing mix becomes less attractive to the target market and the degree of formation of expectations among customers increases. In the absence of marketing actions, the client may not even know about the existence of your service. Managers should reflect on their actions from all sides and, when talking to guests, have feedback. To do this, it is also necessary to use marketing information systems. For example, the head of the SPiR has developed a system for the departure of guests in 15 minutes, but the guests begin to get nervous after 10 minutes. After talking with clients, he determined that the critical waiting time for them is not 15, but 10 minutes.

The second stage: Management's perception of the specifics of the quality of service.

Managers know what customers want, but are not always able or unwilling to develop systems that would ensure their satisfaction. There are several reasons:

- ✓ Inadequate attitude to the quality of service.
- ✓ Lack of understanding of the degree of feasibility.
- ✓ Inadequate standardization of the task.
- ✓ Lack of purpose.

Some hotels seek to make a profit and do not want to invest in their staff or equipment, which causes problems with the quality of service. For example, lack of towels, soap, etc.

The goals of the hotel should be supported by employees. Management should show its support to subordinates through proper evaluation of results, communication with employees and encouragement to those who work especially well.

The third stage: The management's perception of the quality of service, but the "disconnection" of staff in the process of providing services in the hotel.

This stage occurs when the management understands what the needs of customers are and knows what quality requirements have been determined, but employees are not capable of such a level of service or do not want to provide it.

Errors at this stage may occur at the moment of interaction between the client and the employee. If technology is used at this stage, instead of human capital, they are less prone to errors. A person does not require attention from machines and they almost never make mistakes. Errors at this stage occur due to overstrain of personnel. For example, a guest says that there is no hot water in his room, and the maid answered him: "Yes, it's bad" and left. The guest will be uncomfortable and unlikely to want to return.

The error at this stage is reduced through an internal marketing program. The efforts of the quality control service at the hotel, the personnel recruitment department, training, monitoring of working conditions and the development of the employee incentive system are the main ways to prevent mistakes at this stage.

The fourth stage: Provision of services and obligations.

It occurs when a hotel promises more than it can give. For example, in advertising one thing, in fact another. Marketing specialists need to make sure that they can really deliver what they promise. Of particular importance in the provision of servants is the observance of constancy. A



luxury hotel must provide service, even if it has a single customer. We must be ready to pay the price of risk and remain a high-class hotel. It should also be borne in mind that the provision of services and the service policy are the same. If the payment was made in cash, it is impossible to demand payment by credit card from the client without motivation.

The fifth stage: The expected service and the perception of the service provided.

It grows if there is a big difference between the expected and provided quality of service. The expected quality is what the guest expects to receive from the hotel. The service provided is what the guest feels he has received. If the guest receives less, he remains unsatisfied and will not return.

The five-step model provides a proper understanding of the provision of quality service in the hospitality industry. By studying it, we can gain an understanding of the main problems of the quality of service organization. This will help to solve any problems that arise at each stage of production and provision of services.

The quality management system of all services in hotels and hotels includes:

- ✓ company management based on marketing;
- ✓ introduction of the quality standard into production;
- ✓ development of production technological processes (their normative description);
- ✓ the presence of corporate ethics and culture;
- ✓ qualification standard for employees;
- ✓ standardized labor;
- ✓ fair motivation and evaluation of work.

With regard to the quality of services, we have identified: competence; reliability; responsiveness; understanding; communication; trust (reputation of the company); security; courtesy; tangibility (material attractiveness of premises and staff uniforms).

Also an important aspect in modern hotel enterprises is service quality management, which provides for the development and implementation of quality standards in their business, staff training, control, adjustment, improvement of service in all areas of the hotel's activities, as well as responsibility.

Modern and high-quality service is possible today only with a clear understanding of the needs and requests of the client, meeting his expectations. Modern technologies help to help and understand the guest and at the same time simplify the work of the staff. The provision of online services allows you to make the interaction of the client and staff more operational and efficient, makes it possible to solve all tasks as quickly as possible.

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