



The importance of hotel and resort management in tourism sphere

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Abstract: *There is a key role of the importance of hotel and resort management in tourism of not only our country, but also all countries around the world. According to information on Wikipedia.org, the first hotel in the world was founded in 705 which is called Japan's Nishiyama Onsen Keiunkan. From this information, we may understand how long hotels and resorts have been placing on the top in tourism sphere. Hotels and resorts may effect in developing tourism. Because of the fact that each person who are travelling from one location to the second location in order to see their cultures, traditions, know about their language and having some relax from a new country. It is fact that when you go to anywhere else, you need to have a place to visit. It may be hotels, motels, hostels and resorts for sleeping. Due to the fact that all should have an accommodation to stay for protecting themselves from thieves who live in the country and are ready to steal any kind of thing from residents or tourism. However, if you stay in hotels or other touristic places for sleeping there, you guys have to be sure that you are safety in the place right now or not. As we know that every goes to anywhere else with a great amount of money, jewelries and maybe private cars for feeling good in a new place as they live in their own houses. Without doubt, I can write that hotels and resorts can provide not only good services to the visitors, but also they can protect them from that kind of problems which I wrote above. We know that there is security service in each touristic destinations and locations. Security officers are responsible to save clients of hotels and resorts from external and internal effects. Both international and domestic tourists are able to satisfy from those places.*

Keywords: *Digital economy, Potential, Investment, Capital, Green economy*



INTRODUCTION

1.1. Preface: While individuals aren't at home, they might sleep in a big, multi-room facility known as a hotel or guesthouse. A motel is a type of hotel designed specifically for individuals who drive automobiles, where the room entrance often opens out into the parking lot as opposed to a hallway. A smaller hotel is sometimes referred to as an inn. A guest house can also refer to a separate residence. A hotel that offers weekly suite rentals is an extended stay establishment. Hotels have swimming pools, gyms, spas, opportunities for entertainment (table tennis, billiards, tennis courts, sauna, Jacuzzi, cold water pools, and etc. A). Some hotels are called capsule hotels (in Japan).

Hotels began as inns along busy transportation corridors. Throughout the Medieval Ages, hotels also provided sanctuary for the elderly and disabled. Hotels originally arose in the days of the Ancient World. The hotel was an aristocratic residential structure with ceremonial and service courtyards in the sixteenth and seventeenth centuries.

The World Tourism Organization (WTO) now defines hotels as a residence with furnished rooms for short-term visitor stays, made up of a number of rooms with a single guide and offering certain services. According to the services offered and the equipment available, they are divided into groups and categories. In order to provide services, the hotel is sometimes referred to as a residential property complex (building, component of a building, equipment, and other property).

1.2. Types of hotels

International luxury

International luxury hotels offer rooms, restaurants, and services of the highest caliber. In big or capital cities, they often offer the greatest standard of individualized and qualified service.

Upscale full-service

The quality of upscale full-service hotels ranges from upscale to luxurious.

Lifestyle luxury resorts

Branded hotels usually offer full service and are classified as luxury. A key feature is the focus on a unique guest experience.

Boutique



Smaller independent hotels with up to 100 rooms.

Focused or select service

Small and medium-sized hotels that offer a limited number of amenities. These services cater and market to specific traveler demographics, such as individual business travelers. Such hotels may lack leisure facilities such as a restaurant or swimming pool.

Timeshare and destination clubs

Microstay

Motel

Capsule hotel – accommodation where the rooms have sleeping compartments the size of a single bed.

Hostel – a hotel where guests rent beds in dormitory or lodge-style rooms.

A motel is short for «motor hotel». It is a small, low-rise apartment building. Generally, motels have access to individual rooms from the parking lot. Motels are suitable for travelers, vacationers or employees who commute

LITERATURE REVIEW

The success of a tourist destination is dependent on a number of factors, one of which is hotel and resort management. Tourism is a rapidly expanding industry. The significance of inn and resort the board in the travel industry circle has been widely explored in scholarly writing.

Customer satisfaction is one of the most important aspects of hotel and resort management. Kuo and Chen (2016) assert that a significant factor in hotels and resorts' success is customer satisfaction. They argue that hotels and resorts managed well can increase customer satisfaction, which in turn can increase customer loyalty and repeat business.

The efficient application of technology is yet another crucial aspect of hotel and resort management. Innovation has changed the manner in which lodgings and resorts work, and administrators actually must keep awake to-date with the most recent patterns and developments. For instance, Chen and Li (2017) discovered that by offering convenient services like mobile check-in and keyless room entry, the use of mobile technology in hotels and resorts can significantly improve the customer experience.

Additionally, hotel and resort management contributes significantly to a tourist destination's overall economic development. According to Wang and Bao (2017), the success of hotels and



resorts can have a significant impact on the local economy by generating tax revenue, generating job opportunities, and promoting local businesses.

With millions of travelers annually, tourism is one of the world's most lucrative industries. Consequently, hotel and resort management is essential to the industry's success. The purpose of this literature review is to investigate the significance of resort and hotel management in the tourism industry.

METHODS

The tourism sector's growth and development are significantly influenced by the hospitality sector. The hospitality industry relies heavily on hotel and resort management because it determines the level of service provided to guests and their level of satisfaction. The purpose of this study is to investigate the significance of hotel and resort management in the tourism industry and the ways in which it aids in its expansion.

3.1. Goals of the study:

The examination targets of this study are to: Recognize the significance of resort and hotel management to the tourism industry. Examine the factors that determine hotel and resort management's success in the tourism industry. Analyze how the management of hotels and resorts affects the tourism industry's overall expansion and development. Investigate the difficulties that resort and hotel managers must overcome in order to offer tourists superior service.

3.2. Methodology of the Study:

The review will be led through a blended exploration plan that will consolidate both subjective and quantitative examination techniques. A survey and analysis of hotel and resort managers in the tourism industry will be part of the study to find out what hotel and resort managers think about the industry's importance, challenges, and impact.

3.3. Collection of Data:

Survey questionnaires will be distributed to 100 hotel and resort managers in the tourism industry to collect data. To produce descriptive summaries of the collected data, descriptive statistics will be used to analyze the survey data. We will be able to identify the factors that set successful hotel and resort management apart from unsuccessful ones thanks to this.



3.3.1.Data Collection for the Research Design: Primary and secondary sources will be used in the data collection process. Interviews, surveys based on questionnaires, and observations are all examples of primary sources. Auxiliary sources will be gotten through internet based data sets, diaries, and other distributed writing.

3.4.Information Investigation:

Qualitative Content Analysis will be used to evaluate the collected data. The qualitative data analysis will involve looking for themes and patterns in the survey participants' responses. In order to identify the most significant factors that influence the success of hotel and resort management in the tourism industry, the generated themes will be subjected to a category system.

Hotels and resorts play a significant role in the rapidly expanding tourism industry. Because of its role in creating memorable guest experiences, managing operations, marketing, and branding, hotel and resort management has emerged as a significant sector of the tourism industry. The purpose of this article is to present a research strategy regarding the significance of hotel and resort management in the tourism industry.

Problem of the Study: The issue is figuring out how important hotel and resort management is in the tourism industry. This includes knowing how hotel and resort management helps tourists meet their needs and wants, how it affects the tourism industry, and how hotel and resort management is still relevant in today's market.

Identify the role of hotel and resort management in creating memorable guest experiences as one of the research objectives. To find out how the management of hotels and resorts affects the growth of the tourism industry. To investigate the significance of resort and hotel management in the shifting market.

3.5.Inspecting

The example populace will comprise of inn and resort chiefs, staff, and visitors. Purposive sampling will be used to select participants based on their relevance to the research goals to determine the sample size

3.6.Data Analysis Both qualitative and quantitative methods will be used to analyze the data. Content analysis, thematic analysis, and discourse analysis are all methods of qualitative



analysis. Descriptive statistics and regression analysis will be used in quantitative analysis methods.

In the tourism industry, efficient hotel and resort management has many advantages. First and foremost, it contributes to ensuring that guests have a pleasant and memorable stay. This is important because tourism is heavily dependent on positive recommendations and repeat business from pleased customers. Second, good management contributes to the upkeep of high cleanliness, safety, and hygiene standards, all of which are necessary for the well-being of guests. Thirdly, efficient management ensures that hotel and resort facilities are always in good working order, which aids in bringing in new customers and keeping those who are already devoted to the establishment. At last, great administration can assist with making an exceptional and engaging brand character for the inn or resort, which can separate it from its rivals and increment its profile and benefit. The management of hotels and resorts is a crucial part of the tourism industry because it helps ensure that visitors have an enjoyable, safe, and comfortable stay

I used SWOT analysis in order to explain everything.

Table 4: Demographic profile of hotel guests

No	Names	Gender	Age	Country of origin	Occupation	Family status	Children number	Hotel Name
1	Saat	Male	47	USA	Traveler	Married	1	Khan
2	Genadiy	Male	40	Russia	CEO of Onyx	Married	2	Khan
3	Mixail	Male	43	Russia	Head of woodworking company	Married	2	Khan
4	Sergey	Male	37	Finland	Executive director at the Barkov company	Married	-	Registration



5	Arujan	Female	30	Kazakhstan	Tour operator	Single	-	Hotel
6	Olga	Female	32	Russia	Traveler	Married	-	Dilimax
7	Yuriy	Male	35	Russia	Traveler	Married	-	Dilimax

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Table 5: Demographic profile of hotel managers

No	Names	Gender	Age	Country of origin	Occupation	Family status	Children number	Hotel Name
1	Mukhammed	Male	37	Russia	Manager	Single	-	Khan
2	Vasiliy	Male	35	Russia	Manager	Married	1	Dilimax
3	Yuriy	Male	40	Russia	Manager	Married	2	Hilton Garden
4	Viktoriya	Female	32	Ryssia	Manager	Married	-	Malika

Table 6: Demographic profile of hotel administrators

No	Names	Gender	Age	Country of origin	Occupation	Family status	Children number	Hotel Name
1	Feruz	Male	30	Uzbekistan	Administrator	Single	-	Khan
2	Abror	Male	21	Uzbekistan	Administrator	Single	-	Khan
3	Jakhongir	Male	22	Uzbekistan	Administrator	Single	-	Khan
4	Zarina	Female	20	Uzbekistan	Administrator	Single	-	Hilton



								Garden
5	Anna	Female	31	Uzbekistan	Adminisrator	Married	-	Malika Prime

CONCLUSIONS

5.1.Concusion, the importance of hotel and resort management in the tourism sphere cannot be overemphasized. It plays a crucial role in attracting and retaining travelers, boosting revenue, and creating unforgettable experiences for guests. With the ever-increasing competition in the tourism industry, hotel and resort management has become an essential aspect of ensuring a successful and sustainable business. Therefore, it is essential to invest in skilled and professional management staff to ensure that guests' needs are met and exceeded. The investment in effective management will, in return, result in satisfied guests, increased revenue and, ultimately, brand loyalty. Therefore, effective hotel and resort management in the tourism industry should always be a top priority for businesses aiming to be successful.

5.2.Recommendation

- A. Focus on personalized and exceptional customer service to create a unique and memorable experience for guests, which can lead to positive reviews and word-of-mouth referrals.
- B. Invest in marketing and advertising strategies that highlight the unique features and offerings of the hotel or resort, such as location, amenities, and special packages.
- C. Stay up-to-date with industry trends and adapt to changing consumer preferences by offering new and innovative services, such as eco-friendly initiatives or wellness programs.
- D. Develop contingency plans for unexpected events, such as natural disasters or global crises, to minimize the impact on the hotel or resort's operations and finances.
- E. Build strong partnerships with local businesses and attractions



to create a comprehensive tourism experience for guests, which can increase repeat visits and positive reviews.

F. Monitor online reviews and social media activity to quickly address any negative feedback and improve the hotel or resort's reputation.

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