



## Hospitality industry in Uzbekistan key problems and solutions

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**Abstract** *The hospitality industry plays an important role in the development of Uzbekistan's tourism, attracting foreign investments and the entire economy. However, along with many developing countries, Uzbekistan also faces a number of problems that prevent the realization of the network's potential. The purpose of this bachelor's thesis is to identify the main problems faced by the hospitality industry in Uzbekistan and to propose effective ways to solve these problems. The research methodology includes a comprehensive literature review, qualitative interviews with industry experts, and analysis of statistics on tourism and hospitality in Uzbekistan. Inadequate infrastructure, limited human resources and poor service standards are the three main challenges the study focuses on.*

*First, the lack of modern infrastructure such as transport networks, hotels and attractions hinders the growth potential of the industry. Lack of investment in infrastructure hinders attracting foreign tourists and meeting their expectations.*

*Second, one of the main problems is the lack of qualified personnel, the lack of skilled hospitality management professionals and trained service personnel hinders the provision of high-quality services. Such shortages cause a significant decline in the hotel industry.*

*Thirdly, there is a single non-standardization of service quality in the hotel sector of Uzbekistan. Absence of standardized curriculum and work, frequent changes in service provision, lead to a decrease in customer service.*

*The thesis lists a number of ways to solve such problems. First of all, it shows the need to increase accommodation options, improve transport networks and increase investments. Second, the creation of a clear training manual for workers, receiving service lessons from the world's famous people. Contributes to the development of the hospitality industry.*

**Keywords:** *hospitality industry, infrastructure, challenge, industry certifications,*



## INTRODUCTION

The hospitality industry has become one of the developed and most competitive sectors worldwide, which requires attention to employee training. tourism also began to develop. It can be seen that new jobs will be created automatically and the need for skilled workers will increase. In the following years, attention is being paid to the development and modernization of the tourism sector and the organization of the tourism sector based on international standards. But focusing only on the development of the tourism sector, we forget about the culture of the employees. Sometimes they speak rudely and misbehave with customers. In order to avoid such situations and unpleasant situations, first of all, it will not hurt to remember to always remember not to forget humanity. Therefore, in today's article, I will cover and analyze the overview from a theoretical and practical point of view.

### Preface

Uzbekistan is currently attracting a lot of tourists with its rich cultural and spiritual history and unique monuments and architecture. Due to the increase in the number of tourists from year to year, the number of hotels increases significantly. In addition, Uzbekistan is famous for its delicious food, but it faces a number of obstacles in the development of tourism. If a solution to such problems is found and the tourism industry is further developed, it will have an impact on social life as well.

### The significance and motivation

By supporting the growth of the hotel industry, it creates new jobs and helps attract international investment. This affects the improvement of the economic and social life of Uzbekistan. This sector includes hotels, restaurants, and tour operators. The growing demand for Uzbekistan as a tourist destination is one of the main factors of the development of the hotel industry in our country. Numerous UNESCO World Heritage sites are located in the nation. Attractions include the historical sites of Samarkand, Bukhara and Khiva. As a result, the number of tourists coming to Uzbekistan has been increasing in recent years. As a result, this will be an easy factor for the further development of the hotel, its renovation and maintenance at the level of world standards.

Certain difficulties may arise for companies engaged in the hotel business in Uzbekistan. The following are the most common problems encountered in the hospitality industry in Uzbekistan: Communication difficulties due to lack of knowledge of other languages: English and



other foreign languages are not spoken in Uzbekistan, which can make it difficult for visitors to communicate.

- Service standards in Uzbekistan do not meet international standards: many hotels in Uzbekistan may not meet international hygiene and safety standards due to the lack of excellent service.

- Inadequate infrastructure and amenities are a problem for many hotels and restaurants, negatively impacting the quality of the guest experience.

Such negative factors will be enough for those wishing to open their own hotel business in the future.

### **Aims and Objectives**

- To entice a larger number of visitors to Uzbekistan
- To offer guests exceptional hospitality services and experiences
- To bolster the country's economy by generating income and employment prospects

### **Key Issues:**

**Insufficient trained personnel:** In Uzbekistan, the hospitality industry is grappling with a shortage of workers possessing the requisite abilities and know-how to work in the field. **Unsatisfactory infrastructure:** Certain zones in Uzbekistan lack appropriate infrastructure, such as transportation and communication systems, which may impede the expansion of the hospitality industry. **Limited marketing and advertising:** The tourism industry in the country is still relatively new, and there are restricted attempts to publicize and market the hospitality sector to potential tourists

### **Solutions:**

**Capacity building initiatives:** To tackle the staffing shortage, the sector could invest in capacity building initiatives that provide young graduates with the competencies required for the industry. **Infrastructure enhancement:** The public and private sectors could collaborate to enhance transportation and communication infrastructures, thereby facilitating the accessibility of hospitality services to travelers. **Enhanced marketing and promotion:** More robust marketing and promotion strategies could be adopted, such as partnering with tourism boards and travel agencies, boosting social media engagement, and creating compelling content to allure more visitors to Uzbekistan.

By addressing these core challenges and implementing these remedies, the hospitality industry in Uzbekistan can sustain its growth and deliver exceptional travel experiences to tourists



while also supporting the country's economic progress. However, I can offer some broad objectives that the Uzbek tourism sector might pursue:

- Promote tourism: Uzbekistan has a magnificent scenery and a rich cultural history. The hospitality sector should work to advertise Uzbekistan as a tourist destination and improve lodging options in order to draw in more tourists.

- Improve infrastructure: To make it simpler for guests to enter and move throughout the nation, the hospitality sector should work with the government and other stakeholders to improve the nation's transportation, communication, and other infrastructure.

- Offer high-quality services: The hospitality sector should prioritize offering first-rate services in areas like lodging, food and drink, and entertainment in order to improve the tourist experience.

- Promote local culture: To give guests' stays a unique touch, the hospitality sector should emphasize the distinctive features of Uzbekistan's culture, traditions, and customs.

- Promote responsible tourism: The hospitality sector can implement sustainable practices to lessen the environmental impact of tourism operations and promote a responsible tourism approach, improving the ecology, local culture, and wildlife.



## LITERATURE REVIEW

### Introduction

The tourism industry is a consumer-driven force and is now one of the largest industries in the world. The new reforms carried out by hospitality companies make tourism the main service in the formation of services. Tourism also affects other industries such as public transportation, food service, accommodation, entertainment and recreation. Development of tourism industry helps economically improve poor countries socially and culturally.

### Review of Literature

In his recent work, Krapf (1961) concluded that tourism has a "special function" in developing countries. He describes this function in terms of a number of "economic imperatives", which include Tourism analysts have long emphasized the importance of tourism destinations in implementing appropriate mixed product promotion methodologies to promote appropriate tourism facilities and administrations (Ahmed & Krohn, 1992; Process & Morrison, 1985, cited in Law et al., 2004). After achieving the official goal of promoting the websites of Korean and Japanese organizations (two of the most popular destinations for Hong Kong travelers), the creators were told that these goals designed their websites to promote the best choices. . Hong Kong Travelers: Exercises such as eating, traveling and shopping. From a common sense point of view, in order to plan ways to present a viable mix, a country or organization should target suitable markets from the beginning and then organize the placement of goods and deals (Deb et al., 2013). . The tourism industry of Uzbekistan is lagging behind. Tukhliev and Qudratov (2007) describe the current state of Uzbekistan's tourism industry and the procedures implemented after the demonstration in their research book "Uzbekistan Tourism Industry". According to the authors, despite the fact that the tourism industry of Uzbekistan has many tourist destinations, compared to other neighboring (Central Asian) countries, it seems that it is not making significant progress. Their feedback is aimed primarily at getting out of the frustration of the National Tourism Administration of Uzbekistan to build and ship any valid and time-limited technology. In addition, they propose to organize the exhibition activities of the National Tourist Board of Uzbekistan and the establishment of a free organization for tourism purposes managed by it. In addition, they clearly determine the identification and implementation of appropriate advertising methods in order to fully utilize the potential of tourism advertising and maintain a strategic distance from any whimsical approaches to the development of mass tourism in Uzbekistan.

## METHODS

### Research mehtodology



Since the study's primary objective is to analyze the models for tourism growth in three well-known European (the Czech Republic, Greece, and the UK) and to evaluate them critically in light of Uzbek culture. Using a tourism development model, we first examine each of the current state of the aforementioned locations.

After the identification of objectives, the subsequent stage involves the determination of the appropriate research approach to be employed. The predominant research methods include two fundamental categories: quantitative and qualitative. The methodology of quantitative research entails the acquisition of numerical data, which is subsequently analyzed utilizing statistical tools. In contrast, qualitative research pertains to the collection of individuals' insights and opinions through interviews, surveys, and focus groups. The utilization of either approach may be contingent upon the specific research objectives, with the option to employ both methodologies in conjunction or isolation.

#### **Data collection methods**

Secondary and primary research are two methods that can be used to gather data. Secondary research involves compiling data from already-existing sources including academic research, corporate publications, and government reports. In primary research, fresh data is gathered from the source directly using methods including surveys, interviews, and observations.

#### **RESULTS AND DISCUSSION**

This section includes the partial findings and comments of the bachelor thesis titled "Hospitality Industry in Uzbekistan: Key Problems and Solutions." The thesis was based on a thorough investigation of the country's hospitality sector. The purpose of this study is to identify, assess, and recommend workable solutions to the significant problems the Uzbek hospitality industry is currently facing. The findings from a thorough data gathering approach, which included surveys, interviews, and an extensive examination of pertinent literature, are presented in the results section. It draws attention to the main problems preventing the expansion and development of the hotel sector in Uzbekistan at the moment. These issues could include poor infrastructure, a lack of human resources, cultural obstacles, and onerous regulatory requirements, the direction of the industrial industry should give up its old activities and focus on coming up with new principles and strategies.

1. Opening new hotels to ensure its continuous and stable operation.
2. Choosing the right employees and teaching them the principles of good work
3. Constantly sending employees to improve their skills in foreign hotels that meet world standards



4. To create all comfort for customers in the hotel, to have permanent additional measures in case of any disappointment.

Considering the experiences of foreign hotels and companies regarding the above strategies. It is necessary to pay attention to the solution of the problems in the tourism industry. Because tourism plays an important role in the development of the world economy, economic growth, improvement of the cultural and material condition of the population, and the establishment of new transport services. Attracting foreign investments following such developments will be the interest of investors and their use, creation of new modern industries in the field of tourism.

Attracting investors has its own characteristics, along with investments

1. New design for hotel construction,
2. New and high paying jobs
3. High quality service

Such large-scale work can only be achieved by competitive firms, excellent masters of their fields who can create attractive service and a spirit of competition.

## **CONCLUSION AND RECOMMENDATIONS**

**Conclusion from specific results if the project.** The neighborliness industry in Uzbekistan includes a parcel of potential for development due to its wealthy social legacy and excellent natural attractions. However, there are a few challenges that have to be tended to to completely realize this potential. These challenges incorporate insufficient framework, insufficient workforce, constrained showcasing techniques, and inadequate government back.

To overcome these challenges, the government ought to accomplice with key partners within the industry to form arrangements that will pull in venture and progress foundation.

There ought to moreover be expanded venture in neighborliness instruction and preparing to deliver a competent workforce. Moreover, there ought to be collaborative endeavors by industry players to create inventive showcasing procedures that will grandstand Uzbekistan's special visitor attractions. In prescribing ways to progress the neighborliness industry in Uzbekistan, it is critical to prioritize quality over amount. The center ought to be on creating economical tourism that benefits both the industry and the neighborhood communities. Furthermore, the industry ought to advance social trade and conservation of legacy locales. In conclusion, the neighborliness industry in Uzbekistan features a part of potential for development, and by tending to the challenges laid out over, the nation can position itself as a best visitor goal within the locale.



**Solving project problems:** The neighborliness industry in Uzbekistan is anticipated to see critical development within the coming a long time due to the government's endeavors to draw in more sightseers to the nation. In later a long time, Uzbekistan has been contributing intensely within the improvement of its tourism foundation, counting building unused inns and making strides transportation systems.

The opening of worldwide air terminals in cities such as Tashkent and Samarkand has moreover expanded the availability of the nation to tourists from around the world. This growth within the tourism industry is anticipated to form modern openings for businesses inside the neighborliness division, counting inns, eateries, visit administrators, and travel offices. Besides, Uzbekistan's wealthy culture and history, cooking, normal scenes, and the celebrated Silk Street are progressively getting to be major attractions for sightseers. This slant is anticipated to proceed, giving a noteworthy opportunity for the neighborliness industry to extend and give top-quality administrations to tourists. In conclusion, the neighborliness industry in Uzbekistan is anticipated to see noteworthy development within the future, driven by the government's center on progressing tourism foundation, expanded openness, and developing intrigued within the country's culture and common excellence.

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