

Specific Economic Features Of Service Quality In The Hotel Industry

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Abstract: *It is obvious that the economy of the hotel industry depends, first of all, on economic factors (general state of the economy, average per capita income, unemployment rate, local currency exchange rate, tax rate, bank lending). percent, etc.). At the same time, socio-economic factors in the development of the industry, such as: distribution of income by income level, education level, lifestyle, age structure, urban-rural population ratio (more urban population), crime rate, tourism development, etc. also plays a big role.*

Keywords: service quality, hotel industry, management, marketing, advertising, innovation

Introduction

Nowadays, the hospitality sector is a collection of businesses that offer a wide range of high-quality services in order to welcome visitors and give them with excellent service. This description is extremely similar to the concept of current hotel complexes, which offer not only overnight accommodations (accommodation), but also a variety of colorful services to guests.

In both rich and emerging countries, the hotel sector is fiercely competitive nowadays. It's worth noting that in many tourist locations, a new restaurant or hotel is launching to suit the demands of specific groups of tourists to the fullest extent possible. At the same time, tourist businesses are only getting started, and some of them will soon be unable to compete and will exit the market. The term "service" in the hotel sector refers to a set of measures that give a high degree of convenience and cater to visitors' various domestic, economic, and cultural demands. And each year, this demand for goods and services grows. And the better the hotel's culture and quality of service to visitors, the better the hotel's image, the more appealing it will be to clients, and the more successful the hotel's material well-being, which is no less vital nowadays. Potential clients appear in hotels as a result of this.

Setting up a high-quality service mechanism is the most crucial and responsible responsibility for placement tools. The high quality of hotel guest service is the result of the combined efforts of all hotel service staff, constant and effective administration oversight, improvement of service forms and methods, learning of best practices, new techniques and technologies, and efforts to introduce, expand the range, and improve the quality of services provided. If hospitality organizations wish to thrive in today's competitive climate, they can no longer rely on conventional, inefficient, conservative kinds of production culture. The hospitality industry has its roots in the housing sector, which is offered by numerous types of hospitality firms. A hotel is a residence with rooms that are fitted for visitors in the traditional sense. In today's world, a hotel is a business that provides hotel services to citizens, individual travelers, and organized groups. The contemporary hotel industry offers a wide range of services to customers, including transportation, communication, entertainment, excursion services, medical, sports, and beauty salon services, among others. In reality, hotel firms in the tourism and hospitality industry play an important role in shaping and offering consumers a complex hotel product that includes all sectors and features of the industry. On this premise, it is reasonable to see the hotel industry or hotel business as the most complicated component of the tourist and hospitality industry and to study it separately, classifying it as a single tourism and hospitality sector in many ways.

The provision of high-quality services in comparison to these competitive counterparts is one of the primary approaches in the establishment of strategic competitive advantages in the hotel company. The most important thing is to deliver services that meet or exceed the expectations of the target clients. Customers build expectations based on their existing experiences as well as information gathered through direct (personal) or public (non-personal) marketing communication channels. Consumers pick a service provider based on this information and then compare their impressions of the service obtained to their expectations after being serviced. If the perceived quality of the service given falls short of expectations, results, customers lose all interest in the service company, but if they meet or exceed their expectations, they can again turn to such a service provider.

In a competitive market, a hotel must carefully evaluate who it will serve and what services it will give. Any market is made up of customers who have varied tastes, desires, and wants, and who purchase hotel services for various reasons. As a result, implementing successful marketing operations necessitates taking into consideration the specific preferences of various customer groups. The hospitality market is a socioeconomic phenomenon that combines supply and demand in order to assure the buying and sale of hotel items at a certain time and location. The existence of hotel businesses and entities characterizes the hotel services market.

There are many consumers on the market who are unaware of the services offered by hotels. As a result, an aggressive marketing and promotion strategy focused at informing potential clients about the hotel and the services it offers is required. In the market, there are many merchants whose services differ, but the distinctions are usually minor: some offer paid parking, some do not, and so on. Because no two companies sell the identical product, each has some pricing control. However, the firm's capacity to raise rates is limited by the availability of identical substitute services on the market. There are many consumers on the market who are unaware of the services offered by hotels. As a result, an aggressive marketing and promotion strategy focused at informing potential clients about the hotel and the services it offers is required. In the market, there are many merchants whose services differ, but the distinctions are usually minor: some offer paid parking, some do not, and so on. Because no two companies sell the identical product, each has some pricing control. However, the firm's capacity to raise rates is limited by the availability of identical substitute services on the market.

The specificity of hotel marketing is determined by the hotel product's details, as well as its correctness in time and location. It's impossible to adjust the number of rooms dramatically in a short period of time, save for future sales, or track clients with them. The demand for hotel services is fluctuating, time-dependent, and seasonal. The creation of a hotel product necessitates high material prices, which results in reduced variable expenses. Variable expenses are affected by the quantity of clients (guests) supplied, whereas fixed costs are not. During the season, this necessitates the engagement of a large number of additional employees, many of whom are not loyal to the hotel.

It is unconcerned about the degree of demand for prompt and high-quality service. Furthermore, a shortage of funding for fixed expenditures lowers the quality of hotel services. Hotel services will not be manufactured in the future; instead, they will be maintained. The hotel staff reacts immediately to the customer's request. If it isn't delivered, the hotel's potential revenue would be lost, and it will be unable to replace it. Furthermore, late service might harm the hotel in the long run. Hotel product sales are influenced not just by the hotel employees, but also by the product's interior quality (amenities, convenience, culture, level of service, hotel appearance). Tour operators and travel agencies, marketing solutions, transportation and transportation links availability, hotel location and weather, recreational, cultural, and historical opportunities of the environment and region, country image, region, as well as their availability and quantity, are all important factors in sales. [site].

Literature review

The purpose of a literature review is to support the study subject, material, and ideas employed in previous academic publications. This part describes the research and is structured in an efficient manner to generate the finest work possible from easily available prospects and sources.

The hotel sector may achieve client happiness as well as enhance customer loyalty by delivering high-quality services. This will be critical in attracting and motivating additional investors to participate in the hotel business, which will have a beneficial influence on the broader economy through revenue generating and job creation. Without a question, certain touristic nations are among the top countries in the hotel sector, but there is still a need and a vacuum that they must fill by conducting many workshops and providing sufficient training to employees in order to achieve client happiness. Hotel management must take significant initiatives to meet customer needs and expectations in order to achieve customer satisfaction. From a practical aspect, the outcomes of this investigation will help to a greater understanding. The outcomes of this study will also serve as a foundation for future research and as a point of reference for organizations. From a government standpoint, because the government wants to boost the economy through the hospitality sector, this research will aid in the creation of programs for enhancing management and staff commitment and performance in the hotel industry and other touristic organizations. Furthermore, by methodically examining customer feedback, decision makers may assess all of the crucial components in order to identify the best decisions and actions to satisfy consumers and keep them. As a result, the management process's purposeful structure will require hotel personnel to consider important elements while selecting what to do and how to accomplish it [1].

One of the most significant issues that enterprises, particularly hotels, face is the question of quality. Although there is a wealth of literature on service quality, there is little empirical evidence of the impact of ISQ on employee job satisfaction in general and in Jordanian hotels in particular. The quality of services is usually assessed from the perspective of external clients. ISQ is seen to be one of the most essential variables in the effectiveness of modern dynamic businesses, especially hotels, because focusing on it leads to increased employee work satisfaction. ISQ's value has long been acknowledged in the industrial and business sectors, but it has only lately been recognized in the hotel industry. At five-star hotels, the ISQ has a considerable interactive impact on employee work satisfaction. As a consequence, managers are encouraged to offer employees with high-quality services. ISQ should also be created as a long-term objective for hotels. Given the relevance of ISQ, hotel managers are advised to encourage and absorb it as part of their corporate culture. Furthermore, the findings of this study have substantial managerial implications, implying that managers should [2].

Because the lodging business is exposed to severe global competition, which has been exacerbated by the present financial crisis, hotel management must make significant efforts to improve customer satisfaction. We've seen how TripAdvisor provides accurate size information for accommodation properties. A ranking of the hotel service quality was calculated using fuzzy numbers. He has discovered significant empirical findings that may be applied by hotel managers as well as destination management officers.

It's especially noteworthy that his findings revealed that the lodging categorization standard cannot be utilized to predict service quality. It was discovered, for example, that hotels routinely outperformed their comparable residences. For example, it was discovered that three, four, and five-star hotels outperformed two-star apartments, and that four- and five-star hotels provided better service than three-star flats. There are certain limitations to the study. To begin, the data were gathered from TripAdvisor, therefore there are significant concerns about sample representativeness, as well as the reliability and validity of the investigated aspects, all of which are part of a black box that other future studies should address. The hotel categorization standard can't be used to estimate service quality [3].

Materials and methods

For this study, a deductive research technique was chosen, which is thought more acceptable because the identification of essential ideas is drawn from the current theory. More specifically, this research begins by connecting the theory about the research issue, from which the study logically creates the relationship between ideas and hypotheses. This is a casual study with the goal of determining the causal correlations between service quality and customer happiness in Uzbekistan hotels. Further investigation will be performed into what theory holds on the research issue, followed by a comparison of theory and practice.

Results and discussions

There are different approaches to the interpretation of the concept of 'service quality'. ISO 8402-94 "Quality Management and Ensuring. The definition given in the international standard "Dictionary" is especially widely used:

"Service quality is a set of features that enable a service to meet a set or anticipated need."

The international standard ISO 8402-94 also adopts the term "quality of service", which is considered to be a set of specific features and conditions of the service process that allow it to meet the identified or anticipated needs of the consumer.

The most important features of the service that enable it to meet specific needs include:

- reliability;
- perseverance;
- reliability;
- speed;
- communicativeness;
- serility.

Reliability refers to the ability of employees to deliver the promised service accurately. Developing a quality service program should start with reliability. The high level of professionalism of the service staff is the basis for reliability. Neither the high cost of renovating and re-equipping the hotel building, nor the friendliness and courtesy of the customer can damage the reputation of the hotel as a result of the incompetence of the staff.

Dedication is the ability to help a customer and provide immediate service. There are often emergencies during service or customers make unexpected requests (for example, putting a white grand piano or a bigger bed in the room, etc.). Such cases occurred in the enterprise the ability to find a reasonable solution to the problem is assessed. The peculiarity of the activities of enterprises, especially in the field of hotel services, is that there have always been and will be emergencies. Therefore, it is necessary to plan ways to solve such problems and develop your own working principles. Employees in such cases quality work, prompt attention to problems, adherence to the principles of each enterprise to work with demanding and quarrelsome customers (according to the Pareto rule, it can be assumed that 20% of customers cause 80% of problems). A survey of hotel businesses found that the majority of service workers are self-employed in conflict situations to defend, to prove that it is not the cause of the problem. This indicates that employees are not confident that management will support customer care. Otherwise, they will only aggravate the conflict and their own instead of trying to prove it right, they would try to solve the problem first. In practice, the client is not always right. However, the hotel does not benefit from proving that the customer is not right. Instead, it loses customers, and attracting new customers becomes more difficult and expensive. Research by the International Customer Service Association has shown that the cost of attracting a new customer is five times more expensive than retaining an old customer. Conducted by the Research Institute for Technical Assistance another study found that 91% of customers who were dissatisfied with the services provided to them would never contact the company again, and that each would share their problems with at least nine other customers. However, if their complaints are upheld, 54-70% of such customers use the services of the company, which "offended" them. If customers see that the problem is solved very quickly, the figure will reach 95%.

Reliability is the ability of employees to build self-confidence. In order to build a relationship of trust, it is important to pay attention to the external signs that consumers trust the most. The hotel hall, the rooms, the well-organized interior of the restaurant, the cleanliness of the rooms, the corridors, the appearance of the courtyards - all this is a service are external criteria of rendering quality, from which customers conclude that everything is in place and trustworthy in a particular enterprise.

Speed is the ease with which you can communicate with service personnel. For example, if a guest calls a courier, he should arrive in a matter of minutes, not hours.

Communicativeness is the ability to provide customers with the information they need in a timely manner providing a service that eliminates misunderstandings between employees and customers at the expense of providing without additional requirements.

Seriousness is the ability to pay special attention to the customer and serve him individually. Each customer has their own specific needs. When providing services to ensure customer loyalty to the company, it is important to take into account the individual needs of a particular customer for the company must be specified [4].

The existing organizational structure of hotel business management largely determines important aspects of the quality and efficiency of hotel services. The effectiveness of the organizational structure is supported by constant regulation, adapting their shape and proportion to changes in many external and internal structural shaping factors. That's right

Factors include:

- The cost of services and their demand, the cost of labor, taxes, the bank interest rate, administrative legislation;
- production technology (including equipment);
- number of employees, qualifications, education, skills;
- labor and technical productivity of employees;
- Production area, various standards, etc. [5].

Based on perception, quality can be divided into three types: basic, required and desired.

Thus, quality of service is a broad and fluid concept. To assess the level of quality of the provided hotel services, it is necessary to identify indicators and evaluation criteria. In our opinion, it is necessary to highlight the following indicators: material and technical base; personnel qualifications; service level, marketing, resources.

The totality of labor instruments operating in hotels constitutes their material and technical base (MTB), which includes a building, technical structures, equipment, machinery, equipment and vehicles. The hotel cannot exist without fixed assets. MTB ensures the functioning of the enterprise. This type of funds wears out during operation and is included in the cost of the sold service as depreciation capital.

The quality, quantity and condition of the material and technical base determines the level of the hotel and, accordingly, affects the quality of services. Personnel qualifications - human capital, a body of knowledge, skills that an employee possesses and the ability to apply them for the benefit of the organization. The basic components of the quality of the labor force are: the volume of general education of workers; the level of general culture; the level of professionalism and qualifications (special knowledge and skills, competence); available experience and work skills; moral reliability.

Labor potential is an important component. Labor potential shows the level of human development, the quality of his personality, the ability to work and study. Highly qualified personnel creates an excellent image of the company, improves the quality of services and ensures high competitiveness.

Currently, much attention is paid to marketing in the hospitality industry. Marketing allows you to identify the similar needs of a consumer group; ensures the creation of services that meet these needs, as well as methods of promotion and sales. Internal marketing is directed to the hotel staff. The purpose of internal marketing is to help employees understand their role in achieving the goals of the hotel business and in forming the desired attitude towards customers.

Internal marketing includes corporate culture, a system of values and beliefs shared by all employees, collective participation in the formation and maintenance of the hotel's image, through interaction with customers, management, intermediaries, suppliers, etc. The corporate culture forms the loyalty of the hotel personnel.

External marketing allows the company to respond flexibly to constant changes in environmental factors, provides information about the strengths and weaknesses of competitors, as well as its own organization [6].

In the services market, what the consumer understands by quality is important for the hospitality industry, which means that the consumer's personality is the focus of the discussion of the concept of "quality". In assessing the quality of service, the consumer compares what is given to him with what he wants to receive. The value of a particular service depends on the consumer's experience of applying to such service providers, their knowledge of the service, their personal preferences, and the image of the service provider. The service you use is subject to selective, adaptive, and impression-enhancing effects.

Selective acceptance means that different consumers will receive the same service differently. It is determined by the behavior, interests, personal qualities, knowledge, as well as the status of use of the service by consumers. The quality of service depends on the characteristics of the situation, the time of service (for example, not to notice all the details in a hurry, but in a calm situation), certain conditions (for example, customers vacationing in resort hotels in bad weather pay attention to the furniture and equipment) begin to pay attention to them, they become more interested in the quality of food, etc.).

Acceptance of quality can be adapted to the expected results when using the service. If the received quality deviates slightly from the expected result, the user adjusts it to its intended purpose. However, if the received service does not correspond exactly to the expected result, a contrast effect occurs: the magnitude of the expected result enhances the contrast effect. Impressions are gained in a fluid, global, diffused way, with friends, colleagues, and neighbors familiar with the service or its components. As a result, positive impressions are reinforced, and negative impressions are suppressed, or vice versa [4].

Required (expected) quality is the sum of technical and functional features of the service. They show how well the service fits the manufacturer's plan. Typically, the manufacturer advertises and guarantees the required properties of the service. Examples of required technical features of hotel services include: utilities in the rooms (bath, shower, toilet), air conditioning, conference rooms, etc. The required functional features of the hotel services include: ring service in the rooms and floors, daily delivery of new newspapers and magazines, etc.

Desired quality is the quality that a consumer can only dream of in terms of service availability. The characteristic of the desired quality indicators is that they should not be invented by the consumer. As a rule, the consumer does not require these quality indicators, but appreciates their presence in the structure of the service offered to him. Examples of the desired quality hotel services are: availability of satellite and cable TV in the rooms; offering the customer a hair dryer, umbrella, make-up, etc. as a souvenir from the hotel; offering free champagne for dinner, etc. If a service that includes the desired quality is well provided, it can increase customer satisfaction with the services provided to them, further expanding the market sector for the manufacturer.

From the point of view of customer satisfaction, the typology of service elements proposed by American scientists Kedott and Terjen is noteworthy. In a study of the needs that influence customers' purchasing decisions, these scientists identified four groups of service elements:

- critical elements;
- neutral elements;
- satisfying elements;
- elements that leave devotion [4].

Quality management refers to the use of management systems to oversee the organization and delivery of services in the hotel industry.

The first system is concerned with personnel selection and training. Staff training costs a lot of money in hotels. In order to manage the quality of services, the staff's professional competency is critical. The hotel management should ensure that the workforce has the skills and expertise necessary to offer high-quality services.

The employee support and reward system is the second system. Effective hotel managers feel that the mood of the personnel influences the customer's perception of the hotel in a variety of ways. They engage in internal marketing and promote high-quality service personnel. Employee satisfaction with their job must be continually monitored by service managers. Employees' job happiness will rise if the hotel management assists them in resolving personal issues.

The third system is a hotel service quality control and standardization system. Typically, hotel management creates a schematic that contains a list of service methods. However, it is important to remember that excessive uniformity degrades the quality of the service supplied. Putting the service on a production line or cutting expenses can boost the hotel's profits in the near run. At the same time, such activities jeopardize the hotel's long-term capacity to launch new services, maintain a high quality of service, and react to changing client wants and preferences. The third system is a hotel service quality control and standardization system.

The productivity control system is the fourth system. Hotel management should make an effort to boost employee productivity while keeping costs reasonable. The approaches listed below are typically utilized to accomplish this goal:

- Increasing the degree of staff professional training.
- Increase the number of services supplied while maintaining high quality.

- Improving the technological support for service production.
- Introduce breakthroughs and technologies that lower the cost of human labor in the service industry.
- Service stratification entails the creation of a set of secondary services in addition to the primary services that customers demand.
- Encouraging clients to self-serve
- Implementation of innovative technologies that boost worker productivity

The fifth system involves the analysis of complaints and recommendations, customer research, and monitoring customer satisfaction with services given via a system that compares the quality of rivals' services to the quality of their own.

The hotel's service quality improvement programme encompasses all of the hotel's divisions. It is not the purpose of this programme to go into great depth about the enterprise's entire quality management process. However, the programme should incorporate 10 key principles in order to increase the hotel's service quality.

1. Reasonable direction. The hotel's management should be aware of the company's objective and plans for the future. However, this is insufficient. Managers must also be able to convey and persuade their subordinates of this concept. Good managers feel that persuading people to provide exceptional service is the most important aim.

2. Incorporate a marketing strategy throughout all hotel divisions. Marketing is a notion that requires comprehensive execution throughout a business. It's crucial to remember that a hotel's marketing functions for customer service aren't only the duty of the marketing department. Aside from this component, marketing aspects should be included into the operations of each hotel department.

3. Recognize the wants and needs of your consumers. Customers rate the quality as excellent. A high-quality hotel is well aware of the market's expectations. The hotel's service must be tailored to a certain demographic.

4. Understand the goals and objectives of the hotel business. Quality customer service requires the entire hotel team to work together in an organized manner. Employees in each department need to understand that their work affects the outcome of the team as a whole. In some hotels, the staff is trained to serve the staff, that is, the employee performs various tasks. This allows the employee to understand the nature of work in related professions and other specialties.

5. At work, apply basic organizational concepts. Hotel work should be meticulously planned and executed. The development of a draught management concept is the first step in this process. Hotel services should be designed in such a manner that the consumer benefits from a specific sector of the hotel of their choosing. Simultaneously, processes should be put in place to supply hotel administration with management data. Staff recruitment and training, service procurement methods, management information systems, room reservation systems, hotel equipment maintenance systems, quality control, and supply systems are just a few of the systems available. Hotels that give excellent service will do better.

6. Factors of liberty Four- and five-star hotels provide more personalized services to their guests. In order to service the client according to his wants and expectations, employees must have some degree of autonomy in their actions. They should not be bound by rigid norms and regulations. Department heads should lead workers in the proper direction and support their job needs rather than erecting hurdles in the shape of many regulations and standards that prohibit employees from giving sufficient customer service.

7. Use of proper technology is number seven. Monitoring changes in the marketing environment, supporting operating systems, developing customer databases, and improving how they connect with one other should all be done with technology. A "guest history" computer subsystem, for example, acts as a one-of-a-kind alarm system for detecting faults that may be interfering with customer service. The PMS (Building Management System) is another system that offers information on the number of room maintenance and repair cycles.

8. Personnel management that is rational. The only method to interact with the hotel community is through management. Every leader must recognize that his or her followers should keep an eye on him or her and study their conduct in certain situations. The workers will pick up a piece of paper that has fallen on the floor if the hotel management does so. A manager may increase production discipline and rely on team trust by emphasizing the value of cooperation.

9. Establishing criteria, evaluating performance, and implementing a reward system are all important steps. The most essential strategy to enhance service quality is to establish service standards and goals, and then teach managers and people to follow them. These criteria should be raised on a regular basis, and staff who follow them should be praised. The formulation of customer service standards and procedures for analyzing the extent to which an employee's work satisfies these standards should be part of the quality management programme. Employee relationships should be created in such a way that management can assess their performance.

10. Feedback with employees based on performance. Employees should be informed about the results of the hotel's work. Hotel staff needs to know what customers like and dislike. They also need to have an idea of which areas are improving and which are not.

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Conclusion

A study of quality improvement programs in hotels has shown that the results are not the same everywhere. Efforts to improve the quality of a number of hotels have yielded positive results, and the profitability of these hotels has increased. However, quality programs did not work in some hotels. The main reasons for this are:

- a lack of interest in quality concerns, as well as a sense of responsibility among senior middle management;
- the absence of a quality manager;
- the change of hotel ownership.

The establishment of a reputation for high-quality service is an essential and significant duty for hotels. The high quality of guest service is the result of the combined efforts of all hotel service workers, continual and effective administration oversight, refinement of service forms and methods, learning of best practices, and the introduction of new techniques and technology. Endeavor to extend the number of services supplied and enhance the quality of those services

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