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C O N T E N T S

WAYS TO DETERMINE THE COMPETITIVE ENVIRONMENT IN BUKHARA HOTEL SERVICES MARKET

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ABSTRACT

This article describes the quality of service in Bukhara hotels and the level of customer satisfaction with them. Improving service quality remains a very important issue in today's competitive hotel market. Therefore, many hotel companies are currently trying to improve the quality and types of services. Because mainly local and foreign guests who come to our region consider the quality of services provided important and want to use hotel services in good quality. Taking this into account, the questionnaire-survey method was used among foreign and local guests, and the necessary theoretical, practical and scientific proposals were given.

Key words: *Hotel, Service Types, Service Quality, Competitiveness, Demand, Questionnaire, Stability*

INTRODUCTION

In recent years, the hotel business has been one of the rapidly developing service sectors in our republic. We can see these indicators in the example of Tashkent, Samarkand, Bukhara and Khorezm regions, which are tourism centers. We can list these indicators in Bukhara region alone. In this area, mainly hotel enterprises are improving the types of services based on the demand of guests and developing the quality of these services.

Based on the data of the Statistical Agency under the President of the Republic of Uzbekistan, the statistics of tourism to the Bukhara region increased significantly after the Covid pandemic. For example, a total of 48,924 foreign tourists visited Bukhara region in 2021, 552,652 foreign tourists in 2022, and 1,387,830 tourists by 2023. The number of local guests reached 2.2 million in 2021, 2.9 million in 2022, and 3.4 million in 2023. These indicators mean that the potential of tourism in Bukhara region is growing at a high rate from year to year.

According to these indicators, means of accommodations in the Bukhara region are increasing significantly. If we analyze in terms of years, in 2020 there were 372, in 2021 415, in 2022 485, and in 2023 this indicator reached 541. Based on these indicators, the number of hotels reached 155 in 2020, 163 in 2021, 184 in 2022, and 197 in 2023. It can be concluded from these indicators that we can see the trends of year-by-year growth of the hotel business with strong competition.

Along with the increase of hotel enterprises operating in Bukhara region in the last year, the competitive environment is also growing. Because after the Covid pandemic, many hotels are offering mainly price policies and mostly health-safe services.

The competitiveness of hotel services is based on external factors and the internal capabilities of the hotel, in order to provide the hotel with regular customers and to implement the ideal price policy, to provide quality and efficient service in accordance with the market demand, to achieve maximum profit with

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minimum cost and is the ability to provide hotel enterprises with commercial success by providing additional services.

LITERATURE REVIEW

Tsai Henry, Haiyan Song, Kevin KF Wong, BogetićSrđan, Zorana Antić, Nemanja Lekić, Jean Paolo Lacap, Haiyang Xia from Western scholars, Marina V. Kobyak Elena Ilina, Aleksander N. Latkin, Aleksander M. Evstigneev, Andrey Pavlovich Kovalchuk, Ekaterina Arturovna Blinova, Konstantin Aleksandrovich Miloradov [5-6] and other scientists from CIS countries have contributed to the study of scientific theoretical and methodological issues on the importance of customer survey in determining the competitiveness of hotel services[1-4],

Many of our scientists learned theoretical, methodological and practical aspects of ensuring competitiveness in tourism and hotel enterprises from Uzbek scientists. In particular, scientists such as Khamidov Obidjon Khafizovich, Navruz-zoda Bakhtiyor Negmatovich, IbragimovNutfilloSalimovich, Jurayev AbrorTurobovich, Burkhanov AkhtamU smanovich have conducted scientific and methodological research on ensuring the competitiveness of services in the tourism and hotel industry.

METHODOLGY

Bukhara hotels were taken as the object of the scientific article, and research was conducted mainly through the method of observation and questionnaire. Also, methods such as complex and systematic approach, analysis and synthesis, monographic analysis, scientific abstraction, statistical data grouping, comparative analysis, selective observation, preliminary data collection were used. Research conducted by foreign and national scientists was also studied, and this experience was reflected in a scientific article.

RESULTS AND DISCUSSIONS

Hotels compete with each other through their capabilities. That is, when choosing hotels, tourists pay attention to their capabilities, attitude of employees, cleanliness, convenience, price-quality and service, location of the hotel, availability of free WIFI. Taking into account all these possibilities, we determine the overall quality rating of each hotel. This overall rating is determined using the following methodology:

$$I = \sum_{i=1}^{n} (k_i \cdot w_i)$$

In this case, n is the number of factors in determining the overall quality assessment of the hotel, k_i – iis the evaluation of the i factor by tourists, w_i - k_is the weight measurement value of factor. This weight measurement value must satisfy the following condition.

$$\sum_{i=1}^{n} w_i = 1$$

We determine the evaluation of factor K_i – i by tourists using the information of the www.booking.com site.

We determine the value of their weight coefficients as follows:

First, we construct a matrix of eigenvectors. It will be built based on the following conditions.

$$A = \|a_{ij}\|, a_{ij} \,\epsilon\,(0,1,2)$$

Agar X$_j$omilning muhimligi X$_i$ omilning muhimligidan ustun bo'lsa, $a_{ij} = 0$bo'ladi. Agar X$_i$ omil X$_j$ bilan muhimligi bir xil bo'lsa, $a_{ij} = 1$ deb olinadi. Agar X$_i$ omilning muhimligi X$_j$ omilning muhimligidan yuqori bo'lsa, $a_{ij} = 2$ deb belgilab olinadi.

If the importance of factor X$_j$ is greater than the importance of factor X$_i$, then ,$a_{ij} = 0$. If the factor X$_i$ has the same importance as X$_j$, then a_$a_{ij} = 1$ is taken. If the importance of factor X$_i$ is higher than the importance of factor X$_j$, it is set as $a_{ij} = 2$.

When we put these numbers in a table in the form of a matrix and add the sum of the numbers in each row, we pass to the numerical characteristic of the factors. We divide the number representing these factors by the total number and determine the importance level of each factor. It looks like this:

$$\lambda_i = \frac{\sum_{j=1}^{n} a_{ij}}{\sum_{i=1}^{n} \sum_{j=1}^{n} a_{ij}}$$

According to the results of the survey conducted in our research, the matrix of the eigenvector is shown as follows:

Table 1. The matrix of the eigenvector

	Staff	Facilities	Cleanliness	Comfort	Value for money	Location	Free WiFi
Staff	1	0	2	0	0	0	2
Facilities	2	1	0	1	0	0	2
Cleanliness	0	2	1	1	0	0	2
Comfort	2	1	1	1	0	0	2
Value for money	2	2	2	2	1	1	2
Location	2	2	2	2	1	1	2
Free WiFi	0	0	0	0	0	0	1
Overall:							

(Source: done by author)

Using the data of this table, we determine the weight index of each factor. The weighting coefficient for employee turnover is determined as follows:

$$W_x = \frac{1 + 0 + 2 + 0 + 0 + 0 + 2}{49} = 0,10$$

The weighting coefficient according to the capacity of hotels is determined as follows:

$$W_x = \frac{2 + 1 + 0 + 1 + 0 + 0 + 2}{49} = 0,12$$

The weight index of the factors determined according to the remaining indicators is as follows:

Table-2. The weight index of hotel service

	Staff	Facili-ties	Cleanli-ness	Com-fort	Value for money	Loca-tion	Free Wi-Fi	Factors the numerical amount of	Factors the amount of weight of
Staff	1	0	2	0	0	0	2	5	0,10
Facilities	2	1	0	1	0	0	2	6	0,12
Cleanliness	0	2	1	1	0	0	2	6	0,12
Comfort	2	1	1	1	0	0	2	7	0,14
Value for money	2	2	2	2	1	1	2	12	0,24
Location	2	2	2	2	1	1	2	12	0,24
Free Wi-Fi	0	0	0	0	0	0	1	1	0,02
Overall								49	1

(Source: done by author)

It can be seen from the data of this table that the weight of the factors representing the quality indicator of hotels, staff treatment, facilities, cleanliness, comfort, price for quality and service, location, free WIFI are 0.10, respectively; 0.12; 0.12; 0.14; 0.24; 0.24; It is equal to 0.02.

We determine the general quality assessment of each of the 60 hotels in the Bukhara region using the above proposed methodology. For this purpose, we use the data from the www.booking.com website and the weight indicators defined above. Through the overall rating, tourists can determine which hotel has the highest level of comfort. The following table shows the hotels and their overall prices.

	Hotels	Overallqualityrating	Rooms	Hotels	Overallqualityrating
	Hotel MalikaBukhara	9,02	31	SahidZarafshon	8,38
	Boutique Hotel Minzifa	9,28	32	Hotel RudakiyBukhara	8,88
	SahidZarafshon	8,40	33	BUKHARA HOUSE hotel	8,78
	Hotel Mironshox	9,53	34	HabibiBukhara	8,61
	"CHOR MINOR" BOUTIQUE HOTEL	9,42	35	Euroasiabusinesshotel	8,94

	AL-HAYAT	9,52	36	Aist House Hotel	8,50
	Old BukharaBoutique	9,32	37	Kamelot	8,91
	Central Asia Hotel	9,35	38	Qamar Hotel	8,98
	MercureBukhara Old Town	8,78	39	CARAVAN Plaza	8,71
0	KomilBoutique Hotel	9,28	40	MUXSIN Hotel	8,74
1	KukaldoshBoutique Hotel	9,09	41	Atrium Hotel	8,88
2	Lyabi Khauz	9,05	42	Garden Plaza Bukhara	8,66
3	Hotel Amulet	9,40	43	GumbazLuxuryhotel	6,94
4	Old KaravansarayShahBukhara	8,62	44	LIANALI HOTEL	8,85
5	Hotel Boutique Al Hayit	8,57	45	OmarKhayyam Hotel	8,99
6	Hotel VolidaBoutique	9,15	46	Hotel Turon Plaza	8,38
7	RizoBoutique	8,87	47	Hotel Anor	9,01
8	Rayyan Hotel Bukhara	9,08	48	Robiya Heritage Hotel	8,58
9	Hotel FatimaBoutique	9,29	49	Hotel Al Mansur	8,87
0	Mukhlisabegim Hotel	8,85	50	Xadijam Hotel	9,40
1	Boutique Old City	8,65	51	Atlas	8,89
2	Hotel SohibqironBoutique	8,57	52	Khanrooms	8,19
3	Orient Star Varaxsha	8,73	53	Hotel with Pool	8,52
4	MUNIS Hotel	8,99	54	Alliance hotelBukhara	8,06
5	SukhrobBarzu Hotel	8,99	55	Hotel Ulug'bek	7,94
6	SamarqandDarvoza	8,29	56	Hotel Asia Bukhara	8,67

7	Hotel Samandar	7,84	57	Omar vs Teracce	8,47
8	ReikartzBahorBukhara	8,09	58	Ohun	8,27
9	Hotel Al Hayit	8,76	59	Farnoz Hotel	8,88
0	Grand NodirbekBoutique Hotel	8,65	60	AyvaniKalon Hotel	8,27

The above table shows the total price of 60 hotels in Bukhara region. It can be seen from the data of this table that the highest score is held by the hotels "Hotel Mironshokh", "Al-Hayat", "Chor Minor", "Boutique hotel", "Khadijam Hotel", and "Hotel Amulet". "Reikartz Bahar Bukhara", "Alliance hotel Bukhara", "Hotel Ulug'bek", "Hotel Samandar", "Gumbaz Luxury hotel" have the lowest score.

As a result of the conducted analysis, we proposed the following 4 models:

Model 1. Market situation and customer attitude towards price: the hotel market situation is affecting the changes in customer behavior and interest in the price of products and services is also increasing and for them price is the main factor. is serving

Model 2. Convenience and quality service as the basis of customer experience in competition: Recently, many customers are demanding and want high quality service and convenience based mainly on their experience, while popularized and digitized services are evaluated based on customer experience.

Model 3. Interdependence of digital services: Most customers are increasingly demanding online services, while they have not abandoned traditional formats, so it is important to strike the right balance.

Model 4. Priority of potential customers: recently, new customers are mainly focusing on health-related factors, as well as ecology and sustainable development, i.e. products and services that are safe for them without harming the environment. possibilities of use.

A survey was conducted among Bukhara hotels for the purpose of in-depth analysis of the methods mentioned above. 130 respondents participated in this survey, of which 40 were domestic and 90 were foreign guests. From this research, we identified the following main and new trends:

- Safety (product and service) – as a key factor

- Price and value: as a variety of choices

- Technology based services

- Convenient, fast and quality service is the reason for the customer's choice

- Intelligence as the basis of sustainable development

- Digitization – as the main criterion of customer demand

CONCLUSION

In recent years, the hotel business has become one of the rapidly developing service industries in the Bukhara region. Because we can see the development of this industry over the years. The research

conducted on the basis of a scientific article showed that customers can enter into a strong competition based on the main indicators of the hotel enterprises, which are the price of the room, comfort, comfort, location, and the types of services provided. Therefore, the hotel management is indicated above will need to develop ways to improve service delivery.

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