

# Economic Importance And Types Of Services In The Hotel Industry

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**Abstract:** *The article mainly analyzes the types of services in the hotel industry and their economic significance. The diversity of services in the hotel business will be a key factor in providing quality service to potential customers in the future. The article reveals the analysis of the stages of development of the main and additional types of services provided in Bukhara hotels. Ensuring the diversity of services in the hotel business will certainly lead to an increase in its economic performance. The article presents the results of the analysis using the survey method.*

**Keywords:** hospitality business, services, main services, extra services, economic stability, efficiency, quality.

## Introduction

The hotel industry is an entrepreneurial field of services based on the concepts of hospitality and defined by kindness toward guests, in which the hospitality business plays an essential part. The hospitality industry has a bigger and more complex organizational structure comparing with other industries, involving excursion, food, recreation, entertainment, and other aspects. The nature of the hospitality industry is defined by similar qualities shared by hospitality businesses. And in turn, determines the enterprise's organizational structure and management policy.

At this time, the hospitality business, especially in Uzbekistan, is rapidly booming, with tourism and hotel entrepreneurs attempting to meet the ever-increasing requirements of the populace while also making a profit. New types of services are being developed and existing services are being upgraded in the hotel business to achieve this goal. Management approaches must also be improved: it is critical to be able to integrate them effectively in order to attain the best results.

The hotel business is in the service industry. Management in this field is heterogeneous by definition: it brings together interrelated and interdependent functions, individual and collective labor, various forms of ownership relations, and so on. However, it is the most crucial connection in the implementation of the state's socio-economic objectives in the service sector under any circumstances. The amount of satisfaction of people's different requirements in the services they require is the criterion for enhancing hotel management. When the characteristics of management in this area are taken into account, the most effective action consistent with this criterion is attained. All areas of economic activity must inevitably be managed through a reasonable combination of centralization and decentralization [1].

The following is a characteristic aspect of all types of hotel services offered by the institution: the hotel guest does not own the things he uses, so he rates the hotel's quality based on the sum of his impressions. The inseparability of production and customer is a new level of responsibility for hotel management. In other words, if the client likes all types of services save one, his view of the hotel is greatly undervalued. This does not help the company achieve its marketing strategy, so in the hotel business, the selection of qualified employees takes precedence.

Testing is used to guide the expansion and deployment of new choices. Visitors are requested to fill out a questionnaire at the exit, where they can express their thoughts on the quality of service, as well as their suggestions for improving it. Seasonal demand fluctuations have an impact on service quality variability. During the tourist season, the hotel administration may hire additional employees, allowing guests to take use of new services such as massages, souvenir sales, and use of the business center. Providing a complete list to small hotels and inns at any time of year is just not profitable, as there is no payback owing to low demand.

Before entering the room, unusual additions, such as accommodating animals, are arranged in advance. Depending on the establishment's prestige, the range of alternatives available can be quite extensive. Swimming pools, business centers, gyms, conference and banquet rooms are common features in mid-range hotels [19].

## Literature review

In today's world, the majority of hotel businesses cannot afford to introduce new technologies due to the high risk of failing to break even within the time frame specified in the business plan. This entails the forced rejection of innovations that are not supported by empirical evidence. Simultaneously, in the hotel industry, technologies that demand less investment are actively promoted. These innovations do not necessitate payment for licensing use, lump-sum payments, one's own innovations related to an organizational structure, personal qualities of the workers' association, or formation at the level of the hotel business enterprise through experimentation or adaptation to specific conditions. The spontaneous nature of such innovations is mirrored in managers' reticence to process further the outcomes of innovations, i.e. an intentional limiting of the expansion of social effectiveness generated by innovation.

The formation of new national hotel chains and enticing them to transnational hotel organisations must be sacrificed in order to provide high-quality hotel services. National hotel chains are now in the development stage. Not every management business has clear internal conceptions about external control, internal quality standards for given services, service standards, standards for all technical processes, and control standards. However, it is impossible to dwell on the popularity of trade names; only industry insiders and, to a lesser extent, hotel customers are aware of them [2].

In today's world, offering hotel services is a well-developed industry that caters to a large number of customers. This is not a business that caters to a small group of individuals, but rather one that provides a modern society, with its many expectations, with recreational opportunities that can satisfy even the most sophisticated tastes. However, the level of legislative regulation of the provision of hotel services in our country is clearly insufficient for the hotel industry's effective development. There is currently no legal definition of the concept of hotel services, either at the level of law or at the level of a bylaw, which makes it difficult to comprehend the specifics of hotel services and leads to incorrect application of legal norms and disputes between participants in civil turnover. It's also worth noting that hotel activities aren't well-studied in today's legal literature. The challenges of managing hotel enterprises are rarely examined from a legal standpoint, owing to the hotel business's relative novelty in the modern economy. In order to provide a clear and comprehensive definition of hotel services, it appears that the substance of the main term in this field - "hotel" - must first be revealed [3].

It is difficult to conceive a person today who does not require the services of the hospitality business. The primary objective of hotels and hotels is to provide accommodation and meals to people. Additional services are plentiful, but they are all tailored to fit unique requirements. A modern hotel's or hotel's range of services is extensive, and it might contain over 300 extra services. It is quite difficult for a guest to navigate through such a wide range of options, and the hotel management, in turn, finds it tough to select and implement the right set of services. All of this, in our opinion, necessitates system analysis and the search for connections between the needs derived from the anticipated type of human activity and the services offered

Models and approaches for making managerial decisions in uncertain situations are utilised for managing complex systems with ambiguity and ambiguous beginning data. The client's selection of the required set of hotel services is marked by the existence of both specified and undefined needs. When booking a hotel room, the client uses a series of phrases: a cheap room, not too high so that the room isn't too cold, and so on. At the same time, he has a specific objective in mind: treatment, rest, business travel, and so on. The difficulty of a clear statement and description of the task of choosing services provided by the hospitality sector necessitates a thorough examination of the entire range of services provided for their functional purpose, as well as the search for a mathematical apparatus for formalizing and modelling the process of providing services [6].

Any hotel company's market success is determined, first and foremost, by the attractiveness of the services it provides. However, as you may be aware, hotels do not solely sell rooms for the purpose of temporary lodging, and restaurants do not serve meals separately. Their services always seem to be more like something that involves not only a material component, but also a service and a service culture. As a result, several aspects of this industry must be considered, as well as a comprehensive understanding of the characteristics of intangible production and the nature of hotel services. In a broader sense, service refers to all of the benefits that the buyer receives as a result of acquiring the suggested product. It contains not just a specific service for acquisition and operation, but also the acquisition conditions. The main service, however, does not require any supplementary services. Complementary or supported services provide value to a main service and help set a product apart from the competition. In contrast to a linked product, an additional product is not required to use the main product. This is a seller's offer that is greater than or equal to what the customer anticipates, or what he is familiar with. Additional trade services are provided to the buyer on demand as a complementary offering. A swimming pool, gym, sauna, business center, meeting rooms, car rental, dry cleaning services, laundry, hairdresser, massage room, and a variety of other services are examples of additional or other services offered by the hotel [17]

### **Materials and methods**

For this research, 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 types of services and improving quality of services in Bukhara 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 a number of essential hotel services that are incorporated in law as advantages that should be given free of charge in all hotel establishments. It is required. Their list is as follows:

- Call an ambulance if required.
- Availability of a medical kit and the ability to use it 24 hours a day, seven days a week
- Letters, newspapers, and other communication addressed to the guest are delivered.

-Getting the guest to wake up at the given time

-Boiling water, scissors, needles, and threads are all readily available and accessible.

-A single set of dishes is used and then replaced.

Regardless of the hotel's revenue model, these services should be available. Everyone understands, however, that if the hotel solely supplies this, its ranking will suffer greatly. In the face of strong rivalry among hotels and hotel chains, staying "on trend" and anticipating client wants is essential.

Today, banners with the terms "free" and "as a present" abound on the websites of hotels, chains, and booking services. In order to compete with one another, hotels aim to offer their clients a unique service or standard forms of paid services for free.

In hotels, the most prevalent paid services are:

Excursions for groups and individuals are available.

Personal interpreter and tour guide

Ticket sales for cultural events

Change of money

Clothes, shoe repair, dry cleaning, and ironing

Souvenirs are available.

Space rental for corporate meetings and conferences

Saunas, spas, spa salons, massage parlors, beauty salons, and hair salons are all available.

Flowers are purchased and delivered.

Ordering a taxi

Of course, the more complimentary services a hotel provides, the more opportunities it has for top rankings and positive client reviews. Obtaining positive feedback is a lengthy, costly, and time-consuming procedure. Nothing but high-quality service can help in this situation.

Offering a certain set of services for an additional cost is now considered bad form. The Internet, which was once prohibitively expensive, must now be made freely available to all.

A free detailed consultation with a receptionist about upcoming events in the area, how to get to and from the location the customer requires, how to save money in the city, and other valuable information is supplied. Calling a cab to the hotel should only be paid for with a tip, at most [20].

Calling an ambulance, using a first-aid kit, delivering correspondence to the room upon receipt, waking up at a certain hour, and providing boiling water, needles, threads, one set of plates, and silverware are all available to visitors at no additional cost.

The hotel's list of paid supplementary services, as well as the quality of those services, must match the requirements of the category it has been assigned.

Excursion services; ordering guide-interpreter services; organising ticket sales for all modes of transportation; organising ticket sales for theatres, circuses, concerts, and other events; ordering vehicles at the request of guests; taxi call; car rental; ordering places in city restaurants; purchase and delivery of flowers; sale of souvenirs, postcards, and other printed materials; shoe repair; repair and ironing of clothes; laundry and dry cleaning of clothes; and eateries; conference room rental; meeting room rental; business center services. When it comes to offering services, it's not just about the number, but also about the quality. As a result, several hotels require guests to complete brief questionnaires before leaving. The keys are normally turned over to the reception and placement department, and the filled questionnaires are then inspected by the marketing and advertising service.

The hotel management examines the flaws discovered in each services' work and takes steps to correct them. Consumer services are designed to fulfil the demands of hotel customers that emerge throughout their stay. In the hotel sector, service refers to a set of measures that provide a high level of comfort while also meeting a variety of customers' personal and home needs. The service can be very variable, ranging from quick and professional registration by the receptionist to flawless plumbing equipment functioning. The importance of each link in the service chain cannot be overstated.

The employees must be tactful and accurate when providing any services. The service must be developed not just on demand (what the customer wants), but also on supply (what is available) (the hotel offers more and more new services that it can provide, and the

guest chooses whether he needs it or not). You cannot, however, impose services (maybe the guest does not need what is imposed on him, and therefore he does not want to pay more). The list of services varies depending on the hotel's category. Not all hotels are able to coordinate consumer services for their customers and provide a comprehensive range of services. However, we must make every effort to guarantee that the range of services available properly meets the demands of visitors.

All service organization work should be well-planned and organized. Businesses that provide services should be in a convenient location (most often on the ground floor). There should be information on how and where to acquire services in the lobby, on the floors, and in the rooms, and the operating hours should be convenient for guests.

**The following are examples of personal services:** Personal belongings require immediate washing and dry cleaning, as well as mending and ironing (there are order forms for washing and cleaning clothes in the room in the folder with the advertisement). There are also instructions on how to hand over clothes for washing or cleaning: if a guest wishes to hand over garments for washing or cleaning, he must place them in a bag and hang a particular notice on the room's door handle or inform the floor attendant. This service could be offered in a hotel with a laundry. Iron is available for rent in lower-tier hotels. The guest irons his or her clothes in the room or in a separate room with an ironing board. Shoe repair shops can be found in many hotels. Shoe polish machines can be found in the lobbies of upmarket hotels. Brushes for cleaning shoes and clothes are available in the rooms. Hotels provide lockers and safes in rooms and at the front desk for storing belongings and valuables. The hotel hires messengers who are paid by gratuities to unload, load, and deliver luggage to the rooms. In addition, a tip is given for food delivered to the room. The hotel can give the client with a television, dishes, sports equipment, and other items for a price, as well as small repairs to watches, electric shavers, radios, cinemas, and photography equipment; photo works [21].

To assure the supply of basic hotel services, a minimum set of the following basic services must be given to carry out the process of serving tourists in a hotel:

- administrative service;
- catering service;
- commercial service;
- technical services;
- auxiliary
- supplementary services

The room fund management service deals with issues such as booking rooms, receiving tourists at the hotel, registering and placing them according to their numbers, as well as sending them home or to the next point on the travel route at the end of the tour, providing room service for tourists, maintaining necessary sanitation - the hygienic condition of the rooms and the level of comfort in the living quarters, and providing household service. A room maintenance director or manager, a reception and accommodation service, a maid service, a joint service (doormen, bellhop attendants, cloakroom attendants, garage employees), a porter service, a concierge service, a messenger service, a housekeeping officer, a security service... are all part of the service. The first impression a guest has of a hotel complex is determined by the reception and lodging services. The head of this service's job is to oversee the entire process of welcoming and accommodating visitors, as well as successfully resolving problems that could jeopardize the hotel's reputation.

This service handles issues like as welcoming guests to the hotel, registering them and assigning them to numbers, providing various services, sending them home, and, of course, reserving rooms. The hotel management is always faced with a dilemma: take the risk of double booking or continue with a room supply that is underutilized. As a result, the importance of the reservation service cannot be overstated. The reservation department must keep a close eye on the situation, gathering reservation requests and noting any spikes in demand that the hotel could exploit by raising the cost of lodging and increasing revenue. Rooms that have not been reserved in advance are sold directly to the accommodation operator, which must charge a higher rate to seat clients in these rooms. The porter service keeps track of the hotel's room inventory, maintains a card index on room occupancy and availability, and functions as a liaison between the hotel and its guests. The porter service disseminates information in two directions: to visitors (when educating them about the hotel's offerings, local attractions, and the operation of city transportation, for example) and to various hotel departments (about the needs of the client).

When it comes to getting hotel lodging services, the maid service is usually the most functionally significant unit, as this unit is responsible for cleaning rooms, halls, corridors, and other internal premises where the reception and customer service are conducted. The person in charge of the maid service is in charge of the staff's efforts to keep the hotel's living and working places clean and orderly. While fulfilling the administrative responsibilities assigned to her by the executive director, the senior maid receives the task and distributes it among the subordinates. Because the hotel is responsible for ensuring the reasonable safety of its guests, the security service is responsible for preserving order and security in the hotel complex. At the same time, the company might delegate

these responsibilities to its own service or enlist the help of a third-party organization. The administrative service is in charge of organising the management of all hotel services, resolving financial and staffing issues, creating and maintaining the necessary working conditions for hotel employees, and monitoring compliance with established labor protection, safety, fire, and environmental safety rules and regulations. A secretariat, financial services, personnel services, environmentalists, fire safety, and safety inspectors are all part of the service. The financial service resolves financial support issues for the company, gets reports from cashiers at all of the company's locations, including catering, porter service, souvenir kiosks, and sports facilities, and makes financial decisions. At the enterprise, the financial service maintains unified financial accounting (that is, income from retail outlets, accounting for expenses and income, keeping records of paid working hours, bonuses paid, as well as tips received by individual employees). Personnel selection, placement, and advanced training are all handled by the personnel service. The management of all hotel employees' personal files is one of this unit's tasks.

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Each department in the service, including room service, has its own manager. The restaurant, as a catering division, serves its customers from a menu, which is the foundation of any restaurant concept, independent of the type of catering company. The professionalism of the headwaiters and waiters who have direct contact with customers plays a significant role. The major purpose of a buffet or bar service is to provide consumers with alcoholic beverages. Drinks can also be prepared in the bars for use in the restaurant. A service bar is one such establishment. The kitchen is the hub of activity. Orders for specific goods are taken from the restaurant's servers (based on a menu produced and provided to clients), as well as the function hall, which operates on a pre-order basis.

Chefs make the required dishes, and the leadership's primary role in this sector is to ensure that the end product's price and quality are met. Operational and strategic planning are handled by the commercial service. Examines the outcomes of economic and financial transactions. The commercial service is led by a commercial director who is in charge of the division's operation as well as banquet service organization. In the case of commercial personal service, each employee has the authority to manage certain geographic areas that are important to the company. Representatives from the commercial department (marketing department) are primarily responsible for establishing contact with congress event organizers, negotiating the potential use of the hotel's room stock, discussing the use of meeting rooms, clarifying the needs of specific client groups, maintaining contact with relevant service departments. Air conditioning systems, heat supply, sanitary equipment, electrical devices, repair and construction services, television and communication systems all benefit from engineering services. A chief engineer, a maintenance service, a territorial improvement service, and a communications service are all part of the service. Not only does the maintenance service perform preventative and maintenance repairs on the room stock and equipment installed in it, but it also does so for the entire hotel organization. Auxiliary services support the hotel complex's operations by providing laundry, tailoring, linen services, cleaning, duplicating, and warehouse services, among other things. Paid services are available through additional services. A hairdresser, a swimming pool, a sauna, a solarium, sports facilities, and other departments are among them [21].

## **Conclusion**

In conclusion, it can be said that the types of services in hotels will play a significant role in improving the quality of services and economic performance of hotels in the future. The above examples show that improving the quality of all types of services provided in hotels, ensuring their diversity leads to an increase in potential customers and stabilization of the tourist season.

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