

PERSONNEL QUALIFICATION AND OPPORTUNITIES FOR IMPROVEMENT IN BUKHARA HOTELS: CURRENT SITUATION AND PROBLEMS

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Abstract:

This article is dedicated to the current state and opportunities for improving the qualifications of hotel staff in the city of Bukhara. The scientific article analyzes the level of qualification of employees working in hotels, their work problems, and their work relationships. Training programs, trainings, and practical advice necessary for professional development of personnel in the hotel industry are also provided. The article recommends effective ways to improve the quality of hotel services and improve the qualifications of employees in accordance with the needs of clients. The research findings are crucial for decision-making regarding the professional development of hotel managers and tourism professionals in the city of Bukhara.

Keywords: Hotel, service quality, staff, training, training programs, SES (senior expert service), infrastructure.

INTRODUCTION

Currently, the tourism business is quickly increasing as one of the main areas of the world economy. Specifically, our president has implemented a variety of policies, directives, and initiatives in recent years with the goal of growing the tourism industry and boosting its economic viability. In addition, the city of Bukhara holds a unique position in the growth of the country's tourism potential due to its rich historical and cultural legacy.

The primary component of the infrastructure for tourism is the hotel. Enhancing service quality directly affects client happiness, which in turn affects how the hotel sector develops. Therefore, a key component of increasing the competitiveness of tourism services is the professional abilities and qualifications of hotel employees. However, it has been determined in recent

years that certain issues with hotel worker qualifications have an impact on the quality of service. The quality and efficacy of hotel services can be raised by addressing these problems and creating chances for professional growth for employees.

The purpose of the article is to identify issues with the qualifications of staff members at hotels in Bukhara, investigate the reasons behind them, and create practical plans for professional growth. The results of the study may have applications not just for Bukhara hotels but also in other parts of the republic, that is, in areas where tourism has grown and continues to grow.

LITERATURE REVIEW

Numerous local and international studies have examined the importance of personnel qualifications in raising the caliber of hotel services. The work of both local and international experts in the tourism and hospitality fields is analyzed in this area, along with the theoretical and scientific underpinnings, current issues, and solutions for raising personnel qualifications.

Avezov I (2019) and other Uzbek scientists have examined the variables affecting hotel service quality. As important measures of service quality, the study evaluated employees' qualification and capacity to satisfy client requests. It was specifically determined that the issues that plague Bukhara hotels, like inadequate training and instructional strategies, do not satisfy contemporary standards.

Modern ways to staff training have been proposed globally by scholars like Kotler (1997) and Armstrong (2006). These include the implementation of continuous training programs, service standards, and the creation of motivational systems. They highlights that through staff professional development, hotel industry best practices are essential to enhancing service procedures.

Numerous issues with Bukhara hotels are linked to regional traits, according to existing assessments. Specifically, the research conducted by Shukurov M (2021) underlines the need to take into consideration the demands of the local labor market in upgrading the qualifications of employees. Furthermore, the implementation of interactive training techniques and the usage of contemporary technologies are seen as crucial elements in boosting productivity in the service industry. Adapting foreign expertise to local settings is crucial for hotel worker

training, according to other studies. For instance, Shokirov N. (2018) suggests that training programs should emphasize practical knowledge, build client communication skills, and teach foreign languages. According to this study, it is crucial to make sure that recommendations for the professional development of staff in Bukhara hotels incorporate both domestic and international experience.

RESULTS AND DISCUSSIONS

The study indicates opportunities for development to increase service quality and provides important insights into the qualifications of staff in Bukhara's hotel business. According to the findings, there is a notable lack of advanced customer service training, linguistic competency, and awareness of contemporary hospitality trends, even though many staff have rudimentary hospitality abilities. The overall visitor experience is impacted by these shortcomings, especially for foreign visitors.

The study comprehensively examined the current state of personnel qualifications in Bukhara hotels and the possibilities for their improvement. The results obtained showed the following:

RESULT:

1. **The current state of personnel qualifications:** The analysis conducted showed that the majority of employees working in Bukhara hotels have medium-level qualifications, among whom there is a shortage of specialists with sufficient knowledge and skills that meet the modern requirements of the industry. In particular, there are problems with the level of knowledge of foreign languages, adaptation to international standards of customer service, and the use of technologies.

2. **Key problems:**

- Hotels do not provide adequate training and professional development programs for staff.
- Employees' motivation for work is low, which reduces their interest in professional development, and it definitely affects hotels.
- There is a shortage of qualified personnel in the local tourism market and the hotel industry.

3. Qualification opportunities:

- Employees can be trained by organizing trainings and seminars for hotels with the participation of local and international experts SES (senior expert service).
 - It is possible to expand the use of technologies, for example, to develop the knowledge and skills of employees through online learning platforms.
 - Improving the employee incentive system, such as the reward system and providing career advancement opportunities, will help improve service quality.
- During the study, surveys and observations were conducted on the qualifications of employees and the quality of service in 10 hotels (medium and large) in Bukhara. A total of 150 employees and hotel managers participated in the study. As a result of the analysis conducted, the following indicators were presented:

1. Staff education level

The level of education of employees was distributed as follows:

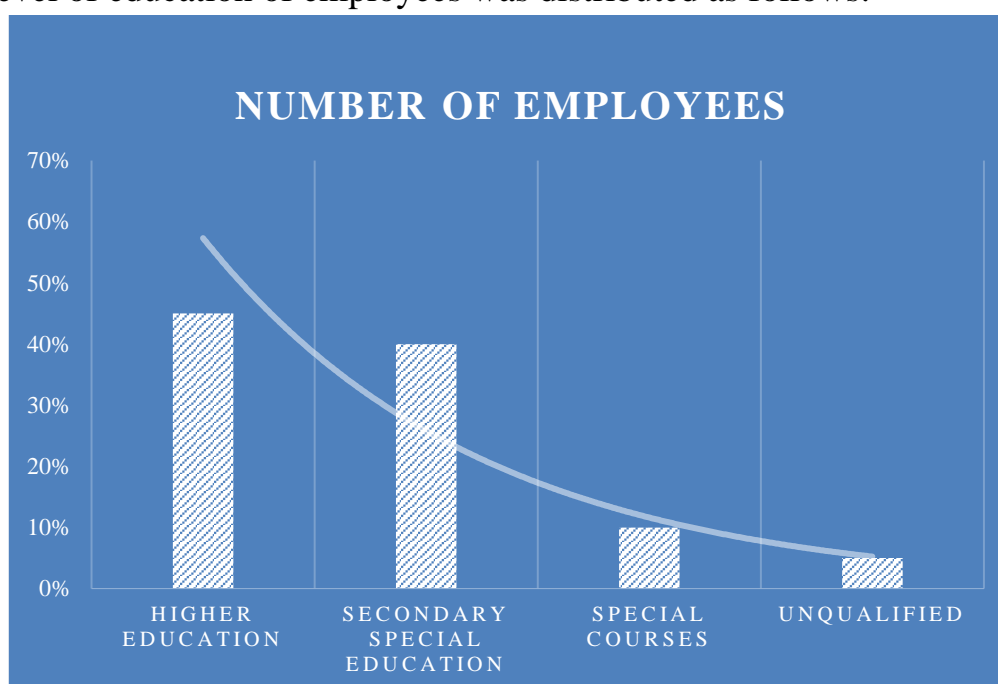


Diagram-1

Analysis

Although the number of employees with higher and secondary specialized education is relatively high, only 10% of employees have completed specialized courses relevant to their activities. This indicates a lack of professional development programs to improve service quality.

2. Key issues affecting service quality

Based on an employee survey, the following key issues affecting service quality were identified:

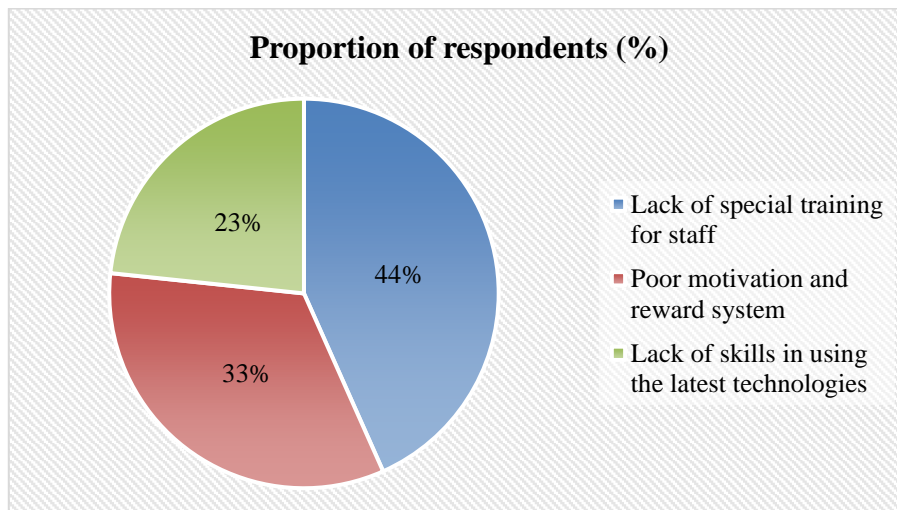


Diagram-2

Analysis

The results of the survey show that the main directions for improving the quality of service are the participation of hotel staff in training programs and improving the system of their remuneration. If the directions of using the latest technologies are also promoted, the qualifications of hotel staff will be further improved.

3. Opportunities for professional development

Hotel managers have identified the following opportunities for professional development:

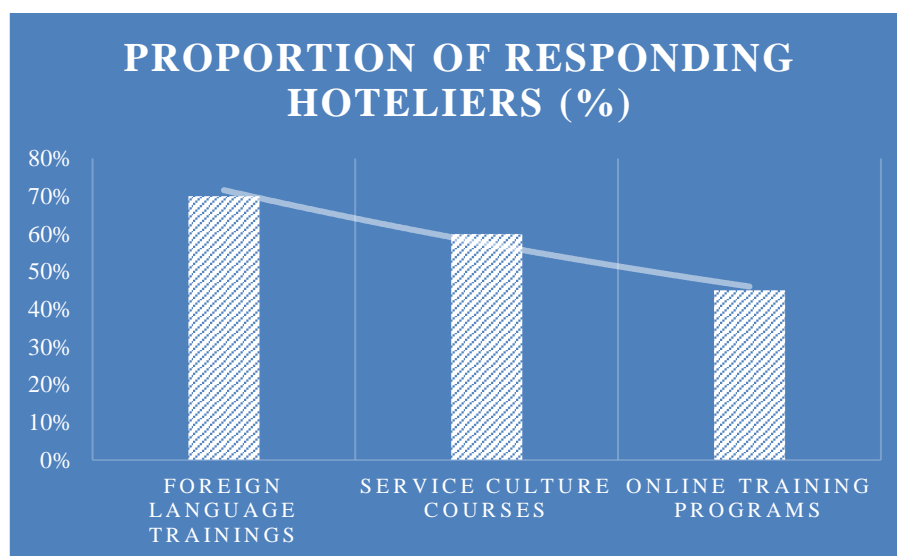


Diagram-3

Analysis:

According to hotel owners and managers, training in foreign languages and service culture plays an important role in improving the qualifications of employees. The capabilities of online learning platforms have not yet been fully mastered.

Discussions:

According to the findings of the study, it is essential to consistently raise personnel skills in order to boost competitiveness and service quality in hotels. In the process of professional development, it is essential to combine native traits with international experience. For instance, it is essential to adopt international standards while learning how to work with foreign clients in the service industry, while it is as important to learn how to serve local visitors in accordance with national norms and culture.

It was also determined that it is necessary to improve the system of training qualified personnel by strengthening cooperation between hotels and educational institutions (Bukhara State University, Bukhara Technical College of Tourism and Cultural Heritage). The measures developed to improve the qualifications of employees will not only improve the quality of services, but also make a significant contribution to the growth of Bukhara's tourism potential.

CONCLUSION

This study thoroughly analyzed the current state of personnel qualification in Bukhara hotels and the possibilities for its improvement. The results obtained led to the following conclusions:

1. Current problems of personnel qualifications:

- While most of the staff has a secondary education, there is a lack of skills that meet international standards of service delivery.
- The fact that hotels do not organize regular training programs and trainings for employees leads to a decline in service quality.

2. Key Opportunities for Professional Development:

- By implementing modern technologies, such as online learning platforms, it is possible to quickly and effectively organize training processes.

- o It is necessary to develop and implement special curricula on foreign languages and service culture.

3. The proposed measures:

- o Regularly involve hotel staff in professional development programs.
- o Strengthening cooperation with existing tourism and hospitality educational institutions in Bukhara.
- o Improving the employee incentive system, including expanding opportunities for rewarding and career advancement

The research findings have practical significance for hotels in Bukhara, helping to improve service quality and enhance customer satisfaction. By implementing these recommendations, it is possible to increase the competitiveness of the hotel industry not only in Bukhara, but also in other regions of the country.

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