

## Economic Development Mechanisms of Innovative Services in Bukhara Hotels

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### Abstract

*The the article focuses on the development of economic mechanisms for innovative services in Bukhara hotels, the use of foreign experience and the wide range of measures implemented in our country. The development of new innovative services in Bukhara hotels and their effective use will focus on the prospects of tourism development in the region. In addition, the analysis and comments on the economic performance of new innovative services in hotels, the importance of innovative new smart communications, subsidies for businesses operating in the hotel industry, measures taken to attract tourists to hotels. The article examines the best practices of foreign countries through the method of analysis of hotel development. Official statistics on the use of innovative services in the hotel sector were used. Methods of hotel development were analyzed on the example of countries around the world with many years of experience in the development of innovative types of services in the hotel industry. The policy of active innovative services in hotels, the use of innovative smart technologies in the industry and the application of experience in the training of qualified hotel staff in accordance with the economy of the region's hotels. The scientific article examines the relationship between the types of services in hotels and the potential of hotels with infrastructure facilities and their effective use. Today we are talking about the organization of the only "Smart innovative services" that are important for our country, the mechanism of mutual economic development of hotels.*

**Keywords:** *innovation, hotel services, infrastructure, hotel products, smart technologies, marketing, demand and supply, hotel staff, economy.*

### 1. Introduction

The beginning of the 21st century is characterized by a significant increase in the movement of people due to the growing demand for various types of recreation, the development of business and cultural ties, which determines the growing role of tourism in the world. Thus, over the past ten years, the volume of tourist arrivals in the world has increased by almost 40%, reaching 1.2 billion people by 2015, revenues from world tourism amounted to 1.245 trillion US dollars, which corresponds to 30% of world exports of services. According to the forecasts of the World Tourism Organization, the volume of world tourist arrivals by 2020 will exceed 1.5 billion people. (Gomilevskaya, 2016)

Today's hotels use different types of innovative technologies and new applications. Till recent times social media network defined as the favorable way of advertisement, promotion and marketing. Without doubt, critically important innovations in the hospitality business are OTA's and GDS's that changed systems of booking and reservation. (Davronov I.O., 2019)

The hospitality industry is one of the driving force of the world economy. The extended adoption of the latest and new technologies in hospitality industry over the recent years has essentially reorganized the way in which services are provided and received. The highly competitive environment of the hospitality industry drives the search for new methods and resources, elements of productive implementation. One of the core trends in this sphere is the progress and operation of a variety of innovations and new ways that can serve as a powerful incentive for the evolution of the hotel industry. All kinds of Innovations are essential for both the possibility and competitiveness of hotel enterprises. The systematic and ubiquitous use of innovations ensures the growth of enterprise performance (Olimovich, 2020).

As part of the superstructure of tourism, the hotel infrastructure occupies a special place and is the centre of the formation of the modern tourist market: in the structure of tourist expenses, the share of hotel services ranges from 17% to 30% after goods and transport costs.

Currently, the hotel business is one of the most developed businesses not only in Uzbekistan but also directly throughout the world. The development of the hotel market is especially pronounced in the regions of Uzbekistan, especially in Bukhara hotels where the demand for hotel services is increasing, and a limited number of companies offer quality accommodation. One of the ways to improve the quality of hotel services and the loyalty of guests can be called the introduction of innovations. But many enterprises either do not know about the innovations that can be applied in the hotel, or refuse them due to the high price.

In order to understand the role and value of innovations in the hotel business, as well as to assess the volume of costs for their implementation, we will consider the concept of innovation, the specifics of innovation as applied to the hotel industry, the innovations themselves that exist on the market and their cost.

Accommodation is the largest hospitality industry subsector in terms of total output. In fact, this industry accounts for approximately 20% of the total hospitality-related spending. The US hotel and motel industry had a total industry revenue of \$206 billion in 2019, outperforming the wider economy for the last 5 years prior. The accommodation subsector supplies approximately 2.1 million jobs in the using 2017 alone, tourists spent over \$300 billion on traveller accommodation. There are approximately 9 million guest rooms in the US, from budget motels to 5-star hotels. In 2020, hotel occupancy averaged just 44%, which is 33% lower than in 2019. Meanwhile, the Revenue per Available Room (RevPar) was just \$45, which is 48% lower than in 2019. (U.S. Travel Association)

After reaching its best pandemic performance in September with a year-on-year growth rate of -28%, the year-on-year change in hotel occupancy once again fell to -35% in November before slightly improving to -32% in December 2020. (U.S. Travel Association) Luxury hotels performed the worst during the pandemic, with only 21% occupancy in December 2020 compared to 68% in December 2019. (U.S. Travel Association) On the other hand, economy hotels performed better, with 45% occupancy in December 2020, just 3% below December 2019 (48%). (U.S. Travel Association) As the hotel sector was heavily impacted by the COVID-19 pandemic, hotel brands could lose up to 20% of their cumulative value, equating to \$14 billion. (Brand Finance, 2020) How do different factors influence accommodation decisions? At 41% location weigh heavily in accommodation decisions followed by family needs (39%), price (36%, family friend offerings (31%), room size (31%), and deal/promotion (21%). (Expedia Group, 2019) Interestingly, 37% of vacation travellers prefer staying at a value hotel than at a shared lodging. (PwC, 2019) Once checked in, 90% of millennials connect to the hotel WiFi. (PwC, 2019) 58% of family travellers stayed in a hotel on their last trip. On the other hand, 21% stayed in a resort, 17% were hosted by friends/family, and 16% stayed in a vacation rental. (Expedia Group, 2019) In light of the pandemic, 50% of travellers say mask enforcement is their leading factor in deciding where to stay. (Expedia, 2020). (Gilbert, 2021)

The evaluation of innovation on hotel execution has been by and large brought out through bookkeeping measures, which depend on the figures that show up in the organization's accounting report and pay proclamation. Despite the fact that these actions give a verifiable record of the at various times circumstance of the firm, they can be inadequate in light of the fact that they don't join financial backer assumptions for future benefits; they could prompt disarray because of the insufficiencies intrinsic in their reliance on various shows (e.g., the pace of devaluation), which make examinations troublesome; they don't mirror all the chance expenses upheld by the hotels, and they don't permit the change of contrasts in execution for contrasts in the danger upheld by the hotel organizations.

## 2. Literature Review

Dzhandzhugazova E.A. claims the highly competitive climate of the hospitality business drives the quest for new ways and components of productive execution. One of the centre patterns in this circle is the turn of events and the utilization of an assortment of innovations and new components that can fill in as an incredible driving force for the improvement of the accommodation business. Innovations of different sorts are fundamental for both the feasibility and intensity of inn endeavours. The methodical and pervasive utilization of developments to guarantee the development of big business execution is currently perceived by a wide scope of specialists and rehearsing chiefs. (Dzhandzhugazova E. A., 2016)

Nikolskaya E.Y., Kovaleva N.I., Uspenskaya M.E., Makshakova N. I., Lysoivanenko, E. N., and Lebedev K. A. focus on that innovative action in the hotel business is focused on the creation and presentation of developments. For this situation, the innovations may incorporate the utilization of cutting-edge data and telecom technologies; flawlessness of the innovation of delivering lodging services; making of new kinds of hotel administrations; models of hotel entrepreneurship; the arrangement of key unions; presentation of current types of running hotel edifices. In these conditions, the lodging business has as of late changed terribly because of the presentation of innovations. The focal inclinations of its improvement are the arrangement of lodging networks; the extending of inns' specialization; the improvement of an organization of little undertakings of inn business; the presentation of cutting-edge media transmission advances; direction to biological similarity; the expansion of openness of some new inns.

Studies develop a conceptual framework that sheds light on whether institutional pressures (i.e., normative, mimetic, and coercive) and corporate support can improve innovative behavior across different societies and the moderating role of national cultural dimensions on this link. The results indicated that both institutional pressures and corporate support have positive influence on employees' innovative behaviour. Furthermore, Hotels in cultures with high levels of individualism and low levels of uncertainty avoidance, power distance, and masculinity will indicate higher levels of innovative behaviour in response to corporate support programs. While, hotels in nations with high levels of power distance, collectivism, uncertainty avoidance, and masculinity will indicate higher levels of innovative behaviour in response to normative, mimetic, and coercive pressure. These findings provide important implications for innovative behaviour by developing and validating a multilevel model empirically in the hospitality context (Riyad Eid., 2020).

Every one of these is given by the way that lodging ventures are framed because of the cooperation of authoritative and financial relations. To upgrade their seriousness on the lookout, they are joined into chains, which attempt to broaden their impact on the planet to the detriment of expanding the number of lodgings and advancing exclusive requirements of administration. In the lodging industry, globalization measures are followed best of all by the case of the area of convenience offices for vacationers, in which transnational organizations areas worldwide inn organizations, global inn networks and global hotel consortiums. (Nikolskaya E. Y., 2018)

Innovation is a means for obtaining competitive advantages in the tourism and hospitality sectors. However, the innovations, knowledge, and technologies acquired may be easily accessible for competitors. In his studies which is based on interviews with 115 senior managers, seeks to show how tourism and hotel firms innovate, and how the achievement of successful innovations is possible. A model for business innovation is proposed, which takes full advantage of internal and external sources of innovation for the generation of sustainable competitive advantages. The findings show the effects of business model innovation and business concept innovation. The adoption of new models and concepts that support innovation are shown to be important. Specifically, the keys to successful incremental and radical innovations lie in adopting a new contextual and conceptual framework through which

innovations can occur and customer needs can be met, thereby giving rise to new competitive advantages. (E.Souto, 2015)

The research paper for developing the quality of hotel and lodging services on the innovative criteria have been characterized in the works of Kusina, Alymbekova, Kutsenko, Berlin and Shishkina and Suzhaeva. By and by, the tricky issues, concerning the mind-boggling examination of the dissemination of innovations in the hotel business, remain deficiently divulged.

### **3. Research Method**

The article examines the best practices of foreign countries through the method of analysis of hotel development. Official statistics on the use of innovative services in the hotel sector were used. The scientific article used methods such as theoretical observation, comparative analysis, systematic approach, synthesis, observation.

### **4. Result and discussion**

Today, the introduction of innovations in the hotel business in the economy of a developed country is of paramount importance. Their economic profitability, winning in a competitive market, the transition from the old service to the new method, the development of any new innovative services will greatly increase the quality and development of services in the hotel industry.

Besides, one the most basically fundamental viewpoint is an all around planned and better worked inn site and different utilizations of hotels. What we can do about this specialized component? As a matter of first importance, we should focus closer on ICT workers and better work with hotel sites: data about lodgings, criticism, photos& recordings, Booking frameworks, hotel conveniences, rooms and suites, and so forth Furthermore, we need to make cell phone applications for blasts, the most advantageous methodology, as I would see it. This application will be utilized as guide, information stockpiling, broadcaster about deals and inn associated news (Davronov, 2021)

Nowadays in Bukhara, there are 320 accommodation tools altogether. And most of them needs new innovative services. Because with new innovative services most accommodation tolls can find their right place in a competitive market. It is necessary that hotels implement new innovative services through the economic mechanism. With the economic mechanism, they can show their efficiency in many sectors.

Based on the experience of countries such as India, Turkey, Japan, France, Germany, the development of innovative services in the hotel industry, automation of their management, preventing and tackling the factors that attract hotel development through innovative services, Identifying hotspots and pursuing active innovation will play an important role in the development of the country.

With this in mind, the qualification of staff in the hotel industry, of course, plays a key role in the implementation of innovative services. Therefore, the hotel should pay special attention to these components as well.

The increased ability of a hotel to innovate, compared to its competitors and expressed as greater investments in human and capital resources plus improvements in internal administration processes, allows an increase in the quality of the services. Hotel innovation and performance provided to customers, together with higher satisfaction levels, greater value offered by the company and a better market image, which are key variables to obtain a sustainable, long-term competitive edge and economic and financial profits. For that reason, hotels limiting investment in innovation due to the crisis or those that have limited such investments to reactive actions (basically innovation to reduce costs) should review their

decision and deem the creation of new services and process improvements a priority. They should start seeing investment in innovation as an opportunity to combat the current excessive offer – especially in cities – and the price drops seen in recent years (Sara Campo, 2014).

An innovation arranged the travel industry approach needs to fret about the assets that animate the procedure of development. These incorporate what are known as “advancement creation systems”. These systems advance a soul of big business and the improvement of new plans of action, pulling in extra venture for the recharging of hardware and establishments. At last one must not overlook that the travel industry development procedure happens in a given area. There are various exogenous and endogenous components which impact this procedure. It is not the level of development an economy has already achieved that determines its future success. Economic growth depends far more on a country’s willingness and ability to constantly call itself into question and adapt to changed circumstances. In this context innovations not only lead to the creative destruction of existing structures. They further develop and complete the offer that already exists in a given economy. They thus have an effect which is cumulative (Olimovich D. I., 2020).

In order to survive in a world where many things are built on competition today, a hotel must not only adapt its service to changing conditions but also change the way it is manufactured and implemented. Technological hotel innovation production is characterized by changes in the hotel industry. Typically, the change process begins with gathering information about market conditions, consumer demand, competitors’ opportunities and capabilities, new developments, and their application. Based on the analysis of the collected data, each hotel will start producing its own innovative types of services. In the process of production, when an outdated method is replaced by a completely new and improved method, small changes gradually occur, and sometimes radical changes occur. Process innovation involves the development and introduction of technologically new or significantly improved ways of providing services. These types of innovations are based on the use of new production equipment, new methods of organizing the production process or a combination thereof, as well as the results of research and development.

**Table-1. Criteria for the development of innovative services in foreign countries**

<b>Strategies for the use of innovative services in the hotel industry</b>	<b>Germany</b>	<b>India</b>	<b>USA</b>
<b>Development of innovative services</b>	Availability of new innovation technology, comprehend to be more innovative than the competition through hotel services, using distance programs for improving hotel staff professional development	Hotels should depend on generally speaking digital manners and ensure that their framework scene is completely associated. The automation of cycles and an innovation ecology system that offers adaptability will be a higher priority than any time in recent memory later on.	High smart tech technologies, improving innovative service from hotel guests demand
<b>Prospects for future use of innovative services</b>	Holographic technology, eco-friendly electricity, impeccable service and futuristic vision	Landscapes with 360 panoramic views, smart technologies whole hotel rooms	Tourist experience with high and powerful technologies in all hotels, hotel robot staff

*Source: done by author*

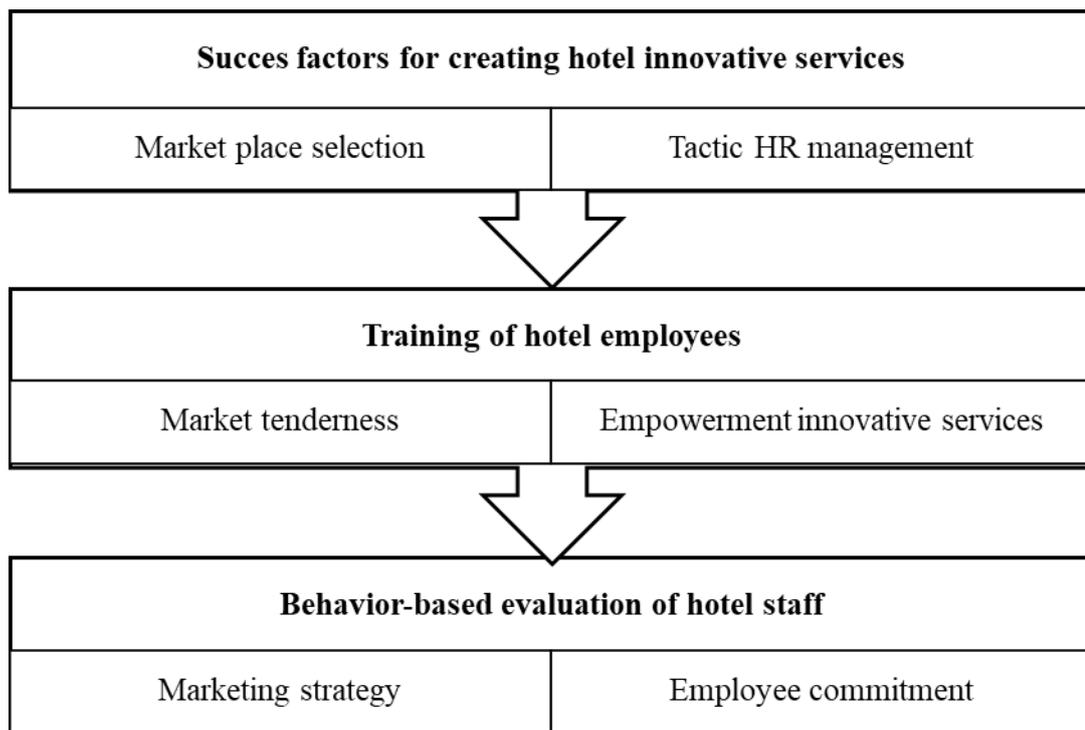
Analyzing the data in this table, we can see that developed countries use a wide range of innovative services. We have given an example to analyze only the most important ones. This means that in Germany, the use of innovative services in the hotel industry is mainly based on new technologies. From the architecture of hotels to the internal structure, the latest modern technologies are used. In addition, staff development is achieved through innovative skills courses. Nowadays, due to the pandemic conditions, the training of personnel skills is carried out through remote, ie mobile applications, through which they learn. If we analyze future innovations, mainly through the use of holographic technologies in the provision of hotel services, hotel customers will be able to see the quality of existing services. If we analyze the hotels in India, mainly the use of digital automation systems is highly regulated, and we know that the country ranks very high in terms of information technology. With this in mind, the use of information technology to facilitate work, especially in hotels, is highly regulated in this country. As for future innovations, it is expected that in the future there will be plans to use the service in a 360-degree panoramic manner, with views around the hotel from each room. As for USA hotels, the use of high-tech technologies is mainly based on the demand of guests. In the future, it is planned to use robots as hotel staff to improve the quality of service.

Based on foreign experience, the use of these innovative services can be very cost-effective in Bukhara hotels.

The domestic tourism market faces the following tasks for the development of innovative technologies in the hotel industry: increasing the responsibility of the government, which relies on the development of tourism; ensuring security measures and providing tourists with timely information; strengthening the role of public-private partnership in the development of hotel infrastructure.

Customers feel the quality is very good. A high-quality hotel knows exactly what the market demands of it. The service offered by the hotel must be targeted to a specific market. 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 entire team. 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. Apply basic organizational principles at work these systems include staff recruitment and training, service procurement procedures, management information systems, room reservation systems, hotel equipment maintenance systems, quality control, and supply systems. Hotels that provide quality service will have better operating procedures (Olimovich D. I., 2020).

Table-2. Hotel quality development



*Source: done by author*

Taking into account foreign experience we can analyze from chart next proposals. This led Bukhara hotel to improve innovative service to hotel quality development.

**Market place selection.** Market determination ends up being the main factor in deciding achievement when growing new services. Hotel managers can perceive that both the potential and the engaging quality of the objective market are significant issues. The potential identifies with both the current and the future size of the market, the two of which should be sufficiently huge to guarantee an advantageous return. Since hospitality organizations regularly need to make huge financial speculations, the innovations that are seen as fruitful by supervisors are those that discharge a practically quick HQI while additionally encouraging a drawn-out volume potential (e.g., building a picturesque restaurant view on the housetop). This recommends that effective hospitality associations have a firm comprehension of the possible size of the market they focus on with their innovations.

**Tactic HR management (THRM).** The hierarchical methodology has advanced toward an asset-based hypothesis of the upper hand, stressing the inside assets of an association and surveying HR as a wellspring of value. This change in consideration has happened in light of the fact that different wellsprings of the upper hand are simpler to procure or duplicate than is workers' expertise. THRM can be characterized as "the example of arranged HR arrangements and exercises expected to empower an association to accomplish its objectives. The critical contrast between customary originations of HR the executives and THRM is the degree to which HR the board is coordinated with the essential dynamic cycles that immediate hierarchical endeavours to adapt to the climate. Effective activities will be created by lodgings that have HR rehearses that are better than those of the opposition, assume a critical part in MCR, are connected to key business arranging and are adaptable to changing business sector needs. Such a way to deal with HR the board practices may be hard to duplicate. Thusly, such practices draw in magnificent staff individuals, who are seen to be esteemed by the executives. Given this methodology by the board, representatives are seen as an upper hand and not as an expense factor.

**Training of hotel employees.** Staff training is a key achievement factor that incorporates arranged projects to improve the performance of people and gatherings of workers. This, thus, suggests changes in representatives' information, abilities, perspectives, or social conduct. Preparing for employee development is basic to upgrading cutting edge skills and is significant in the dispatch arrangement phase of the development cycle. The consequences of the relapse investigation uncovered that preparation isn't just seen as a high need in effective autonomous hospitality developments yet additionally that it should be directed by a systematically organized methodology. As such, effective new help projects utilize both general and explicit abilities preparing just as give client contact representatives preparing for sharpening relational abilities. As a result, effective NCD projects burn through cash on preparing staff both for fostering the instrumental abilities engaged with conveying the new help and for creating staff individuals' adaptability and versatility to new errands.

**Market tenderness.** This identifies with the fit between the new service and the requests of the market. The estimation scale basic this factor and the outcomes propose that effective innovations have an undeniable degree of market tenderness. Such innovations depend on dynamic statistical surveying and react both to genuine and expected client interest. Our outcomes feature the possibility that fruitful innovations require close client contact, nitty-gritty shopper examination, and far-reaching comprehension to recognize among what may be a craze, a style, or surely a pattern. Successful client responsiveness in this manner depends on the capacity to appreciate the market and on skillfully prepared and adaptable staff individuals who can react to the market's difficulties. The capacity to react consequently supports market determination.

This alludes to the interaction wherein managers give personals the independence to practice command over work-related circumstances and choices. Innovation is best at foundations where hotel managers permit representatives to utilize their own judgment in taking care of issues. Supervisors at such properties are probably going to move obligations, give freedoms to individual drives, and show trust in their workers. The strengthening of representatives in the help business isn't just reasonable yet practically unavoidable. Workers need the adaptability to adjust their conduct to the requests of each help experience, subsequently addressing client needs adequately. Lawler and Bowen propose that strengthening is suggested when administration conveyance includes dealing with a relationship, rather than basically finishing an exchange. Purposes behind setting up a relationship with clients incorporate expanding dedication, acquiring thoughts regarding improving the assistance conveyance framework, and acquiring thoughts for new services.

**Behaviour-based evaluation of hotel staff.** Firmly identified with the other three representative administration management talked about already (THRM, strengthening and training), this measurement alludes to the strategy for and substance of how staff are assessed by the board. In such a manner, supervisors assess staff individuals' kind disposition and responsibility as clients would prefer to centre around explicit business-related results. It is significant that the administration applies similar characteristics for execution assessments as those utilized by clients. Such a methodology features the idea that the strategy of administration execution is a necessary chore and the chance to make fulfilment or even to enchant the visitor. By this norm, client assumptions ought to characterize worker job prerequisites and wanted conduct. Besides, conduct based assessment empowers representative execution that is predictable with clients' assumption for administration quality and is especially fit to client contact workers. Fruitful undertakings assess cutting edge representatives' presentations corresponding to workers' offering gracious support, being able to determine client protests and issues, addressing client needs, and being focused on the lodging and to the clients.

**Marketing collaboration.** A further key angle for fruitful new services for hospitality focuses on the fit among the innovations, the promoting blend, and the capacities of the firm.

An effective development finds a way into the current abilities and the item and service blend offered by the hotel accommodation. All in all, it is properly evaluated, publicized and conveyed. Directors see the help in its entirety as opposed to just by focusing on idealizing the specialized parts of the assistance. Collaboration alludes to the fit, position, and level of concordance in the item portfolio.

**Employee commitment.** While training and strengthening are significant parts of fruitful innovations, administrators explicitly recognize these working with boundaries and wanted results in staff's perspectives, especially during the dispatch. The innovation improvement measure is a bunch of legitimate exercises between thought age and the dispatch of the help. NCD ought not just viably train workers to engage with the assistance, yet representatives additionally need to comprehend and uphold the help so they are completely dedicated to it. Inward advertising is basic at this stage since it upholds the inspiration and responsibility of representatives toward the venture. Individual commitment and "taking possession" are requirements for carrying accomplishments to new administrations. They help defeat beginning challenges and forestall staff individuals from reprimanding others for disappointment.

The analysis shows that the development of innovative services in the hotel industry will be of great benefit to the hotel itself and the region. Because through the development of new innovative hotel services, Bukhara hotels can easily find their place in the competitive regions, through innovations, save the maximum amount of manpower and lead to high growth of hotel services.

The Government of Uzbekistan has approved a regulation on the allocation of subsidies to investors for the construction and equipping of new hotels, as well as the allocation of funds from the state budget for partial financing of organizations under the franchising agreement. Investors will receive a subsidy if the newly built hotel has a 3-star category and a room stock of at least 50 rooms, or a 4-star category and a room stock of at least 100 rooms. In this case, the newly built hotel must be commissioned by January 1, 2022. The allocation of subsidies to investors will be effective from January 5, 2019, until the additional fund of rooms of newly established hotels reaches 50 thousand. The organizations are partially financed from the State Budget of the Republic of Uzbekistan once a year for three years from the date of entry into force of the franchising agreement on the use of world-famous and prestigious hotel brands. The agreements must be effective after January 5, 2019. The total amount of partial funding for organizations will be a maximum of the equivalent of \$ 10 million. (National Database of Legislation of the Republic of Uzbekistan)

## **5. Conclusion**

Based on the above considerations, the following conclusions can be drawn:

- Based on the experience of developed countries in the hotel business, it is possible to develop a range of innovative services in the hotel industry based on the needs of guests, with a high level of use of information technology in the development of innovation. This will allow them to gain a foothold in a competitive market by improving the quality of hotel services.
- Achieving high economic performance by automating the services provided by the organization of innovative services in the hotels of our country, based on the experience of developing countries such as Germany, France and the United States. Because automation saves a lot of costs and will be a big boost to hotel growth in the future
- Step-by-step robotization of some types of services using USA RHB(Robotization in Hotel Business). For example, their use in emergencies and similar services

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