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АКАДЕМИЯСИ МИНТАҚАВИЙ БЎЛИМИ
ХОРАЗМ МАЪМУН АКАДЕМИЯСИ**

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ECONOMIC IMPROVEMENT OF INNOVATIVE SERVICES IN BUKHARA HOTELS

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Annotatsiya. Maqolada Buxoro mehmonxonalarida innovatsion xizmat ko'rsatishning iqtisodiy mexanizmlarini rivojlantirish, xorijiy tajribadan foydalanish va mamlakatimizda mehmonxona biznesida amalga oshirilayotgan keng ko'lamli chora-tadbirlarga alohida e'tibor qaratilgan. "Buxoro" mehmonxonalarida yangi innovatsion xizmatlarni rivojlantirish va ulardan samarali foydalanishda hududda turizmni rivojlantirish istiqbollari alohida e'tibor qaratiladi. Tadqiqot ishining maqsadi mehmonxonalardagi yangi innovatsion xizmatlarning iqtisodiy samaradorligini tahlil qilish va sharhlashdan iborat.

Kalit so'zlar: innovatsiyalar, mehmonxona xizmatlari, infratuzilma, mehmonxona mahsulotlari, aqlli texnologiyalar, marketing, mehmonxona xodimlari.

Аннотация. Статья посвящена развитию экономических механизмов инновационных услуг в гостиницах Бухары, использованию зарубежного опыта и широкому спектру мер, реализуемых в нашей стране. Развитие новых инновационных услуг в гостиницах Бухары и их эффективное использование будут сосредоточены на перспективах развития туризма в регионе. Цель исследования - проанализировать и прокомментировать экономические показатели новых инновационных услуг в отелях.

Ключевые слова: инновации, гостиничные услуги, инфраструктура, гостиничные продукты, умные технологии, маркетинг, персонал отелей.

Abstract. 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 implementation 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. Purpose of the research work is to the analysis and comments on the economic performance of new innovative services in hotels.

Keywords: innovation, hotel services, infrastructure, hotel products, smart technologies, marketing, hotel staff.

Introduction. In 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. [17].

As part of the super structure of tourism, the hotel infrastructure occupies a special place and is the center 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 business 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.

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%) [18].

Materials and methods. 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.

Dzhandzhugazova E.A. (2015) claims the highly competitive climate of the hospitality business drives the quest for new ways and components of productive execution. One of the center patterns in this circle is the turn of events and 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 [3].

Nikolskaya E.Y., Kovaleva N.I., Uspenskaya M.E., Makshakova N. I., Lysoivanenko, E. N., and Lebedev K. A. (2018) 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.

Every one of these are 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 quantity of lodgings and advancing exclusive requirements of administration [5].

The research paper for developing the quality of hotel and lodging services on the innovative criteries have been characterised in the works of Kusina et al. (2014), Alymbekova (2016), Kutsenko (2015), Berlin and Shishkina (2013) and Suzhaeva (2014). By and by, the tricky issues, concerning the mind-boggling examination of the dissemination of innovations in the hotel business, remain deficiently divulged.

Results. 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.

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.

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.

Table 1

Criteria for the development of innovative services in foreign countries

Strategies for the use of innovative services in the hotel industry	Germany	India	USA
Development of innovative services	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 a 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
Prospects for future use of innovative services	Holographic technology, eco-friendly electricity, impeccable service and futuristic vision	Landscapes with 360° panoramic views, smart technologies whole hotel rooms	Tourist experine with high and powerful technolgies 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 the 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.

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 issue. 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.

Tactic HR management (THRM). The hierarchical methodology has advanced toward an asset-based hypothesis of upper hand, stressing the inside assets of an association and survey HR as a wellspring of value. This change in consideration has happened in light of the fact that different wellsprings of 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.

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 of employee development is basic to upgrading cutting edge skill 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.

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.

Empowerment innovative services. 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.

Behavior-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 manner, supervisors assess staff individuals' kind disposition and responsibility as clients would, prefer than center around explicit business-related results. It is significant that administration apply 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 fulfillment or even to enchant the visitor. By this norm, client assumptions ought to characterize worker job prerequisites and wanted conduct.

Marketing collaboration. A further key angle for fruitful new services for hospitality focuses to 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.

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.

Discussion. 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 [19].

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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