Directions For Evaluating The Competitiveness And Quality Of Hotel Services

Istamkhuja Olimovich Davronov

Lecturer, Tourism and Hotel management department

Bukhara state university, Uzbekistan

Annotation: the article provides details on the evaluation process and the competitiveness of hotel services. Many hotel businesses have concentrated on raising the quality of their offerings and maintaining their competitiveness in recent years, particularly in the wake of the pandemic. By utilizing the newest digital technologies, some hotels are attempting to raise the quality of services they provide. The article provides information about hotel performance as well as thoughts regarding the methods used to assess service quality.

Keywords: hotel, quality, standards, competitiveness, hotel services, demand, quality standards

INTRODUCTION

The growth of the service sector is crucial to the establishment of the market economy during the economic reform process. Rapid development of the hotel industry's service sector is becoming more and more necessary given the Republic of Uzbekistan's current stage of development and the modernization of the country's economy. This field is receiving particular attention from our nation. Furthermore, a great deal of effort is being done in this regard since the government has accepted the relevant regulatory documents for the industry's development.

In the current tourism services market, one of the elements guaranteeing the financial success of the business is the effective management of personnel in the hotel industry and the utilization of their potential. [1].

When evaluating the level of services provided by the hotel business, it is important to acknowledge that different labor products can fulfill the needs of both domestic and international customers. On the other hand, when viewed through the lens of official regulations, choosing the names for quality indicators, figuring out how much they

should be worth, and defending the optimal choices for managing product quality can all be summed up as a series of actions involving the values of basic and relative indicators. To put it another way, the following procedures make up the evaluation of the quality level: selecting a set of quality indicators; measuring, that is, comparing a set of parameters on a scale.

A customer's assessment of the quality of hotel service is based on his or her perception, which shapes an emotional state of mind toward the hotel business that can be either favorable or negative and describes the degree (general level) to which the level of service meets the customer's expectations. The guest's evaluation of the level of service he received is the quantitative feature of this emotional state, or its strength, represented as a positive or negative number on a certain scale.

LITERATURE REVIEW

Foreign scientists including F. Bastiat, T. Him, R. Brymer, S. Bartlett, K. Enerton-Thomas, J. R. Walker, and H. A. Shrepler in World Experience have written about these subjects in their books. In other words, it allowed for the formation of a body of knowledge that includes the concepts of interaction with other service areas, the laws governing the development and indications of quality service in hotels, and the theoretical aspects of this service. These scientists have highlighted these concepts in their scientific works.

Scientists from the Russian Academy of Sciences (CIS) such as L. Agafonova, V. Apopiya, S. Baylik, M. Boyko, A. Vinogradskaya, G. Volkov, and S. Vassilin have investigated certain theoretical and practical elements of the hotel industry. In-depth research was also done on I. Egorova, L. Ivanova, V. Karsekin, V. Kvartalnov, N. Kuznetsova, M. Pivovarova, A. Rumyantseva, and T. Tkashenko. Numerous scientists have highlighted that exceptional service will be the key to satisfying guests' needs in hotels in the future.

It should be highlighted that there aren't many academic studies that present the findings of foundational research on hotel services systems and how they currently affect the caliber of hotel services while

METHODOLOGY

Research was conducted on national and international experiences pertaining to the growth and enhancement of service quality. The essay was created using scientific-theoretical, empirical observation methodologies, as well as observation and selection techniques. The utilization of both domestic and international statistical official sources in the research explains the validity of the research findings.

RESULTS AND DISCUSSIONS

A quality indicator is a numerical representation of a property that contributes to an object's quality and is relevant at specific stages of the object's life cycle. The parameters for its creation and delivery are referred to as the service, and the parameters for its transfer and preparation are referred to as the process. Quality indicators (objects), depending on the quantity of attributes to be described, can be:

-     Individual
-     Complex

A quality indicator that only relates to one aspect of the product is called a single quality indication (average shelf life - shelf life, etc.). A benchmark is necessary for any measurement (meter, kilogram, etc.) The primary quality indicator is the one of the item used as a standard in the comparative evaluation of quality. Keynotes can be simple or intricate.

The ratio of the evaluated object's quality indicator to the basic quality indicator, stated in relative units, is known as the relative quality indicator. A complex quality indicator refers to multiple aspects of the object's quality in one indication.

A detailed (complex) quality indicator enables the description of an objects or a set of related attributes' quality. Integral is one kind of complex quality indicator. This complex quality indicator shows the relationship between the object's intended use and its creation costs divided by the overall useful impact (S) that the object yields.

A quality indicator known as the "overall quality indicator" refers to the entirety of its attributes, which are chosen to assess the overall quality of the object.
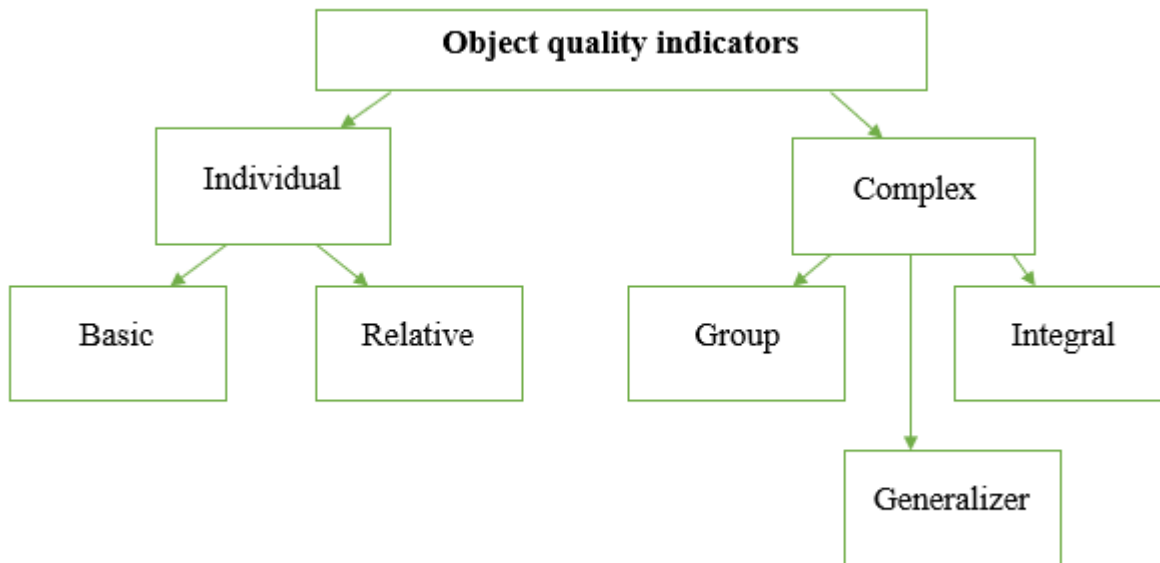
Classification of quality indicators

The evaluation result, the system of values for the object's quality characteristics, and the relationship between the primary (standard) values of the parameters all contribute to the determination of the quality level, which is a relative ratio.

The general quality of services is affected differently by various service features. Therefore, when they are scaled to determine the level of service quality in a thorough service quality evaluation, both quality indicators and relative quality indicators should be considered with specific changes known as weighting coefficients.

Although the nomenclature and quantity of quality indicator groups vary throughout monographs and methodologies, they are all essentially similar to one another. This content-based classification is the broadest one available.

Experts distinguish six main groups of quality indicators: quality indicators in relation to product characteristics, quality indicators according to the number of reflected features, quality indicators according to the detection method, quality indicators according to the color of the detection steps, quality indicators according to the dimensions of the reflected measurements, quality indicators according to the importance in the assessment
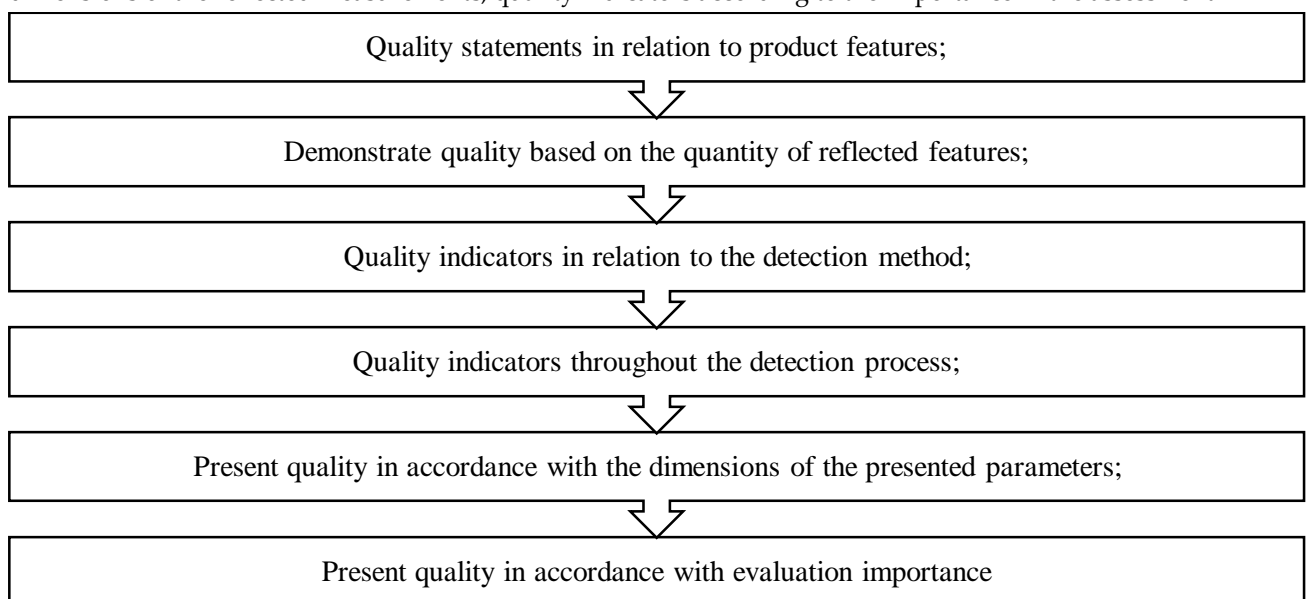

Figure-2. Main groups of quality indicators

There are various forms of quality indications that match to distinct product classification symbols.

1	Classification symbol	Indicator types
1	2	3
1.	Regarding product types	1. Expediency 2. Reliability 3. Technological 4. Savings 5. Aesthetics 6. Standardization 7. Patent law 8. Economic
2.	Number of features to display	1. Individual 2. Complex
3.	Ways of detection	1. Means 2. Accountable 3. Statistics 4. Organoleptic 5. Expert 6. Sociological 7. Combined
4.	Detection process	1. Projected 2. Production 3. Operational 4. Predictable
5.	The size of the displayed dimensions	1. Absolute 2. Cited 3. Dimensionless
6.	Importance according to quality assessment	1. Main 2. Extra

Figure-3. The main types of quality indicators

The table shows that there are various sorts of quality indicators, each of which describes a different aspect of the product, in each of the six primary groups.

The establishment of an emotional mental image of the discrepancy between the expected and actual service received by the guest is recognized as the basis for the consumer's assessment of the quality of hotel service. This mental image is defined by the intensity (level) and direction of the hotel (based on the guest's perception and assessment of the salient features of the received service). is developing into a sentimental state. Extremely happy mood: excellent quality and satisfaction. Extremely negative attitude: low quality, significant degree of unhappiness. This mood's qualitative evaluation has a quantitative component.

The guest starts from his expectations when he perceives and assesses the value of the service he received. When providing services, personnel are guided by their own expectations as well as the demands of management. Workers view it as the most plausible interpretation of the visitor's expectations. In addition to regulating the requirements for employee work in instructions, standards, and technical documents based on external regulatory documents that set mandatory and defined requirements, the hotel's owners and management have their own expectations about what guests should expect.

With this "conflict of expectations" in the background, the guest's perception of the service is unquestionably accompanied by the highest positive feelings, and he provides the highest evaluation of quality if:

¬ the expectations of all parties involved in the service delivery process - the client, employees, managers, and owners of the enterprise - are compatible with each other;

¬ ensures staff service is fully consistent with expectations that have been mutually agreed upon.

The processes of perceiving and evaluating service quality are one and the same. The local guest's perception and the assessment of the level of execution of each received service process step are components of the process of perceiving and evaluating the quality of the received service. The basic process of assessing the quality of a service is

concurrently the element-by-element process, but the sum of the executed elements distills the overall perception of quality.

The creation of a model of perception and evaluation of perceived service quality by the visitor that corresponds to a chosen typology of service elements is determined by this typology. The availability of such a model allows for the pairwise comparison of various interested parties, such as guests and employees, guests and management, and management and employees, as well as the prediction of the evaluation of the quality of freshly generated hospitality items. As a result, the interested parties' quality functions are approximated [2].

CONCLUSION

The outcome of the overall evaluation and assessment of the service's quality is therefore the algebraic sum of the individual outcomes, or the outcome of the evaluation of each additive element's quality that has been adjusted for the impact of the pertinent multiplicative elements. The issue of an inadequate hotel environment is well recognized in general thanks to the experiences of international hotel businesses. This is what a poor corporate culture costs. An essential component of the quality management system is the assessment of service quality.

In addition to offering a foundation for analysis and managerial decision-making, which permits control over the quality of the services, it also offers the feedback required for reliable and competent system development.

REFERENCES

NORCHAYEV A.N., ALIYEVA M. T., XALIMOVA F. N. (2019) "MEHMONXONA XO'JALIGIDA INNOVATSIYA":-O'QUV QO'LLANMA:- TOSHKENT – «IQTISODIYOT»

Муртазалиев, З. Р. (2011). Совершенствование системы управления качеством услуг на предприятиях гостиничного бизнеса, г.

Гаранина, Е. Н. (2015). Клиентоориентированная концепция конкурентоспособности гостиницы. *Вестник РМАТ*, (1), 78-89.

Донец, А. А. (2013). Повышение качества услуг как инструмент управления конкурентоспособностью гостиничного предприятия. *Russian Journal of Economics and Law*, (4 (28)), 138-143.

Котлярович, А. П. (2021). Способы повышения качества обслуживания в индустрии гостеприимства. In *Новая экономика, бизнес и общество* (pp. 1178-1181)..

Морозов, М. А., & Львова, Т. В. (2008). Анализ влияния качества средств размещения дестинации при организации делового туризма. *Вестник Российского нового университета. Серия: Человек и общество*, (4), 138-141.

Назаркина, В. А., & Штейнгольц, Б. И. (2014). Особенности потребительского спроса в гостиничной сфере. *Наука о человеке: гуманитарные исследования*, (2 (16)), 122-126.

Погорелова, Э. И., & Сергеев, А. А. (2017). Качество обслуживания туристов в гостиницах как фактор привлечения туристов. *Интерактивная наука*, (11), 193-196.

Davronov, I. O. (2021). Economic Importance of Innovative Technologies for Improving Hotel Services. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, *1*(3), 169-175.

Davronov, I. O. (2021). Economic Development Mechanisms of Innovative Services in Bukhara Hotels. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, *1*(6), 500-509.

Davronov, I. (2022). IMPROVEMENT OF QUALITY INNOVATIVE SERVICES IN BUKHARA HOTELS. *" Экономика и туризм" международный научно-инновационной журнал*, *1*(3).

Davronov, I. (2023). THE CONCEPT OF SERVICE QUALITY IN COMPETETIVE HOTEL BUSINESS. *" Экономика и туризм" международный научно-инновационной журнал*, *3*(11).

Davronov, I. O. THE MAIN STRATEGIC DIRECTIONS OF INCREASING THE COMPETITIVENESS OF HOTEL SERVICES IN THE BUKHARA REGION.

Давронов, И. (2023). MEHMONXONA XIZMATLARI RAQOBATBARDOSHLIGI VA SIFATINI BAHOLASH USULLARI. *Ижтимоий-гуманитар фанларнинг долзарб муаммолари/Актуальные проблемы социально-гуманитарных наук/Actual Problems of Humanities and Social Sciences.*, *3*(9).

Davronov, I. O. (2021). THE ECONOMIC IMPACT OF INNOVATIVE SERVICES IN THE HOTEL INDUSTRY. In *EUROPEAN RESEARCH: INNOVATION IN SCIENCE, EDUCATION AND TECHNOLOGY* (pp. 26-27).

Olimovich, D. I. (2020). Role of investment in tourism development. *Academy*, (5 (56)), 7-9.

Olimovich, D. I. (2020). The impact of innovative technologies for improving economy of hotels. *Asian Journal of Multidimensional Research (AJMR)*, *9*(5), 194-201.