

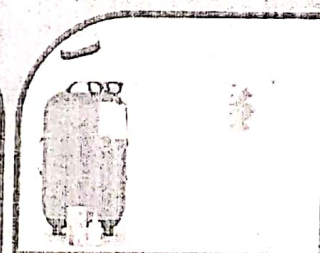
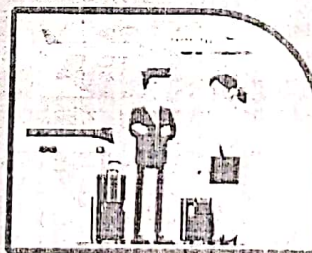


UZBEKISTAN

PANDEMIYADAN KEYINGI DAVRDA
TURIZMNI BARQAROR
RIVOJLANTIRISHNING
ISTIQBOLLI YO'NALISHLARI

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potential. With this in mind, the creation of virtual degree tours of each historical monument will not lead to a loss of interest in tourism in the future. *Thirdly*, advertising the country's rich history, culture and tourism potential on social media through various videos is also of great benefit. Because it is known from foreign experience that many countries with developed tourism have videos of various attractive destinations and travel destinations. And this, of course, will not go unnoticed by tourists. *Fourth*, the creation of quality tourist infrastructure, in which the creation of new special types of tourism will play an important role. That is, to create other types of domestic tourism racial tourism in addition to relying not only on the classic types.

Conclusion. It can be concluded, that for achieving high level of service quality in the hotels of Bukhara, first of all customer needs should be satisfied, factors that effect to interior and exterior performance of the hotel should be considered as a major issue. When hotels of Bukhara region correspond to international service quality measurement models or recommended one so then the number of visitors will also increase.

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PRIORITIES FOR IMPROVING THE QUALITY OF HOTEL SERVICES THROUGH INNOVATIVE DEVELOPMENT AFTER THE PANDEMIC

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Abstract: The thesis analyzes the priorities for improving the quality of services using innovative services in the hotel industry, mainly after the pandemic. Since the pandemic, many tourism industries as well as the hotel business have experienced major economic downturns. In today's competitive market, it

is important for hotels to use innovation to find and maintain their niche. Because nowadays, many tourists try to stay in cheap and comfortable hotels to make their trips around the world.

Keywords: hotel, services, innovations, smart tools, hospitality industry, development, hotel market, marketing tools.

One of the areas most affected by the pandemic today is tourism. Many hotels around the world have been forced to close due to the coronavirus, and the industry is in crisis in many countries. The potential of domestic tourism in Uzbekistan is far from being exhausted. According to polls, up to 60% of local people have not traveled outside their administrative district, and not many country's citizens have foreign passports. National tourism projects and demand support programs are intended to change the situation and ensure the loading of domestic hotels after the opening of the borders. How the hotels themselves can increase their attractiveness for tourists, and how the tourism business will develop.

The main results of the hotel's innovative activities are as follows is:

- improving the quality of customer service in the hotel;
- productivity of hotel staff and its fund;
- increase in security;
- decreased material capacity and stock capacity in the hotel industry, that is, an increase in the efficiency of financial and economic activities.

At the same time, based on additional resources, innovative activities in Bukhara hotels require research and development. The analysis of hotel innovation activities includes a comparison of the cost of innovation with the results of their implementation.

After the pandemic, we believe that innovative activities in the development, implementation, adoption and commercialization of innovations, mainly in hotels in Bukhara, will give good results if we can put into practice the following:

- conducting research and development work to develop innovative ideas;
- selection of necessary raw materials and supplies for the manufacture of a new type of product or service;
- development of technology for the development of new products or services;
- development and testing of new technical samples for the development of new products or services;
- development and implementation of new organizational and managerial decisions aimed at implementing innovations;
- research, development or acquisition of necessary information resources and information resources of innovations;
- training, education, retraining of personnel required to produce a new product or provide a new service;
- licensing, patenting, obtaining know-how or obtaining the necessary documents;
- organizing and conducting marketing research to promote innovation, etc.[1]

Determining the role of different forms of innovation and their impact on type, activity and sustainable performance provides valuable information for hotel managers in decision making. And we can see this in the following main aspects:

Technological innovations. Studies show that about 72% of executives are known to have implemented a significant portion of innovation in the technology category. After a careful study of the use of online technology, the hotels, Hotelious and AirBnB networks are convinced that there are significant differences in how they interact with guests before, during and after their stay in providing personal services to customers.

Top executives and top managers need to focus on the need to strengthen the industry's ability to adapt and innovate continuously by attracting investment in new technologies and constantly adapting to new technological opportunities. Because despite the importance of technology development, these hotels do not achieve significantly higher results in terms of overall customer spending and average room stay. It is necessary to increase the number of potential customers and increase their overnight stays in hotels by combining several forms of innovation through investments in new technologies.

Technological innovation is the transformation of technological knowledge into new products, new services or new processes introduced into their market, as well as significant technological changes in products, services and processes. Scientific knowledge is not enough to achieve innovation: much knowledge must be applied in an unreadable way (Landau, 1991). Technological innovation is also described as an improvement in the quality, price, speed, and quality characteristics of a product (Cohen &

Levinthal, 1990). These approaches are specific to the manufacturing industry and refer to the product as a company product

Service innovations. currently, one of the keys to hotel efficiency in the production of soft new innovative services are the value-added offerings that offer this unique, high-end service. This trend is mainly influenced by successful hospitality firms as service innovation is the main source among successful hotels. Therefore, the use of new innovative services remains the main impetus for the future of hotels.

Process innovations. Often, innovation in the hotel industry involves not only new services, but all innovative processes. Over the years, hotels have modernized their processes and optimized their operations through standardization. Over a long period of time, most hotels have shifted around traditional P&L processes (a profit and loss, P&L is the total amount of revenue from the sale of goods or services related to high line income or a company's core operations). Today, new processes combine consumer experience, e-commerce, big data, and digital change and revenue growth analysis.

Marketing innovation. About 40% of all firms have invested heavily in their marketing innovation strategies. Marketing innovation allows hospitality businesses to take advantage of customer satisfaction, and many hotels have put a lot of effort into developing brand loyalty through various marketing innovations, including online branding teams, new loyalty programs, or social media analysis. These innovations do not work on their own, as marketing innovations do not have a direct significant economic impact on hotels.

The World Tourism Organization is currently focusing on innovation and digital transformation strategies to anticipate, address and overcome new challenges and trends in tourism. Overall, with this strategy, UNWTO aims to create an ecosystem of innovation and entrepreneurship that maximizes the sector's potential in terms of digitalization of tourism and economic growth, job creation and sustainable development.

In conclusion, after the pandemic, many hotels need to use maximum innovation to improve their service quality, mainly to find and maintain their place in a competitive market. In entering the international market, managers need to develop an effective market entry strategy and improve strategies that will help the company compete in the external market. The international hotel industry can be discussed in terms of local hotels with the ability to serve international customers or multinational companies with a similar globalization impact, which is always approaching in the hotel industry

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MILLIY HUNARMANDCHILIK-XORIJIIY SAYYOHLAR NIGOHIDA

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Dolzarbligi. Milliy hunarmandchilik brendini yaratish zarurati, turizm sohasini har tomonlama rivojlantirish bugungi kunda pirovard maqsadimizdir. Xorijiy sayyohlarni jalb qilishning bir yo`nalishi bo`lib, milliy hunarmandchilikni kiritish mumkin. Chunki ko`p xorijiy sayyohlar asosan yurtimizning turistik jozibadorligini ko`rish bilan birga milliylikimizni ifodalovchi qadriyatlarimizga qiziqib tashrif buyurishadi.

Hunarmandchilik insonning ishlab chiqarish faoliyati bilan vujudga kelib, jamiyat rivojlanishi davomida asta-sekin dehqonchilik va chorvachilikdan ajralib chiqdi, turli ijtimoiy tarixiy davrlar doirasida texnika rivoji bilan aloqador holda takomillasha bordi, turli ixtisosliklar (kulolchilik, duradgorlik, temirchilik, misgarlik, binokorlik, tosh-tasharoshlik, o`ymakorlik, kashtado`zlik, tikuvchilik, to`quvchilik, zargarlik, degrezlik, rixtagarlik, zardo`zlik, bo`yoqchilik, kemasozlik, tunukasozlik va boshqalar)ga ajraldi.

O`zbekistonimizning turizmida tutgan o`rnini oshirish uchun ularni asrab avaylashimiz va ulardan unumli foydalanishimiz zarur. Chunonchi ular bizning o`zligimizni anglatib turadi. Hunarmandchiligimizni rivojlantirish va shu bilan birga chet ellik sayyohlarni o`zimizga jalb qilish bizning ustuvor maqsadimiz bo`lmog`i zarur. Prezidentimiz tashabbusi bilan tarixiy qadamjolarining qayta rekonstruksiya qilinishi, hunarmandchiligimizning rivojlanishida hunarmandlarni qo`llab quvvatlashlari bularning barchasi o`zligimizni saqlab qolish, ming yillardan buyon saqlanib kelayotgan hunarmandchiligimizni yuksaltirishga qaratilgan g`amxo`rlik deyish mumkin.

Biz hozirgi kunda turizm sohasida, uncha katta tajribaga ega bo`lmagan, faqat tanishuv turizmiga xos davlatimiz. Tarixiy obidalarimiz, milliy hunarmandchiligimiz, udumlarimiz, an`analarimiz bularning barchasi bizning boyligimiz hisoblanadi. Lekin uning ochilmagan qirralari juda ko`p. Undan qancha daromad olish mumkinligi haqida gap ketganda esa YIM ning 30 % ni tashkil etadi. Chunki hozirda yurtimizga tashrif buyurayotgan sayyohlar bizning tarixiy obidalarimiz bilan tanishish va boy hunarmandchiligimizdan bahramand bo`lish maqsadida yurtimizga tashrif buyurishayapdi.

Buxoro ko`p yillar davomida Buyuk ipak yo`lida ko`p turdagi mahsulotlar bilan savdo qilishning eng muhim markazlaridan bo`lib kelgan. Shahar azaldan kandakorlik mahsulotlari, zardo`zlik buyumlari, ip