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Материалы сборника представляют интерес для студентов и преподавателей вузов, всех интересующихся указанной проблематикой, могут быть использованы при выполнении научных работ и преподавании соответствующих дисциплин.

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<b>Федоров Е.С., Федорова Н.А.</b> Боевые перелеты моего земляка А.Д. Буторина	113
<b>Хасанов Д.Р., Шайсламова М.М.</b> Проблемы взаимовлияния Руси и Золотой Орды	118

### **ФИЗИКО-МАТЕМАТИЧЕСКИЕ НАУКИ И ИНФОРМАТИКА**

<b>Абраев А.Ф., Сафина Г.Ф.</b> Исследование корреляционной зависимости выручки от тарифов на сотовую связь	124
<b>Валишина Е.С., Сафина Г.Ф.</b> Аналитическое решение частотного уравнения осевых колебаний ротора на податливых опорах	128
<b>Гатин Э.И., Кайль А.Ю., Сафиуллин Р.А.</b> Расчет упругих свойств детали автомашины	135
<b>Кагарманов И.А., Сюткина М.Ю.</b> Процесс разработки программного обеспечения: проблемы и решения	141
<b>Кириллова Е.А., Коняев Ю.С., Сафина Г.Ф.</b> Применение теории игр к моделированию поведения малого предпринимателя на рынке	144
<b>Нургалиев Т.С., Аюпова А.Р.</b> Как работает ChatGPT	150
<b>Салихов Д.В., Салимов И.И., Гиззатуллина А.Н.</b> Спорт и физика	153
<b>Тухбатова Г.З., Сафина Г.Ф.</b> Классификация видов моделирования	157
<b>Тухбатова Г.З., Сафина Г.Ф.</b> Поиск корней частотного уравнения для вала с четырьмя массами	161
<b>Чупеева Л.А., Аюпова А.Р.</b> Проблемы перехода на отечественное программное обеспечение в России	166

### **ЭКОНОМИЧЕСКИЕ НАУКИ**

<b>Гарафиева В.Р., Рафиков Р.И.</b> К вопросу о современных тенденциях развития медиа индустрии	170
<b>Давронов И.О., Жураев А.Т.</b> Возможности повышения качества обслуживания в конкурентоспособном гостиничном хозяйстве	175
<b>Егоров В.А., Рафиков Р.И.</b> Как нелегальное потребление продукта влияет на прибыль игровых компаний	179
<b>Отрадных Д.Г., Скрипко Л.Е.</b> Развитие результатного подхода к оценке качества менеджмента	184
<b>Скок О.И., Кузьмин А.А.</b> Совершенствование механизма оценки холдинговых компаний	191
<b>Юхнова С.В., Гумеров А.В.</b> Перспективы развития управления персоналом на промышленном предприятии	195

### **ЮРИДИЧЕСКИЕ НАУКИ**

<b>Гаязова А.Р., Мардиева Э.Р.</b> Некоторые проблемы и факторы, влияющие на формирование девиантного поведения несовершеннолетних	202
<b>Гилимшина Л.В., Черняев В.Н.</b> Проблемы взимания налога на добавленную стоимость и пути решения	207
<b>Дильмеев Р.Р., Ахматьянова В.А.</b> Особенности государственной регистрации индивидуальных предпринимателей	213

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## ВОЗМОЖНОСТИ ПОВЫШЕНИЯ КАЧЕСТВА ОБСЛУЖИВАНИЯ В КОНКУРЕНТОСПОСОБНОМ ГОСТИНИЧНОМ ХОЗЯЙСТВЕ

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**Аннотация:** в данной статье в основном показаны приоритеты повышения качества гостиничных услуг за счет инновационного развития, виды гостиничных услуг и их развитие, пути увеличения потока потенциальных клиентов за счет качественных гостиничных услуг. Так как в настоящее время для гостиничных предприятий важно повышать качество обслуживания в отрасли.

**Ключевые слова:** инновации, гостиница, виды услуг, технологические инновации, эффективность, качество услуг.

## OPPORTUNITIES TO IMPROVE SERVICE QUALITY IN THE COMPETITIVE HOTEL INDUSTRY

Davronov I.O.

**Abstract:** this article mainly shows the priorities for improving the quality of hotel services through innovative development, types of hotel services and their development, ways to increase the flow of potential customers through quality hotel services. As nowadays, it is important for hotel enterprises to improve service quality in the industry.

**Keywords:** innovation, hotel, types of services, technological innovations, efficiency, quality of services.

The modern definition of hotel service activity is a developed network that provides the majority of its products to consumers via service. This is an industry that

provides recreational opportunities that can satiate the most discerning tastes of contemporary society with its numerous requirements; it is not a business with a narrow focus. Nonetheless, it is obvious that the level of state regulation of hotel services is insufficient for the industry's successful development in our society. As a relatively new sector of the economy, the hotel industry rarely has its management issues examined from a legal standpoint.

It is first essential to clarify the meaning of the main term in this field, "hotel," in order to provide a complete and accurate definition of hotel services. There isn't a single definition of this term that encompasses the essence of it in contemporary Uzbek business literature. The essential regulatory papers' definitions are all unclear, nonspecific, or lacking entirely.

In the primary case, "hotel" means "property complex including a part of a building equipped with a facility, equipment, and other assets intended for the provision of accommodation services" [1, c. 133]. In the second case it is given as "providing a number of services to people outside the home", "the most important of which is an enterprise with (complex) accommodation and catering services"[2, c. 20]. There are also definitions such as "furnished house" [3, c. 26]. This is thought to owe in part to the peculiar structure of Uzbekistan's reformed economy, which is shifting from social, state, or union enterprise-hotels to individual business unit hotels in this sector.

Taking into account the above information, the following definition was proposed: A hotel is a property complex under a single management system for the purpose of obtaining income, which provides accommodation and additional services to people outside their home, in addition to room infrastructures.

Currently, any competitive hotel is not limited to providing only accommodation service. Often, hotels offer catering, animation, transfer, medical, cosmetic, healthcare, sports, information and other services. In addition, additional services such as restaurants, bars, banquet and conference halls, business centers, bank branches, car rental offices are being organized in the hotels. Accommodation, food and other services in a hotel complement each other and are often interrelated, so the

guest perceives them as a whole. However, the variety of services cannot be associated with hotel services, because they do not provide the customer with temporary accommodation in a hotel, but complement the accommodation service. Such services are usually provided at the request of the consumer for an additional fee. Some of these services, such as dining services, are offered by most hotels, and some are unique and only available at certain hotels. Some hotels do not provide any of the above services. Providing such services is the variety of services offered by hotels and providing quality service to them determines the reputation of the hotel.

A quality indicator is a quantitative measurement of a feature that contributes to the object's quality and is applied to certain conditions during the object's life cycle. With regard to particular conditions for its development and provision, for the service. For the process - in relation to specific conditions of preparation and transfer, and so forth.

The level of quality is a subjective concept determined by the relationship between the major (standard) values of the measurements, the assessment result, and the system of values of the object's quality measurements. Various service qualities have varying effects on total service quality. As a result, while determining the degree of service quality in a comprehensive assessment of service quality, both quality indicators and relative quality indicators should be taken into consideration with particular changes known as weighting coefficients.

The consumer's perception of the quality of hotel service is known to be the formation of an emotional image in the guest's mind of the difference between the expected and actually received service, and this image is then characterized by strength (level) and direction (through perception and evaluation of the important features of the received service) in relation to the hotel. is maturing into an emotional state. High happy mood equates to excellent satisfaction and quality.

The guest's view and assessment of the quality of the service received is dependent on his expectations. While providing service, service staff are influenced by management's criteria as well as their own expectations. Workers believe it is the most probable option in terms of guest expectations. The hotel's owners and

management have a distinctive assumption about what customers anticipate, and they govern the requirements for staff' work in directions, standards, and relevant specifications according to outside official documents that enforce compulsory and specified requirements.

Based on personal perception, the consumer evaluates the quality of the hotel service by forming a favorable or negative emotional mood towards the hotel firm, a mood that characterizes the degree (general level) of the provided service compared with the consumer's expectations. The quantitative aspect of this emotive mood - its intensity, measured as a favorable or unfavorable number on a scale - is the guest's evaluation of the quality of service he got.

As a result of this research, a company, specifically a hotel interested in increasing the number of business travelers and retaining the number of business tourists who are regular customers, can concentrate on improving the quality of services and broadening the scope. This is more important on business beaches. Obviously, not only is conducting marketing research crucial, but so are the outcomes.

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