

References

1. Belousov V, Dolyatovskiy V. Formation of Innovative Strategy of Development of the Region on the Basis of Indistinct Modeling - World Applied Sciences Journal 27 (12): 1546-1550, 2019; ISSN 1818-4952.
2. Spitsnadel V.N. Fundamentals of system analysis: Textbook. St. Petersburg: Publishing house "Business Press", 2017.
3. Maitland E., Sammartino A. Decision making and uncertainty: The role of heuristics and experience in assessing a politically hazardous environment // Strategic Management Journal. 2018. Vol. 36. № 10. P. 1554–1578. doi: 10.1002/smj.2297
4. Rokhchin V.E. Formation of the strategic choice of the region: methodological aspect // School of Humanities. 2018. № 2.

*Odil Olimovich Radjabov - PhD researcher, Valencia Polytechnic University*  
*Istamkhuja Olimovich Davronov- PhD researcher, Bukhara state university*  
*Ziyodulla Saymuradovich Nurov-PhD, Bukhara state university*  
*Kamol Sharifovich Yuldashev- lecturer, Bukhara state university*

### THE ROLE OF COMMUNICATIONS IN IMPROVING THE QUALITY OF SERVICES IN THE HOTEL INDUSTRY

**Annotatsiya:** *ushbu maqolada mehmonxona xo'jaligida xizmatlar sifatini oshirishda kommunikatsiyalarning ahamiyati, zamonaviy mehmonxona korxonalarida aloqa jarayonlari haqida tasavvurga ega bo'lish, aloqa vositalari - reklama, savdoni rag'batlantirish, jamoatchilik bilan aloqalar, jamoatchilik bilan aloqalar bo'yicha tadbirlar rejasi va byudjetini ishlab chiqish, mehmonxona xizmatlarini sotishni rag'batlantirish usullari va vositalarini tushunish kabi ma'lumotlar ifoda etilgan.*

**Kalit so'zlar:** *aloqa, PR, reklama, marketing, mehmonxona, sotishni rag'batlantirish, kasbiy etika, mahsulot realizatsiyasi.*

**Аннотация:** *в данной статье рассматривается роль коммуникаций в повышении качества услуг в гостиничном хозяйстве, концепция коммуникационных процессов в современных гостиничных предприятиях, средства коммуникации – реклама, продвижение торговли, связи с общественностью, план мероприятий и бюджет развития связей с общественностью, понимание методов и инструментов продвижения продаж гостиничных услуг.*

**Ключевые слова:** *коммуникация, PR, реклама, маркетинг, гостиница, стимулирование сбыта, профессиональная этика, реализация продукции.*

**Abstract:** *This article discusses the role of communications in improving the quality of services in the hotel industry, the concept of communication processes in modern hotel enterprises, means of communication - advertising, trade promotion, public relations, action plan and budget for public relations development, understanding of methods and tools to promote the sale of hotel services.*

**Keywords:** *communication, PR, advertising, marketing, hotel, sales promotion, professional ethics, product sales.*

**Introduction.** People exchange numerous thoughts, ideas, viewpoints, proposals, knowledge, and attitudes during collaborative activities. All of this is information, and the communication process itself can be described as an information exchange process.

Many hotel managers, according to research, spend 50-90 percent of their time communicating. It may sound unbelievable at first, but when you consider that a manager must communicate in interpersonal, informational, and decision-making roles, as well as do all managerial responsibilities, it all makes sense. Communications are referred to as the linking process because they are a vital aspect of all of a manager's key activities.

Communication procedures serve as a critical link between the leader and his subordinates, as well as between similar-level leaders, the company, and the environment. The manager must use information from a variety of sources in his or her everyday work, including superior managers, subordinates, peers, customers, and suppliers. Managers can use communication procedures to do their jobs more efficiently and make judgments about the best plan for achieving their objectives.

**Main part.** Communication is the interchange of information in which the management obtains the information needed to make effective decisions and then communicates those decisions to the organization's personnel. If communication is inadequate, decisions may be made incorrectly, people may misunderstand what management intends, and interpersonal relationships may deteriorate as a result.

Organizational communication is the process by which leaders create a mechanism for disseminating information to large groups of people within the organization as well as to individuals and institutions outside the organization. It is an essential instrument for coordinating the work of the organization's departments and obtaining the necessary information at all levels of management.

The quality of decisions and how they will be implemented typically influence the success of communications.

Communication, on the other hand, is a multi-step process with many interdependencies. Each of these phases is critical in making our thoughts understandable to someone else. Each step is a point at which, if we are not careful and do not think about what we are doing, the meaning of what we are doing will be lost.

One of the biggest sources of concern is a lack of communication. Leaders who are effective communicators are effective leaders. They embody the essence of the communication process, possess excellent oral and written communication skills, and are aware of how the environment influences information transmission. We must learn to lessen the occurrence of inefficient communication and become better, more effective managers by thinking thoroughly about communication at the individual and organizational levels.

**Communication within a group:** This communication takes place within the individual. A person speaks the way to himself. He is both a sender and a receiver of information; his ideas and feelings are encased in a message, and the brain serves as a conduit for processing them. Feedback is something that provides value to a situation.

**Communication with another person** is referred to as interpersonal communication. This is the most widely used method of communication. We operate as both a receiver and a sender of information in interpersonal conversation. The message is the information that is conveyed, the route of transmission is usually a glance or sound, and the feedback is the response of each communication participant. Interviews are frequently regarded as a form of interpersonal communication.

**Communication via the internet.** Enterprise document management can be considerably aided by electronic technology. Personal electronic computers (computers, PCs) aid in the creation of documents as well as the structuring of an organization's workflow. The PC keyboard can be used to type text information and then have it printed out. The information on a disc can be compressed and saved as a file, which can then be played back on a computer screen or reprinted. PC programs include a wide range of features for coordinating workflow and transferring electronic documents.

Verbal communication is present, just as it is in any other business. It is a verbal exchange between the parties. Such communication takes place through the use of sign systems and symbols, the most important of which is language. Language, as a sign system, is the most effective way of expressing one's thoughts and communicating. Conversational communication is referred to as oral communication. The method by which the process of transmission and perception of information is turned into the result of personal and mass effect is the most important part of verbal communication in the "Hotel Complex."

In management activities, information is a collection of information about the state of the control and managed subsystems, as well as the environment. However, in the practice of managing an organization, information is understood in a simplified way as a set of information about the state of the control, managed systems and the external environment for their functioning; new information about the state of these control objects; information that reduces the level of uncertainty and risk regarding the future. In modern conditions of managing and managing an organization, information support has become an important area, which consists in the collection and processing of information necessary for making informed management decisions.

It should be noted that the unsatisfactory state of intra-organizational communications is fraught with serious consequences, in particular, of a psychological nature, both for the administration and for ordinary workers. The experience of outstanding managers, the practice of functioning of successful companies indicates that effective management is impossible without well-functioning communications. Decision-making, innovation policy, creating a favorable psychological climate, stimulating people - all this requires detailed information. In addition, when not, when information chaos reigns, the hotel is threatened with collapse [1].

The impact of the information management department's efforts will not be obvious in the near future. This policy will be implemented over a long period, with the economic impact only being apparent after several years of operation of the proposed department, during which time all of the challenges related with the introduction of innovation will be eliminated. In this situation, the economic impact of the information management department's activity can only be forecast by considering current economic conditions.

**In conclusion.** To the extent that it is established in the organization, the communicative structure improves flexibility and self-regulatory skills. It is the primary method for developing and training middle managers. The usage of new technologies and technical advances encourage the development of communication structures in enterprises.

### References

1. Гаргалык В.Д.(2013). *Значение коммуникаций в управлении муп «гостиничный комплекс» Г.БиробиджаН. Курсовая работа по дисциплине "Менеджмент в СКС и Т". Хабаровск*
2. Olimovich, D. I. (2015). Tourism potential of Uzbekistan. *Lucrările Seminarului Geografic "Dimitrie Cantemir"*, 40, 125-130.
3. Dushanova, Y. F., & Radjabov, O. O. (2021). Importance and development of tourist clusters in Uzbekistan. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(5), 342-347.
4. Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving of personnel training in hotel bussines. *Academy*, (2 (53)).
5. Раджабов, О. О. (2021). ЭФФЕКТИВНЫЕ СПОСОБЫ ИСПОЛЬЗОВАНИЯ ИНСТРУМЕНТОВ PR-PUBLIC RELATION (СВЯЗЕЙ С ОБЩЕСТВЕННОСТЬЮ) В ТУРИЗМЕ. In *НАУКА, ОБЩЕСТВО, ИННОВАЦИИ: АКТУАЛЬНЫЕ ВОПРОСЫ И СОВРЕМЕННЫЕ АСПЕКТЫ* (pp. 106-117).
6. Olimovich, D. I., Khabibovna, K. M., & Alimovich, F. E. (2020). Innovative ways of reducing tourism seasonality of tourist areas. *Достижения науки и образования*, (1 (55)).
7. Radjabov, O., & Rajabova, M. (2021). CREATION OF FREE ECONOMIC ZONES IN BUKHARA: PROBLEMS AND SOLUTIONS. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 8(8).
8. Olimovich, D. I., Kudratovna, F. S., & Sayfitdinovich, I. B. (2020). The importance of marketing analysis for predicting the prospects of restaurants in Bukhara hotels. *Economics*, (1 (44)).
9. Yavmutov, D. S., & Rakhimov, O. H. (2021). PILGRIMAGE TOURISM AND ITS PROSPECTS IN UZBEKISTAN. *Economics*, (1), 29-31.

10. Olimovich, D. I., Khabibovna, K. M., & Samadovich, R. S. (2020). Improving tourist season in Bukhara region. *Вестник науки и образования*, (1-2 (79)).
11. Davronov, I. O. (2019). Innovative ways of improving excursion service around the touristic destinations. *Мировая наука*, (4), 508-510.
12. Olimovich, D. I., Temirkulovich, U. J., & Bakhodirovna, M. M. (2020). Mechanisms of improving staff training. *Academy*, (2 (53)).
13. Kayumovich, K. O., Annamuradovna, F. S., Alimovich, F. E., Alisherovna, D. N., & Olimovich, D. I. (2020). Opportunity of digital marketing in tourism sphere. *International Journal of Psychosocial Rehabilitation*, 24(8).
14. Olimovich, D. I., Samatovich, R. S., Farmanovna, E. A., Khabibulayevna, K. S., & Saymurodovich, N. Z. (2020). The economic impact of innovations in tourism and hospitality. *Journal of Critical Reviews*, 7(9), 258-262.
15. Radjabov, O., & Dushanova, Y. (2021). Efficient Ways Of Using Public Relations Tools In Tourism. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 8(8).
16. Olimovich, D. I., & Khudoynazarovich, S. A. (2020). The cost-effectiveness of improving the quality of hotel services. *Academy*, (4 (55)).
17. Shoimardonkulovich, Y. D., & Hamidovich, R. O. (2020). Elaboration of regional strategies for the development and improvement of land and water in agriculture. *Academy*, (2 (53)).
18. Samatovich, R. S., Olimovich, D. I., & Jafarbekovna, K. N. (2020). Functional improvement of hotel staff as a key to develop the quality of services in bukhara hotels. *Proceeding of The ICECRS*, 6.
19. Davronov, I. O., & Ismatillayeva, S. S. (2019). The role of innovative technologies for improving economy of hotels.
20. Shoimardonkulovich, Y. D., & Hamidovich, R. O. (2021). PILGRIMAGE TOURISM AND ITS PROSPECTS IN UZBEKISTAN. *Economics*, (1 (48)), 29-31.
21. Olimovich, D. I. (2020). The impact of innovative technologies for improving economy of hotels. *Asian Journal of Multidimensional Research (AJMR)*, 9(5), 194-201.
22. Olimovich, D. I. (2020). Role of investment in tourism development. *Academy*, (5 (56)).
23. Kayumovich, K. O., Alimovich, F. E., Khudoynazarovich, S. A., Shavkatovna, S. S., & Supiyevna, B. M. (2020). Opportunities of mobile marketing in tourism. *Journal of Critical Reviews*, 7(12), 94-98.
24. OLIMOVICH, D. I., BAXTIYOROVICH, T. M., & CHORIEVICH, B. A. Description of Technological Processes in Restaurant Services. *JournalNX*, 6(05), 248-252.
25. Alimovich, F. E., Habibulloevna, K. S., & Bahodirovna, D. N. (2020). Central features of halal tourism and halal food. *Academy*, (3 (54)).
26. Davronov, I. O., & Farmonov, E. A. (2019). The impact of Innovations in tourism and hospitality. *International Multilingual Journal of Science and Technology*, 4(9), 658-660.
27. Nurov, Z. S., Khamroyeva, F. K., & Kadirova, D. R. (2021, March). Development of domestic tourism as a priority of the economy. In *E-Conference Globe* (pp. 271-275).
28. Sharifovich, Y. K. (2021). Ways to Improve Information and Consulting Services in the Field of Tourism. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(2), 98-104.
29. Nurov, Z. S., & Nurova, G. N. (2021, March). Conceptual framework for factors affecting the feasibility of the isi. In *E-Conference Globe* (pp. 276-280).
30. 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.
31. Кадирова, Ш. Х., Фарманов, Э. А., & Пулатов, М. М. (2020). Важность внедрения новых транспортных маршрутов в развитии туризма. *Вопросы науки и образования*, (10 (94)).

32. 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).

33. Юлдашев, К. Ш. (2021). СПОСОБЫ УЛУЧШЕНИЯ ИНФОРМАЦИОННЫХ И КОНСАЛТИНГОВЫХ УСЛУГ В СФЕРЕ ТУРИЗМА. In *НАУКА, ОБЩЕСТВО, ИННОВАЦИИ: АКТУАЛЬНЫЕ ВОПРОСЫ И СОВРЕМЕННЫЕ АСПЕКТЫ* (pp. 95-105).

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

35. Nurov, Z., & Nurova, G. (2021). Results of ISI Implementation in Uzbekistan (in The Example of Uzbek Automotive Industry): Achievements and Negative Outcomes. *International Journal of Business, Technology and Organizational Behavior (IJTOB)*, 1(3), 214-225.

**Bukhara Engineering and Technology  
Institute, Department "Management"  
master Ravshanova Gulchekhra  
Niyazova Iroda, lecturer at  
Bukhara State University**

### **INNOVATIVE WAYS OF THE MANAGEMENT SYSTEM OF A FAMILY ENTERPRISE**

**Annotasiya.** Ushbu maqolada korxonalar faoliyati, ularning moliyaviy faoliyatlarining innovatsion tahlili, SWOT va PEST tahlillari haqidagi ma'lumotlari yoritib berilgan.

**Kalit so'zlar:** Oilaviy korxonalari, strategik menejment, foyda nuqtasi, oilaviy tadbirkorlik, asosiy texnik-iqtisodiy ko'rsatkichlar, moliyaviy strategiya, PEST-tahlil, SWOT-tahlil.

**Аннотация.** В данной статье представлена информация о деятельности предприятий, инновационный анализ их финансовой деятельности, SWOT и PEST анализ.

**Ключевые слова:** Промышленные предприятия, стратегическое управление, точка прибыли, семейный бизнес, основные технико-экономические показатели, финансовая стратегия, PEST-анализ, SWOT-анализ.

**Annotation.** This article provides information about the activities of enterprises, an innovative analysis of their financial activities, SWOT and PEST analysis.

**Key words:** Industrial enterprises, strategic management, profit point, family business, key technical and economic indicators, financial strategy, PEST analysis, SWOT analysis.

The first stage of the strategy is the collection of information (data) for the purposes of strategic analysis. Because we rely on up-to-date and current information to make important decisions about any problem. The company does too.

There are two main stages in strategic analysis.

First is the organization

-inspection (analysis),

-analysis of the internal environment.

The purpose of the analysis of the internal environment is to identify the strengths and weaknesses of the organization.

The second stage of strategic analysis is the study of the external environment of the organization, that is, external analysis. This stage consists of a sequential analysis of "two" layers of the external environment, that is, the microenvironment or the immediate environment of the organization and the macroenvironment or remote environment of the organization.

The main goal of the strategic management process in the activities of industrial enterprises is to determine the profitability of the enterprise and assess the ways to achieve it.