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PRIORITIES FOR IMPROVING THE QUALITY OF HOTEL SERVICES THROUGH INNOVATIVE DEVELOPMENT

Annotatsiya: *ushbu maqolada asosan innovatsion rivojlantirish orqali mehmonxonda xizmatlar sifatini oshirishning ustuvor yo'nalishlari, mehmonxonalarda izmat ko'rsatish turlari va ularnirivojlantish, mehmonxonada sifatli xizmat ko'rsatish orqali potensial mijozlar oqimini ko'paytirish yo'llari ko'rsatib o'tilgan.*

Kalit so'zlar: *innovatsiya, mehmonxonona, xizmat ko'rsatish turlari, texnologik innovatsiyalar, samaradorlik, xizmatlar sifati.*

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.*

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

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.*

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

Introduction. In the hotel services market, what the consumer understands by quality in the hotel business is important for the hospitality industry, and the consumer's personality plays a major role in a deeper understanding of the concept of 'quality'.

When evaluating the quality of hotel services, the consumer compares what is offered to what he wants to receive. The consumer's opinion of a service is influenced by his or her previous experience with similar services, understanding of the service, personal preferences, and the service provider's image. The service used is subject to selective, adaptive and impression-enhancing effects.

In the hotel industry, selective acceptance refers to how different customers react to the same service. It is determined by consumer behavior, interests, personal characteristics, knowledge, and the status of service use. Time of service (e.g., not noticing all the details in a hurry and taking a good look in a quiet situation), certain conditions (e.g., customers staying in resort hotels in bad weather, paying attention to room furniture and appliances) begin to pay attention to them, they become more interested in the quality of food, etc.) are situational features of service quality acceptance.

Main part. When using the service, quality acceptance can be in line with the desired results. If the supplied quality differs significantly from what was expected, the user adjusts it to its intended application. A contrast effect arises if the received service does not exactly match the expected result: the magnitude of the expected result increases the contrast impact.

When a user attempts to leverage the experience of friends, coworkers, or neighbors who are familiar with the service or its components, impressions are gained. As a result, happy feelings are reinforced while negative feelings are repressed, or conversely.

The model of guest perception of service quality mentioned above allows us to divide this idea into three parts: basic quality, necessary quality, and desirable quality are all terms that can be used to describe a product's quality.

As a guest, a key quality is the total of all the attributes that a service must have. The client does not feel compelled to address them with the maker, despite the fact that he or she hopes for the existence of this characteristic. The availability of clean sheets, pillowcases, and towels at the hotel; daily cleaning of the hotel room; the TV and other equipment in the room are guaranteed to work without damage; not making a mistake in the final calculation with the guest, and so on are examples of key qualities for hotel business services.

The sum of the service's technical and functional attributes is the required (anticipated) quality. They demonstrate how well the service adheres to the manufacturer's strategy. Typically, the service's required features are advertised and guaranteed by the manufacturer. Utilities (bathroom, shower, toilet), air conditioning, conference halls, conference rooms, and other technical characteristics of hotel services are examples. The hotel services must include the following functional features: ring service in rooms and floors, daily delivery of new newspapers and magazines, and so on.

When a customer receives a service, desired quality is the quality that they can only wish for. The intended quality indicators are distinguished by the fact that they should not be manufactured by the client. In most cases, the consumer does not expect these quality indicators, but he appreciates their presence in the service he is receiving. The provision of satellite and cable TV in the rooms; offering the customer a hair dryer, umbrella, makeup, etc. as a souvenir from the hotel; offering complimentary champagne for dinner, and so on are examples of desirable quality hotel services. If the intended quality service is supplied well, it might raise the customer's contentment with the services provided to him, hence growing the manufacturer's market sector.

The typology of service elements suggested by American scientists Kedott and Terjen is important in terms of consumer satisfaction. These researchers found four kinds of service aspects in a study of the demands that impact customers' purchasing decisions:

elements that leave dedication; critical elements; neutral elements; satisfactory elements; elements that abandon devotion

The hotel sector is built on critical factors. They are the most important factors that have a direct impact on customer behavior. These things should be available in the first place because they are based on consumer-required basic standards. Businesses must try their utmost to provide these characteristics of service if they wish to survive in a competitive climate. Hotel accommodations, public place cleanliness, safety, and healthy cuisine are only a few of them [1].

The operations of the company are unaffected by neutral elements. The color of the service uniform, the construction of the inside of the building, and the position of the car park are all examples of these features. Because these factors have a minor impact on consumer satisfaction, management does not need to pay them any attention.

The aspects of satisfaction can produce a positive impact on clients if the quality of services offered exceeds expectations. However, even if the customer's expectations aren't reached, the negative impression won't last. Night service at the hotel, free drinks at banquets on behalf of the director, and sending flowers to women at restaurants on behalf of the administration are just a few examples. Naturally, these features set the company apart from the competition. Free food, flowers, or chocolate are never turned down. Similarly, no one will complain if there are no such "surprises."

Elements of dedication are items that are not completed adequately and produce a bad client reaction. Customers will not have any problems if all of the pieces are completed appropriately. Inadequately picked or organized parking spaces that compel customers to drive long distances, the refusal to accept common credit cards, staff disdain, ashtrays that are filthy, and so on are examples of such factors.

The quality of service is a broad category that includes one of the most essential markers of a hotel's ability to function effectively, as well as an object of analysis, planning, and management.

Hotels utilized by a tiny segment of society are often thought to be of the best quality, regardless of their true cost; these are services that the population employs on a regular basis. In any case, the guest selects hotel services that best fit his expectations for excellence. The hotel business has the most chances to implement services that are:

- Able to fully satisfy the client's demands, based on their requests;
- Offers services at the best price-quality ratio;
- Implements a new level of quality, which becomes a key motivator for regular visits.

Two techniques to measuring service quality have been identified in interstate experience:

- The usable qualities of the service delivery process are assessed to define the quality of service;
- Defects in the customer service process are evaluated.

In conclusion, the use of innovations plays an important role in improving the quality of service in the hotel business. In order for hotels to find their place in today's competitive market, great attention must be paid to the quality of services [35].

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TURIZMNING AXLOQIY O'LCHAMLARI

Annotatsiya: Maqolada hozirgi zamonda turizm juda murakkablashib ketganligi tufayli borgan sari ilmiy jihatdan chuqur tadqiqot qilishga muhtoj bo'layotganligi haqida fikr yuritiladi. Ijtimoiy fanlardan biri bo'lgan etika fani nuqtai nazaridan turizm qay tarzda tadqiq qilinayotganligi masalasi yoritiladi. Axloq nuqtai nazaridan keying yarim asr mobaynida jahonning yirik xalqaro tashkilotlari olib borayotgan faoliyat o'rganilib chiqilgan.

Kalitli so'zlar: axliq, axloqiy o'lchov, etik qoidalar, turizm, xalqaro turizm, turizm kodeksi.

Аннотация: В статье рассматривается необходимость более глубоких научных исследований в связи с возрастающей сложностью туризма на сегодняшний день. С точки зрения этики, одной из социальных наук, освещается вопрос о том, как изучается туризм. С этической точки зрения изучена деятельность крупнейших мировых международных организаций за последние полвека.

Ключевые слова: нравственность, этическое измерение, этические правила, туризм, международный туризм, туристический кодекс.

Abstract: The article discusses the need for deeper scientific research in connection with the increasing complexity of tourism today. From the point of view of ethics, one of the social sciences, the question of how tourism is being studied is highlighted. From an ethical point of view, the activities of the world's largest international organizations over the past half century have been studied.

Key words: morality, ethical dimension, ethical rules, tourism, international tourism, tourism code.

XX asrning ikkinchi yarmida dunyoda sayyohlar soni keskin oshdi: 1950-yildagi 25 milliondan 2001-yilda 693 millionga yetdi. 2019-yilda ularning soni 1.5 milliardga yetdi. Xalqaro