

Prospects for the Development of Innovative Services in the Hotel Industry

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Abstract: *the research is based and dedicated to solving problems on improving the quality of service in hotels in Bukhara. In addition, a comprehensive study and analysis of the types of services is aimed at ensuring the sustainable improvement of service quality in the hotel business based on innovative technologies and the formation of competition among Bukhara hotels. A set of organizational and economic relations related to the improvement of services has been selected based on technological innovations in the hotel industry.*

Keywords: *hotel, innovation, types of innovation, innovation processes, hotel service and technological innovation.*

INTRODUCTION

Currently, there are great opportunities for tourism development in our country. The level of service for tourists to visit the existing tourist attractions is also improving. It is time to improve the quality of hotels that meet the basic needs of tourists. To date, most of the existing hotels in the country have been renovated and modern management systems have been introduced. Today, modern 3-4-5 star hotels provide quality services to local and foreign tourists¹.

Research objectives: to study the specifics of innovation in the hotel industry, to study the scientific basis of innovation processes in the hotel industry, to study the importance of the mechanism of innovation management, to analyze the state of services in the hotel industry, technology in the hotel industry innovation analysis, - study of the level of efficiency of services based on technological innovations in the world experience (Japan and Korea),

Analysis of the current state of use of innovative services in hotels of Uzbekistan, analysis of the level of use of technological innovations in hotels in Bukhara region and ways to implement it.

Scientific novelty of the research: a theoretical approach to the concept of types of services and innovative processes in the hotel industry, a detailed analysis of ways to improve these services in Bukhara hotels based on the study of experience in the use of innovative technologies in developed countries Based on a comparative analysis of services provided using innovations in Bukhara hotels and quality services using the latest innovations in Korea and Japan, similarities

¹ Atadjanova DO "Ways to organize and improve the provision of modern tourist services in hotels". Dissertation. Urgench-2016, page 18

and differences were identified and methods of improvement were developed, based on the existing hotel budget in Bukhara. Ways of introduction of technological innovations and the scheme of its realization are developed.

LITERATURE REVIEW

Nelson R., Marenkov N., foreign scholars who have comprehensively studied the importance of innovation in the hotel industry. L., Shin H., Perdue R. R., & Kang, Wikhamn.W, Armbrecht.J, Fernández J. I. P., Cala A. S., Domecq, C. F, and others have made significant contributions to the development of this topic.

In particular, Nelson R The word “innovation” comes from the English language, which translates to mean renewal, change, innovation. In other words, Marenkov N. L advanced the idea that innovation is the effective use of new scientific and technical advances².

Shin H., Perdue R. R., & Kang argue that creating an innovative environment in hotels will greatly facilitate the hotel business in the future, while improving the quality of services, fast service, which is the main factor for guests, will stimulate the growth of potential customers³.

Scholars such as Wikhamn.W and Armbrecht.J have argued that not using innovations in the current competitive market will prevent hotels from developing in the future, and that developing them on a regular basis should maintain a strong position in the hotel market.

Among the CIS scientists, the Russian scientist Marenkov N. L advanced the idea that innovation is the effective use of new scientific and technical advances⁴.

One of the Uzbek scientists Mullabayev B.B put forward the idea that to date - the concept of "innovation" refers to the structural renewal, radical transformation of any type of activity, the creation, dissemination and introduction of scientific, technical, organizational, managerial and other innovations by economic entities⁵.

Abdusattarova X.M. and the beginning of the innovation process is initiation. Initiation is the process of choosing the goal of innovation, defining the task of innovation, finding the idea of innovation, its feasibility and materialization of the idea⁶.

RESEARCH METHODS

Research methods such as observation, structural analysis, analysis and synthesis, comparative analysis were used. Development of scientific proposals and practical recommendations on the prospects for the development of innovative services in the hotel industry in Uzbekistan is improved in the scientific work,

RESULTS AND DISCUSSIONS

The results of a comparative analysis of services provided in Bukhara hotels using the latest innovations and quality services using the latest innovations in Korea and Japan will be used to further improve the quality of hotel services in the future.

² Nelson R. National Systems of Innovation: A Comparative Analysis. Oxford, 2013

³ Shin, H., Perdue, R. R., Kang, J Front desk technology innovation in hotels: A managerial perspective. *Tourism Management*, 74. 2019. 310-318.

⁴ Marenkov N. L. Innovation: Uchebnoe posobie. - M.: KomKniga, 2005. p. 194.

⁵ Mullabayev B.B. An analysis of the scientific aspects of enterprise innovation management in the context of structural changes in the economy. *Scientific electronic journal "Economy and Innovative Technologies"*. № 6, November-December, 2015

⁶ **Abdusattarova X.M. "Innovation Strategy" - textbook - T.: TSU, 2011. p. 233.**

Increasing the competitiveness of existing hotels in Bukhara will be achieved through the implementation of proposals developed in Bukhara hotels for the application of the latest budget technological innovations.

The service in the hotel business depends primarily on the type of service provided, and it is characterized by quality customer service. From the customer's point of view, service is the most important thing in a hotel and it includes all the tasks related to keeping the customer in constant contact with the customers and providing them with maximum service.

In today's world, no successful hotel can thrive without the use of information technology. The automation capabilities of hotels have become a complex feature that encompasses all processes of activity. Today, hotels in Uzbekistan are trying to develop as the world's hotel business is developed, but today they are going through a phase of transition from paper to manual methods for the use of automated systems.

Today, hotels in Uzbekistan also use a wide range of innovative services to provide quality service. An example of this is, first, technological innovations. Below you can see the innovative services currently used in hotels in Uzbekistan:

1. **Concierge robot.** On March 1, the first HIS.H.H. The opening ceremony of the 4-star Hotel Inspira-S Tashkent, a hotel brand, was held. The First Deputy Minister of Tourism and Cultural Heritage Ulugbek Azamov and the Ambassador of Japan to Uzbekistan Mr. Fujiyama opened the solemn part of the event.

The hotel has a total of 140 rooms of 7 different types, including 77 m² royal luxury apartments, double and single rooms.

"As we can see, the head of state and the government are doing a lot to support and develop the tourism industry. In particular, representatives of the tourism business are supported. The fact that more than 54 benefits are provided for the tourism industry alone is a clear proof of our words.

This work is aimed at improving the tourism infrastructure of the country, expanding the scope and improving the quality of services, as well as training qualified personnel," said Ulugbek Azamov.

In the main hall of the hotel, guests will be greeted for the first time in Uzbekistan by a "concierge robot", which will use the latest technology to accompany guests inside the hotel and provide information about the nearest tourist attractions, restaurants and hotels¹.

As for the concierge robot, the concierge is primarily focused on providing quality and fast customer service and streamlining the work of hotel staff. In particular, the robot conveys the necessary information well, and then communicates with the audience. People around pay attention to the robot - many want to talk to it and take pictures. Another positive aspect is that it is easier to assimilate information when communicating with a robot, and young children's propensity for information increases, especially for guests who come with their family.

Today, there are two ways to control this robot. The first is a remote control, the second is using artificial intelligence. But the remote control is a very limited thing and it is difficult and inconvenient for them to control a multifunctional robot, so we have developed a suit so that anyone can control the robot. So far, we cannot entrust artificial intelligence with a responsible task such as rescuing people in emergencies. This suit can only be used for such tasks. The concierge robot repeats all the movements of the man wearing the suit. For example, it can lower

an object from top to bottom, lift it up, and place it sideways. With the help of artificial intelligence, the robot can speak and even answer questions⁷.

2. SmartBooking.uz hotel management system - one of the main tasks in hotel management is to coordinate the actions of different parts. It is necessary to solve this task, introduce modern management systems and technologies, use modern computing equipment, use automated control systems. Today, many hotels use this management system. The main functions of this management system are: hotel booking management, accounting management, inventory management, integration of online booking systems into one system, analysis of statistics by full segments. Today, the system is used by many placement agencies in Uzbekistan.

3. Smart hotel room keys - smart keys for hotel rooms, which are very popular today, these innovations are now used by many hotels in Uzbekistan. Many hotels now use magnetic stripe cards. On magnetic stripe cards, the thin strip is coated with magnetic metal oxide, which allows small amounts of data to be stored and read. The production of magnetic stripe cards is much cheaper than contact and non-contact chip cards. comes, for example, a room key card in hotels. In addition, the hotel key card with a magnetic stripe is usually coded to ensure room security. Mind serves more than 500 hotels around the world, based on two facts: producing the best product and maintaining the best service. MIND produces more than 100 million hotel key cards each year and distributes them to more than 100 countries around the world⁸.

In the hotel industry, the business concept in general is evolving rapidly. While the so-called common standard of services was sufficient a few years ago, it is no longer the case. Guests are looking for more customized service options that can meet their specific needs. In addition, the growth of the digital community means that competition is rampant. Therefore, hotels need to make efficient use of their resources and systems if they hope to retain loyal customers. To date, hotel technology is playing an important role and its availability is only expected to increase in the coming years.

With this in mind, it is planned to develop and recommend the following types of innovative services in hotels in Bukhara after the pandemic:

a) **Contactless payments** - one of the most important areas of hotel technology, which helps to increase the speed of transactions. Previously, this was limited to contactless cards. However, the recent advent of mobile wallets and hand-held devices has expanded the field, offering customers options even when they don't have a card.

Although contactless payments were generally seen as a convenience, they became more necessary after the coronavirus pandemic. Most customers don't want to work with cash or use a keypad to enter a PIN, but using contactless methods as much as possible will also help keep your employees safe.

b) **Hotel robots.** The use of robots is one of the great trends in hotel technology as it is one of the fastest growing technologies. There are already examples of hotels that use robots in jobs such as welcoming guests when they arrive or providing tourist information 24/7. An example of this is the concierge robot described above.

The hotel robots we want to offer have the potential to assist in hotel cleaning activities such as vacuuming floors and killing germs, which can be especially important in ensuring the security of a hotel property COVID. However, some hotels are also using robots to carry luggage, security and room service.

⁷ <https://nanojam.ru/products/robot-kiki>

⁸ <https://www.mindrfd.com/uz/customized-printing-magnetic-stripe-hotel-door-lock-key-cards-product/>

This is a technology that could continue to expand in the coming years, as robots will become more reliable and better equipped over time to improve performance through artificial intelligence and machine learning. In this study, we considered offering 2 different hotel robots. And this can be applied mainly due to the size of the hotel and its financial condition

One of the most problematic devices in Bukhara hotels for foreign guests today is the devices that accept international cards. Currently, contactless payment is available only for terminals that accept Humo cards. With this in mind, one of the devices we offer is a contactless payment method for billing at the hotel. This will allow the visitor to pay for the service without any hassle and without dialing a PIN code.

c) Chatbots. Chats and online widgets are standard on many websites and can be an important part of a modern hotel marketing strategy. However, they are now also being deployed on things like Facebook Messenger and WhatsApp. The main advantage here is the ability to quickly answer questions from customers at any time of the day.

Some chatbots can also be set up to communicate in different languages, offering a more extensive customer support experience. The importance of chatbots has also grown since COVID, as customers often have questions about policies and procedures, and bots can usually answer them effectively.

The introduction of such a service in Bukhara hotels will increase the quality of hotel services. Because many services are performed quickly and easily through this bot. With that in mind, here are some chatbot features:

Create a quick and simple booking system. Hotel chatbots have the potential to offer a more individualized experience than booking through websites, so major booking systems like Booking.com and Skyscanner have already created these bots. These chatbots represent a natural experience of chatting with hotel staff rather than tapping the screen. The process begins with writing down the date and destination address of the client. The bot then offers options that are directly convenient for finding easy solutions to complex situations.

Simplify the registration process. When analyzing Booking.com bookings, many Bukhara hotels take a long time to check-in and check-out. Due to this bot feature, this service is done quickly and easily.

Interpreter service for hotel guests. Given that most of the hotels are located in the old city center, the hotel can accommodate guests from many foreign countries. And it is recommended that the hotel staff know at least one foreign language. However, in some hotels, language barriers open the door to poor communication, which can be inconvenient for guests. After all, mutual understanding is the basis for a pleasant and collaborative experience. With that in mind, a hotel chat can be a good solution to this problem. Any guest can easily access all the services of the hotel via chatbots and enjoy these services.

Assistant for front desk. These chats can be used effectively when the front desk staff is busy. Through chats, visitors can find all the services and questions they are interested in. Because we know that these chats will be ready to answer all your questions within 24 hours.

Recommendation for the hotel. A visitor living through this service can express their satisfaction with the services they have used and make a few suggestions about developing them. Because there will be situations where non-hotel staff can notice small hotel problems, through this section, guests can report all suggestions or complaints. In this way, hotels can improve the quality of services in the future by eliminating such shortcomings.

CONCLUSION

The service in the hotel business depends primarily on the type of service provided, and it is characterized by quality customer service. From the customer's point of view, service is the most important thing in a hotel and it includes all the tasks related to keeping the customer in constant contact with the customers and providing them with maximum service.

Today, hotels in Uzbekistan are trying to develop as the world's hotel business is developed, but today they are going through a phase of transition from paper to manual methods for the use of automated systems.

Based on the above technological innovations, increasing the diversity of services will further develop a competitive environment among Bukhara hotels. And with the development of the hotel business in the future, it will lead to an increase in potential customers.

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