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## DEVELOPMENT TRENDS OF THE HOTEL INDUSTRY IN THE BUKHARA REGION

Tadjieva Sayyora Uralovna<sup>1</sup>

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### ABSTRACT

*The purpose of this study is to analyze the development of the hotel industry of the Bukhara region in the period from 2000 to 2019, in terms of room stock and types of accommodation facilities. Attention is paid to the analysis of state support for this sector, both before the Covid-19 pandemic and to mitigate the impact of the pandemic.*

*Collective and individual accommodation facilities presented in the hotel services market of Bukhara region in 2000- 2019 were considered as objects of study. During the study, general scientific methods were used: observation, comparison, analysis and synthesis.*

*As a result of the study, it can be concluded that the main means of accommodating tourists in the Bukhara region are mini hotels with a number of up to 15 rooms. And according to the organizational status, 44% of all accommodation funds come from family guest houses. In the period from 2000 to 2019, there was an increase in the number of tourist accommodation facilities, especially since 2018, the structure of the supply of accommodation facilities begins to expand and such types of accommodation as: boutique hotels, apartments, hostels and family guest houses appear and increase in the market. In our opinion, this is the result of state support for the hotel industry in Uzbekistan. During the pandemic, the hotel industry was most affected. At the same time, the state, through legislation, is trying to mitigate the negative impact of the pandemic on the sector.*

**Key words:** *tourism, hotel industry, small hotels, family guest house, Bukhara region, state support measures.*

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For the development of tourism, one of the main areas of socio-economic development of any region, tourism infrastructure is important, by which it is customary to mean a set of facilities and organizations that are involved in the provision of tourism services. An integral part of the tourist infrastructure is collective and individual accommodation: hotels, country hotels, motels, hostels. A significant role among which are played by small forms of accommodation.

Experience shows that small business plays an important role in the development of the economy. It affects economic growth, accelerates scientific and technological progress, saturates the market with goods of the necessary quality, creates new additional places, that is, solves many pressing economic, social and other problems.

A significant share of small enterprises is represented in the field of hotel service. The hotel business attracts the attention of not only large corporations, but also quite small companies and even private entrepreneurs. At the same time, not multimillion-dollar projects of large hotel complexes, but the so-called small hotels, are increasingly popular. The development of small hotel business is aimed at solving such national economic problems as the effective use of material, labor and financial resources unclaimed in large-scale production; building innovative capacity for

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technological innovation; the formation of a competitive environment; rapid response to demand and filling market niches; reducing unemployment; alleviating social tensions; training for large hotel facilities; partial transformation of the shadow economy into a legal small business.

Before the start of the global pandemic, Uzbekistan could see a rapid growth of small hotel businesses, which was due both to global trends and the lack of hotels with acceptable services for little money, and the support of the state. It was hotels of this type that were in great demand among foreign tourists.

To date, there are no certain international rules classifying accommodation funds by their volume. On the recommendation of the UN World Tourism Organization (UNWTO), a small hotel is considered an enterprise with a room stock of 30 rooms. In the United States, hotels with a number of up to 150 units are considered small hotels. In Europe, a small hotel, as a rule, has no more than 50 rooms. In addition, in Europe, small hotels are one of the main elements of the hotel industry. They account for about 40% of the tourist flow and 80% of the total number of hotel enterprises.

One of the main tasks in the hospitality industry is the state classification of accommodation facilities. It is carried out in order to standardize, improve the quality and safety of services provided to guests. These standards are provided not only by international requirements, but also by domestic regulatory legal acts, such as the State Standard of the Republic of Uzbekistan O'zDSt 3220 2017 "Tourism services. Accommodation facilities. General requirements." According to which, depending on the number fund, the placement funds are divided into:

- Large (over 200 rooms);
- Medium (51 to 200 rooms);
- Small (16 to 50 rooms);
- And mini (up to 15 rooms).

At the beginning of 2020, the allocation funds of Bukhara region, depending on the placement fund, could be classified as follows (table 1). The main share (79%) falls on the segment of mini-hotels, with a number pool of up to 15 rooms.

Table 1 : **Classification of hotels and similar accommodation facilities in Bukhara region by number<sup>1</sup>**

<b>Hotels and similar accommodation facilities</b>	<b>Quantity</b>	<b>Share, %</b>
Large (over 200 rooms)	1	0,3
Medium (51 to 200 rooms)	4	1,2
Small (16 to 50 rooms)	64	19,5
Mini (up to 15 rooms)	261	79
<b>In total</b>	<b>330</b>	<b>100</b>

From the world experience of the development of the hotel industry, it is known that small hotels are more easily adapted to each client, have personalized services, which does not exclude the introduction of

<sup>1</sup>Calculated by the author based on the data of the Department for Tourism Development of Bukhara region

national color into everyday life. In addition, prices in these hotels are cheaper, due to a flexible discount system. The advantages of these hotels are the affordable price, the availability of good repairs, as the owners try to monitor the condition of the hotel, as well as a calm home environment.

Small hotels are most often called "family hotels" because they are maintained and maintained by families using a minimum number of hired staff. Large hotels do not always offer a home atmosphere and an individual approach to the guest that a small hotel can provide. Family business is a very cost-effective component of small business.

Taking into account all these factors, as well as long-standing professional traditions, the President of the Republic of Uzbekistan initiated the State program "Every family is an entrepreneur" to promote family entrepreneurship, craftsmanship, home-based work and other types of entrepreneurial activity. Under this program, a number of benefits are provided for involving the population in entrepreneurial activities, including in the accommodation industry.

In addition, in order to support the development of tourism actors, increase the efficiency of using the tourism potential of the regions, improve conditions for recreation and tourism, as well as create new jobs in the provision of tourism services and increase the employment and well-being of the population, on August 7, 2018, the Cabinet of Ministers adopted a resolution "On the organization of family guest houses." According to which:

- The family guest house is a private household that provides temporary accommodation and/or food services to up to 10 visitors (tourists) at the same time on the principle of their joint residence in this family guest house together with the owner of the house and his family members, as well as having the necessary living space of 3 m<sup>2</sup> per resident;
- Services of family guest houses are provided by individual entrepreneurs or subjects of family entrepreneurship who have a residential premises suitable for the organization of the family guest house and live in it.

**The document also provides for a number of benefits and preferences for family guest houses. As a result of the targeted measures of the government to develop tourism and in particular the hotel industry, in Bukhara region there was a rapid growth of family guest houses. If in June 2019 there were 75, then in December of the same year their number reached 146, of which 21 are located in rural areas.**

In terms of location, businessmen have built and commissioned 107 new hotels in Bukhara, 13 in Kagan district, 2 in Gijduvan district and 1 in Vobkent, Karakul and Alat districts.

Table 2 shows the proportion of family guest houses in Bukhara's accommodation facilities

Table 2

**Family Guest houses in Bukhara region <sup>1</sup>**

	Total throughout the region (numbers)	Guest houses	
		number	percentage, %
Numbers of accommodation facilities	330	146	44
numbers of rooms	2925	406	14
numbers of beds	7577	1327	17,7

As the table shows, today the hotel industry has a significant share of family guest luggage. The proportion of hotels and similar types of hotels (facilities) operating in the region is 44%.

Another advantage of a family guest house is that even though a hotel may not offer anything special in terms of comfort, technical equipment or design, the interpersonal relationship is at the forefront. The ability to talk to a visitor about his or her dreams and surround them with the family environment is the key to commercial success.

Family business is a very profitable component of small business development, which can also be inherited. From an early age, children learn responsibly and conscientiously to work and gradually gain experience, become professionals in hospitality.

As already noted, the family guest houses of the fastest growing sector of housing facilities in Bukhara region, as can be seen from the table, only during 2018-2019, their number increased 9 times (Table 3). If we consider the trend of forming a regional offer of placement funds in the Bukhara region in the period from 2000 to 2019, then the progressive development of this sector can be traced. As the study showed, the main share of the hotel services market in Bukhara is represented by small hotels. In December 2019, according to the State Department for Tourism Development of the Bukhara region, more than 330 accommodation facilities for 7577 beds operated in Bukhara. It is also worth noting that the reforms carried out in this sector have had a positive impact on the number and structure of the housing sector of the region.

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<sup>1</sup>Created by the author according to the data of Tourism department of Bukhara region

**Table 3 :Dynamics of development of Bukhara accommodation sector<sup>1</sup>**

Placement Type	2000 y	2005 y	2010 y	2015 y	2018 y	2019 y	
							share%
family guest house	-	-	-	3	16	146	44
boutique hotel	-	-	-	-	3	5	2
hotel	5	23	38	67	110	123	37
apartment	-	-	-	-	-	2	1
hostel	1	2	3	3	12	26	8
guest house	1	1	1	4	22	28	8
in total	7	26	42	77	163	330	100

Along with the concept of "guest house" a concept such as "boutique hotel" also arises. The state standard of the Republic of Uzbekistan O'zDSt\_3220\_2017 "Tourist services. Accommodation facilities. General requirements, "it is determined that a boutique hotel is a small hotel with a unique design of each room.

Currently, of the 230 accommodation facilities of the city of Bukhara presented on the booking.com website, 16 accommodation facilities have the abbreviation "Boutique Hotel" i.e. a boutique hotel. The main feature of these hotels is their bright, creative interior design. As a rule, in all boutique hotels in Bukhara it is designed in the national style: the walls are decorated with ornate paintings, carvings in alabaster and wood, each room is distinguished by its individuality. Usually boutique hotels are located in the very center of old Bukhara.

It should be noted that in order to expand the activities of guest houses and hostels in Uzbekistan, an Association of owners of guest houses and hostels of Uzbekistan has been created. The main objectives of this new structure are: the implementation of projects and programs aimed at improving the financial, legal and information technology literacy of family guest houses and hostels in the country; participation in the development of regulatory documents and programs for the settlement of the activities of guest houses and hostels; Improving the skills of the population, especially young people, to organize and manage guest houses and hostels, as well as promoting private and family entrepreneurship, which will contribute to the rapid growth of youth employment and income, among others.

The study, initiated by CERR with the support of UNDP, conducted interviews with entrepreneurs about the impact of the spread of COVID-19, and the preventive measures introduced by the Government on small and medium-sized businesses.

The aim of the study was to analyze the impact of the spread of COVID-19 and related preventive measures on enterprises as well as the assessment of the needs of enterprises in further external support.

<sup>1</sup>Calculated by the author based on the data of the Department for Tourism Development of Bukhara region



The survey involved **887 business managers** from 14 regions of the republic aged 18 to 79, of whom the vast majority (79%) were men. As a result of the study, it was determined that the largest drop in demand was observed in the housing and food services sector (47%).

It should be noted that on May 28, President of Uzbekistan Shavkat Mirziyoyev signed a decree "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic." According to which, for tour operators, travel agents, as well as accommodation facilities:

- Between June 1 and December 31, 2020, income tax rates are reduced by 50% of the established rates;
- The right to transfer losses according to the results of 2020 and 2021 is provided without limitation of their size provided by the Tax Code;
- Until January 1, 2021, the accrual and payment of the tourist (hotel) fee are suspended.

According to the results of the study, it can be concluded that at present the regional market for accommodation is represented mainly by mini-hotels, most of which have the status of family guest houses. In turn, it follows that in order to further increase the attractiveness of the regional offering of accommodation facilities, it is necessary to pay attention to such aspects as: the organization of a system of training and advanced training of owners and employees of small hotels. Most owners of this business do not have education in this area, in small hotels there are no specialists engaged in professional marketing activities.

- Ensuring compliance with modern service standards and stability of the quality of services provided.

At the same time, the construction and commissioning of four and five-star hotels in the city of Bukhara, managed by international hotel chains and applying modern achievements and standards of hospitality service, will have a noticeable impact on the development and quality of hotel services provided by the region's accommodation facilities in the future. All this will increase competition in the hotel services market of the Bukhara region and will contribute to the development of the entire hospitality industry of the region.

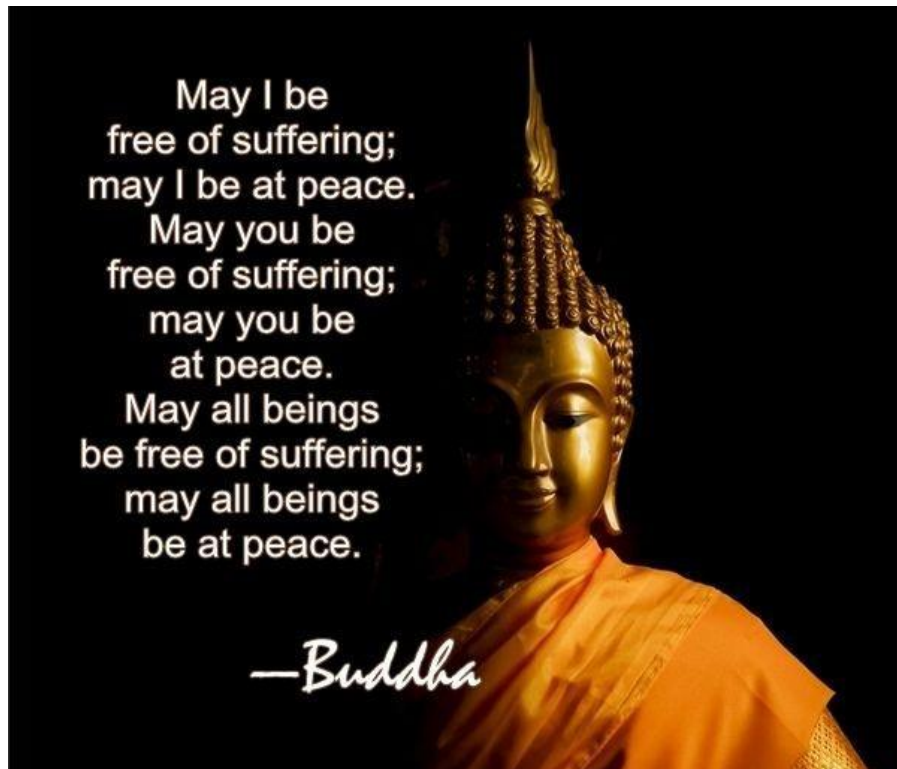
Discussion and conclusions. The hotel industry of the Bukhara region developed quite dynamically until the beginning of 2020, there was an expansion in the structure of accommodation facilities. Quite a large part of which were mini hotels. The negative impact of the global pandemic Covid-19 on the hotel industry of the Bukhara region was expressed in the reduction of hotel load, dismissal of employees and as a result of bankruptcy. The state, in turn, provides all possible assistance to the hotel business in the form of temporary benefits and preferences.

Thus, it can be concluded that the pandemic of coronavirus Covid-19 affecting almost all areas of business, dealt a significant economic blow to the hotel, the rehabilitation of which can take a long time.

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