

“SANOAT VA XIZMAT KO'RSATISH SOHALARINING RAQAMLI TRANSFORMATSIYASI: TENDENSIYALAR, BOSHQARUV, STRATEGIYALAR”

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Nazarov N.N.	Strategic analysis and planning methodology of development of regions	295
Radjabov O.O. Davronov I.O. Nurov Z.S. Yuldashev K.Sh.	The role of communications in improving the quality of services in the hotel industry	298
Ravshanova G. Niyazova I.	Innovative ways of the management system of a family enterprise	302
Салимова С.Ф., Кадирова Ш.Х. Айтиева С.А.	Важность веб-сайтов и систем онлайн бронирования в продвижении услуг средств размещений	306
	Logistik tizimlarning iqtisodiyotda tutgan o‘rni va samaradorligi	311
Tokhirov J.R.	Possibilities of using online learning platforms to improve the quality of educational services	316
Yuldashev K.Sh., Davronov I.O., Radjabov O.O., Nurov Z.S.	Ўзбекистон республикасида мустақил туризм инфратузилмасини такомиллаштиришнинг устувор йўналишлари	320
Алимжанов Н.Х.	Суғурта соҳасида олий маълумотли кадрлар тизимини тайёрлаш давр талаби	325
Шадиёв А.Х.	Учебная экскурсия как инновационная форма обучения	330
Бердибекова А.	Анализ влияния политической обстановки на приток потенциальных туристов в Республику Казахстан	334
Касимова Ф.Т. Ашурметова Н.У. Ражапов Х.Б.	Тенденции цифрового маркетинга в малом бизнесе и предпринимательстве	338
	Озарбайжон Республикаси балиқчилик соҳасида кичик бизнес ва хусусий тадбиркорликни айрим хусусиятларини Ўзбекистонда қўллаш	342
Бойтўраев О.У.	Туризм соҳасини инновацион ривожлантиришдаги муаммолар	348
Dilmonov K.B.	The impact of self-employment in the service sector on the standard of living of the population	352
Khodjayev K.	South Korean experience in improving the public service system in Uzbekistan	355
Мадаминов С.	Тўқимачилик саноати корхоналарида ходимларни бошқариш тизимини такомиллаштириш	359
Батирова Н.Ш. Амонов Ў. Облақулов Ҳ.А. Рахматов Ю.Б. Буранов Ё.Р. Салихов С.А.	Тошкент вилоятида саноати ривожланишининг ташкилий-иқтисодий механизмининг такомиллаштириш	363
	Навоий вилоятининг демографик вазияти	372
	Мева – сабзавот маҳсулотлари экспортини самарали ташкил этишда хориж тажрибаси	377
Зойиров З.Х. Чуллийев С.Р. Хомидов С.О.	Туристический потенциал регионов республики Узбекистан и пути его эффективного использования	382
	Фармацевтика саноатининг инновацион ривожланиш даражаси бўйича ҳудудларни оптимал таснифлаш услубиёти	386
Очилов Ш.Б. Пулатова З.А. Садыкова Г.Т.	Дифференциальный метод прогнозирования трудовых ресурсов на основе корреляционных моделей	391
	Создание регионального экономического коридора Шымкент-Ташкент-Худжанд: перспективные возможности и риски	396
Жанназарова Г.К.	Инновационное развитие региона путь экономического	400

References

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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.

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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.