

The Role of Consulting Services in the Development of the Hotel Industry

Kamol Sharifovich Yuldashev

Lecturer, Tourism and Hotel business department

Odil Olimovich Radjabov

*Lecturer, Tourism and Hotel business department Bukhara State University,
Uzbekistan*

ABSTRACT

This article analyzes the scientific basis for the sustainable development of hotels using consulting services, considers ways to increase the number of guests in hotels in the off-season, and shows ways to achieve financial stability through the introduction of additional services when the number of visitors is low in a pandemic.

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INTRODUCTION

During the pandemic, the country is favorable for the development of new services in the field of tourism, training, and construction of new tourist areas, regions, and villages, large hotels that can meet world standards and receive a large number of tourists. After returning to the old state after the pandemic, tourists should feel that they have visited a completely different Uzbekistan. It is time to reflect the country's tourism in a new light. Some laws have even been passed in this regard.

In particular, in the framework of the Decree of the President of the Republic of Uzbekistan No. 433 "On measures to create favorable conditions for further development of hotel business", which came into force on May 27, 2019, improve the quality of hotel services and provide subsidies to investors and organizations a regulation on the procedure for allocating funds from the state budget for partial financing on the basis of a franchising agreement was adopted [1].

Accommodation facilities are a key link in the tourism industry. For this reason, the service provided in hotels should always be at a high level. Because a traveler is adequate, rest has a direct impact on his mood throughout the day. Especially in Uzbekistan, the tours organized in the historical cities of Tashkent - Samarkand - Bukhara - Khiva have to travel long distances. Naturally, the tourist gets tired and at the same time, the high service provided at the hotel causes him to forget about all the fatigue.

Analysis of the relevant literature

Foreign experience shows that the use of consulting services for the development of hotel activities has a direct impact on its future development. The need for it is growing day by day.

Among the foreign scholars who have studied the impact of consulting services on hotel operations are Zofran Vaupon, Nigel Hammington, Barry Kar, Bennett R, Hertel CE J. & McCall - Kennedy, Dj. R,

Brenden Jons, A. Lewis et al have done a lot of research on this topic and analyzed exactly what type of consulting services affect hotel development. In particular, Zoran Vaupon [2] emphasized that hotels should run their business through the eyes, desires and wishes of customers. It came out with an offer of effective use of consulting services. In his opinion, the best way is to entrust each case to its own specialist.

According to Russian scientist Arsenev Alexei [3], the purpose of the consulting company is to provide all the information to the client who wants to engage in hotel activities, to offer a variety of options and to be aware of the risks.

According to Alexei Petrov, a CIS scientist and manager of the Turris hotel development consulting company in Georgia, if the owner owns a plot of land but does not have a strategy for how to use it, he should turn to consulting companies to maximize the tourism market. He concluded that he would try to give the property owner as many different tips as possible by studying the level.

1. According to Asian scholars Lisa Ruxanen, Nozomi Saito, and Megan Axelsen [4 Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving of personnel training in hotel bussines. *Academy*, (2 (53)).
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consultants in the emerging tourism industry have argued that there are changes in the knowledge exchange process to transfer knowledge to interactive methods based on collaboration rather than one-sided approaches.

N.S.Ibragimov, a local researcher, focused on issues such as ways to determine the brand competitiveness of the tourism region and ways to increase it sustainably [8], but the problems with consulting services in tourism remain open.

Currently, tourism activity is relatively slow during the pandemic. However, it is advisable to take advantage of such a situation. In other words, it is necessary to create a new direction in the field of tourism in our country. Especially hotels

It is necessary to properly direct entrepreneurs who are engaged in their activities and intend to carry out their activities only now. Problems such as the proper formation of the internal system of the hotel, the management structure to focus on the development of the hotel are still reflected.

RESEARCH METHODOLOGY

In the process of researching ways to improve the provision of consulting services in tourism, especially in the hotel business in Uzbekistan, methodologies were used to determine the direction of infrastructure development through methods such as observation, comparison, empirical research, comparative analysis and expert assessment.

ANALYSIS AND RESULTS

In the future, hotels will have to abandon old operating principles and find a new approach. Consulting company is one of such directions. Its main task is to launch new hotels and ensure its sustainable development in the future. That is:

- organization of hotel structure;
- Proper selection of employees and teaching them the principles of work;
- marketing activities in the hotel;
- organization of annual training of employees abroad;
- Establish the use of all electronic occupancy systems.

This means that in the future, the creation of consulting companies and the use of its services will increase

the efficiency of the tourism industry. The main purpose of consulting companies is to attract foreign investors. We have already reviewed the experience of foreign countries in this area, and we can see its benefits in the field of tourism. Tourism plays an important role in the development of the world economy. In many countries around the world, an important part of the welfare of the population of the state is based on income from tourism activities. Tourism has the potential to become the world's leading export industry as part of the non-manufacturing sector.

This trend is associated with economic growth, an increase in the cultural and material level of the population, improved transport services, and an increase in leisure time. Attracting investment in the regional economy, in particular in the tourism industry, is one of the priorities. The strategic goal of tourism development is to use foreign investors, to create a modern network of tourist services. In particular, one of the important tasks in our country is to attract foreign investors. Because Uzbekistan is a tourist region with high tourist potential. However, there are still some shortcomings, such as the reception of a large influx of tourists. This is primarily due to the problem of providing hotels that can accommodate a large number of tourists at a time. The construction of 4 * and 5 * star hotels requires a lot of money. This will require attracting foreign investors. The foreign investor brings in new technologies and innovations along with its capital, and is required to enter into long-term investment agreements with them. The leadership of our country is required to support such a positive trend. Attracting investors in hotel construction has the following advantages has:

- construction of a hotel with a unique design;
- oration and promotion of a new business model;
- organization of high and quality service;
- creation of new and high-paying jobs;
- Training of qualified staff.

In turn, the investment is to launch expanded production, create new types of services, and improve their quality. This serves to create an attractive service and a competitive environment. The investor always strives to form his business in a region with high income. If you want to invest in a similar tourism industry, you first start by exploring the areas that tourists visit the most and usually choose tourist areas that are highly attractive.

The experience of developed countries in Europe and Asia in the field of tourism shows that most investors are now investing in consulting companies. For example, if we analyze the Turkish state, in 10 years, the tourism industry has developed significantly. 16 historical sites in Turkey are included in the UNESCO World Heritage List, and 69 more are on the verge of joining. According to 2019 statistics, the number of tourists visiting the country is 52,500,000 and the revenue from them is 26.6 billion. USD. In 2019, Turkey ranked sixth in terms of tourist arrivals according to a ranking compiled by the World Tourism Organization (UNWTO). Of these, 7 mln. Tourists visited the man from the Russian Federation. This aspect needs close attention. The reason for the establishment of a tourist area in the city of Antalya can be cited. In 2019, 6,748,500 tourists visited Uzbekistan. You can see the big difference here. The development of a single tourist area can lead to so many changes.

There are more than 829 historical and architectural sites in Bukhara alone, but they are not used enough. The service organizations around it are not adapted to serve a large number of tourists. By attracting investors, it is advisable to build 5-star hotels. As an example, we can mention the newly reconstructed hotel "Sahid Zarafshan". The hotel was built in partnership with Indonesian investors and local businesses. With this, we can see a new interpretation of high quality and this is the starting point of high service [7].

The construction of such hotels around the old city will raise the service sector to a new level. It would be expedient to use the existing tourist infrastructure, turning it into a tourist area, tourist neighborhood or tourist village. To date, the country lacks a clear mechanism for cooperation between local government agencies, relevant ministries and the authorized state body in the field of tourism to attract investment in tourism has been one of the obstacles to the creation of tourism infrastructure and the rapid development

of the industry [8]. This is also due to the inability of consulting companies to provide a clear system to foreign investors. However, a number of presidential decrees have been adopted in response to this, and it is clear that a lot of work is being done in this direction.

So, every investment in tourism in Uzbekistan:

- rapid development of tourism;
- formation of modern tourist areas and mahallas;
- Construction of 5-star and high-rise hotels;
- high-quality, colorful services from abroad;
- increase in the number of consulting companies in tourism;
- increase in the number of specialists;
- It can motivate us to create vacancies and achieve other positive results.

In short, the desire of a foreign investor to maximize the return on his investment is the impetus for the development of the industry in the country. This gives the hotel management structure a new look.

Marketing and sales department - has a great impact on the overall performance of the hotel, its revenue. Because it's main purpose is to promote and sell hotel services. In addition to formulating an active policy in the hotel, it actively promotes the employment of rooms, achieving this by offering conference and restaurant services to individuals and organizations, and promoting additional services available in the hotel¹.

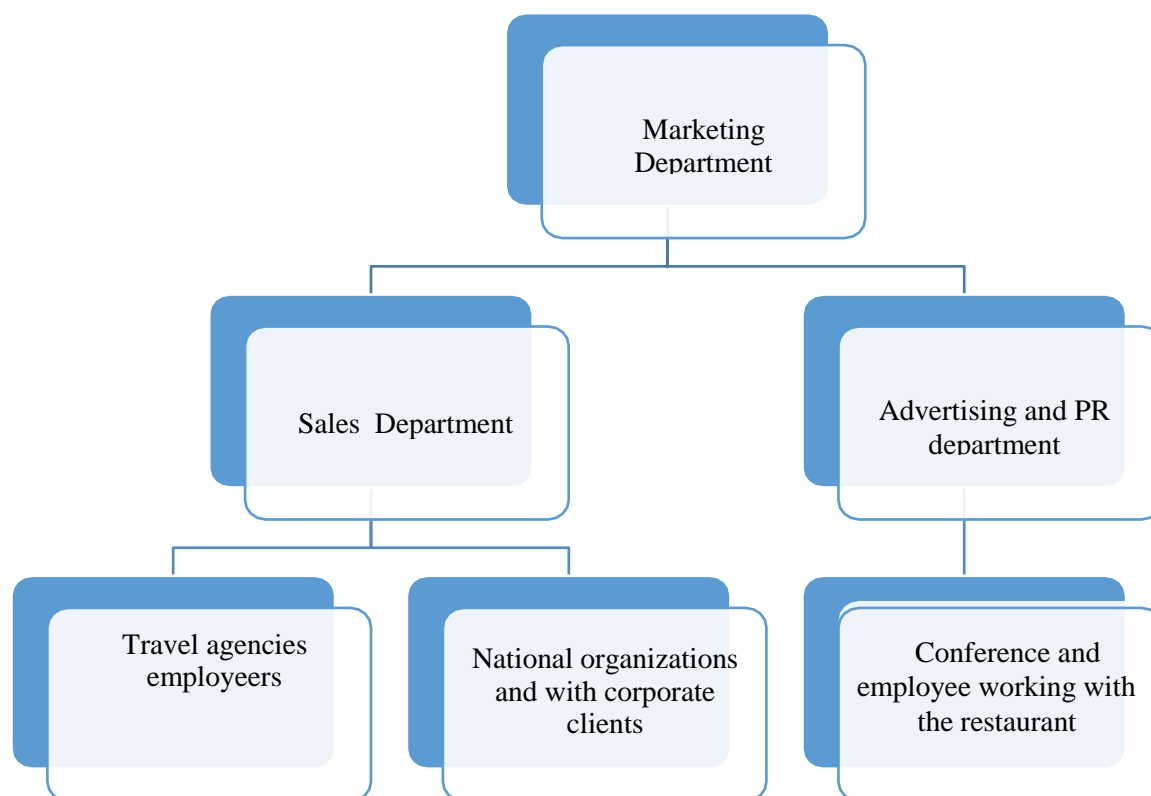


Figure 1. The structure of the marketing and sales department.

Source: author's development

Figure 1 analyzes the performance structure of the hotel's marketing department. In the picture, you can see how this section can steadily increase hotel revenue and its level of direct importance.

Advertising comes first in every business. If the new product were advertised enough, it would have sold

¹ <https://hotelmaster.ru/consulting-v-gostinichnom-biznese>.

out faster. However, the newly built hotel will also need advertising in the first place. Currently, hotel owners in Bukhara do not want to spend a lot of money on advertising. For this reason, in many cases, hotels are only connected to work with foreign tourists during the tourist season. In the off-season, they are loose. The recent development of domestic tourism and the fact that the organization's employees are visiting at the expense of business trips can easily ensure the stable operation of the hotel even in the off-season.

Employees are the brain, heart, blood, arms and legs of hotels, one of the most important assets. Employees love their work, be loyal to it, businesslike, talented, enterprising, work diligently for the company, is one of the most important factors. Encouraging them all the time, treating them with respect, and improving their skills once a year is a requirement and suggestion for hotel management members. Employees, from administrators to employees, are

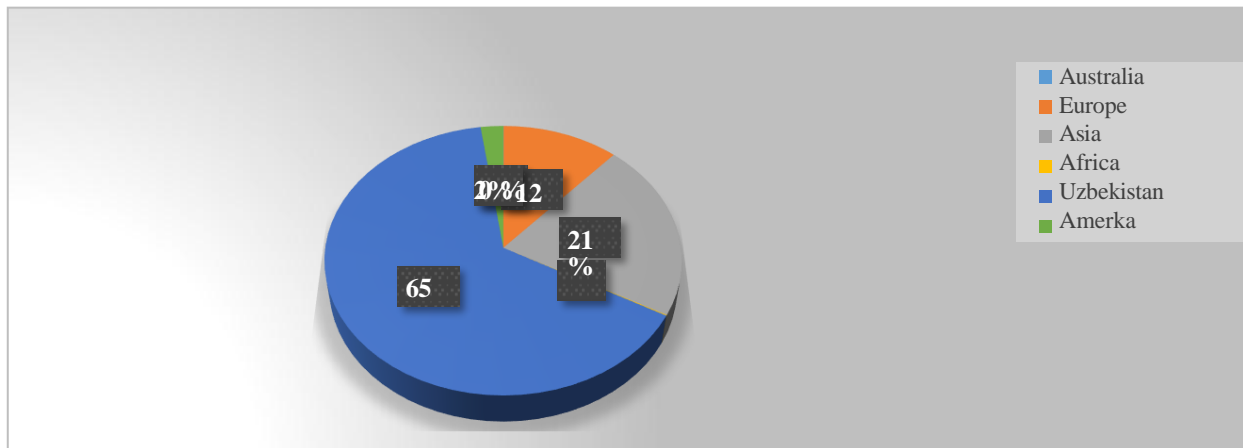


Figure 2. In hotels in Bukhara before the pandemic number of tourists visited

constantly required to improve their skills. At the end of each year, it is advisable to improve their skills by exchanging experiences with hotels in other cities or foreign hotels. This will ensure a high level of hotel service in the future. When an employee stays in one place for many years, he becomes accustomed to this environment and stops developing, which can lead to the development of the enterprise, dissatisfaction with the quality of services provided to customers. New services are always being introduced in the field of tourism, so it is advisable to study foreign experience.

Now, after the pandemic, we can see domestic tourism in the country and even foreign tourists. Of course, guest visits in hotels are also much livelier. For this reason, the use of additional services in addition to accommodation will increase the additional income of the hotel.

According to our calculations, even if the use of additional services in the hotel does not bring high income, it is possible to cover their costs and retain qualified staff. This process is shown in Figure 3 to show how much revenue can be generated from the additional services shown.

CONCLUSIONS AND SUGGESTIONS

Given the fact that international tourism has been suspended during the pandemic, and the number of foreign tourists visiting hotels has decreased, it is advisable to use the additional services available at the hotel. They include:

1. For example, students who come to Bukhara to study, stay for up to a year on business trips, and tenants who come on regular business trips from government agencies can achieve a 25% increase in hotel employment.
2. Effective use of the hotel restaurant. Holding weddings for the less fortunate, various banquets, birthdays, New Year's parties and similar ceremonies, and of course arranging for the delivery of custom-made meals to the households.
3. Use of SMM and Target services. SMM - marketing is the process of opening a hotel page and advertising it on all social networks. This will attract many businesses and a variety of entrepreneurs. Target is an advertising mechanism. It selects an audience that is interested in your direction and shapes

the team. They will always be a hub that provides customers with hotel news.

4. CONFERENCES - HALL. If the hotel has a conference hall, it is always advisable to involve organizations that advertise their products through seminars and trainings, or various presentations. For example: Pharmaceutical industry development agencies. They give presentations to doctors at least twice a month and advertise new drugs. Or it is possible to involve a variety of similar agencies.

5. PHOTOSESSIONS. In recent years, it has become fashionable for brides and grooms to hold photo shoots at nationally designed hotels at weddings. They take at least 2 or more photo sessions a day. Revenues from them can serve as a factor in the hotel's steady income.

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