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TRENDS OF HOTEL BUSINESS DEVELOPMENT AND OPPORTUNITIES FOR UZBEKISTAN

Abstract: The article describes trends in the development of the hotel business, the main players in the hotel services market, as well as opportunities for the Republic of Uzbekistan.

Key words: tourism, hotel business, hotel chain, hotel business management, business tourist.

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Introduction

Tourism is one of the most dynamic sectors of the world economy, accounting for about 5 per cent of global GDP, providing full employment for about eight per cent of the employed population. In world exports, this sector is firmly in fourth place after such industries as fuel, chemical and automotive, and in the export of commercial services it occupies about 30% of the share (while in total exports - 8%). About 4 billion domestic trips are carried out each year, while the number of international tourists amounted to 940 million people (in 2010). In 60 countries, tourism is the main source of export income, while in 150 countries it is one of the five main sources of export income. The presence of a large number of historical monuments and beautiful nature, as well as the improvement of service, and most importantly, the Government's increasing attention to the development of tourism has recently turned Uzbekistan into one of the most dynamically developing tourism markets in the world, attracting more and more the interest of foreign travelers. The country develops old and new tourist routes appear, and as a result of the improvement of service and conditions for tourists in resort areas, the number increased as both foreign and local tourists and vacationers.

Almost every region of Uzbekistan has a rich potential for attracting tourists in different directions. In addition to traditional tourism routes such as Samarkand, Bukhara and Khiva, the tourist market of the Republic of Karakalpakstan has recently been developing at a rapid pace due to the popularity of the Savitsky Museum in Nukus and ecotourism in the Aral Sea.

Kashkadarinsky and Surkhandarinsky regions (historical monuments) attract increasing interest of foreign tourists, while Tashkent becomes a center of business tourism. An integral part of the tourism development strategy is the development of the hotel business, since the very presence of historical monuments and attractions, without a corresponding developed hotel service, is not always a guarantee of an increase in the number of tourists and visitors. Although recently, the hotel services market in Uzbekistan has been developing at a rapid pace and taking into account the increasing number of tourists, domestic business entities in this area should pay constant attention to the development of a range of hotel services. The main tools in the formation of a complex of hotel services are: information and communication systems, including the Internet, adaptation to the demand of visitors, multi-

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functionality and a complex of services, regulation of operational costs, social and environmental responsibility, energy-saving technologies.

Over the past decade, Internet and electronic marketing has become one of the decisive factors in attracting customers to the hotel services complex, since they allow hotel owners to implement advertising policies and booking services in real time, 24 hours a day and seven days a week, without the necessary presence of a specialist, which as a result leads to lower costs, and for a potential consumer - the possibility of comparing the price and quality of various offers. [1]

In addition, the Internet plays the role of a stimulator to constantly improve the quality of services, since the presence of various forums and interest groups allows tourists to share their impressions of the level of service in a hotel. When developing a strategy to improve competitive advantage, special attention should be paid to providing hotel services of higher quality than competitors.

According to researchers such as A. Parasuraman, V. Zeitaml and L. Berry, indicators of the quality of services, including in the hotel business, are:

- accessibility: easy availability of the service in a convenient place and at a convenient time;
- communicability: accurate description of the service in the languages available to the client;
- Competence: The hotel staff have the appropriate knowledge and skills;
- committal: friendly, courteous and polite staff;
- confidence: the hotel and its staff enjoy high trust, as they strive to satisfy customers' requests;
- reliability: hotel services are provided on an ongoing basis and carefully;
- responsiveness: hotel staff are creative in the process of satisfying customer requests and in solving problems;
- security: all services provided in the hotel do not pose any danger to customers;
- sensitivity: the sensitivity of hotel services components correctly reflect their quality;
- Understanding/knowledge of the client: hotel staff strive for a better understanding of the requests and needs of guests, paying attention to each of them.

One of the effective methods of hotel business is the creation of hotel chains. It is not for nothing that this direction is very popular in the world. In World Ranking of Hotel Groups And Brands in 2013, The year the leaders in hotel services were: hotel chain InterContinental with 4602 hotels (675,982 rooms) worldwide, Hotel Group Hilton Worldwide with 3992 hotels (652,378 rooms) Marriot International with 3672 hotels (638,793 rooms) Windham Hotel Group with 7342 hotels (637,437 rooms) The top ten included 7 US hotel chains, one hotel chain from the UK, France and China.[3]

The main advantages of hotel chains are:

- Extensive network of reservation and sale of hotel services;
- presence of known brand and positive image;
- optimization of costs due to the possibility of centralized purchase of large batches of goods and services at low prices;
- low costs for training and retraining of personnel. Hotel chains have a centralized training system, resulting in a significant reduction in the cost of training or retraining one staff member separately;
- efficient promotion of hotel services in the market and low marketing costs;
- It is easier for hotel chains to attract investments and mobilize capital that can be used to increase business efficiency and competitiveness. [4]

Given the increasing number not only of foreign tourists, but also of Uzbek citizens who travel to other countries as a tourist or on a business trip, domestic entrepreneurs in the field of hotel services should carefully study modern trends in the field of tourism, as the demand for service quality and the variety of services provided is increasing. Some modern trends in the hotel business can be cited as an example:

- «The blue way» in the Russian version, the term "Blue stability" is used). This concept implies a system of measures for effective planning and saving costs, continuous improvement of the quality of services provided, and priority on the use of environmental and energy-saving technologies;
- attraction of tourists by luxury hotels and business class through the use of art objects. Hotels cooperate with museums and leading galleries, using the decoration of the hall, restaurants and hotel rooms with various objects of art and antiques, in addition, they offer their customers tickets and invitations to various art exhibitions;
- creation of an original hotel service aimed at providing services to a narrow segment of customers. An example of this trend is the increasing distribution of Women Only hotels (that is, only for women). These hotels provide services only to women, and the hotel staff are composed entirely of women. Given the increasing popularity of this trend, some popular hotel chains have opened specialized hotels, or created special floors in existing hotels "only for women." For example, the Hilton hotel chain has Lady Hilton rooms, and in 2007, a special Luhtan hotel for women only opened in Riyadh;
- day hotels. This type of hotel services owes its appearance to business tourists who need to rent a room for only a few hours in order to put themselves in order before an important meeting or meeting, or get a rest after a long road, with a subsequent departure from the hotel;
- capsule hotels, which consist of small rooms in the form of a capsule, with large public spaces. These hotels first began to open in Japan, and according to an unspoken rule, initially provided hotel services

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only to men. The cost of accommodation in capsule hotels is significantly lower than in ordinary hotels. For example, in the Green Plaza Shinjuku capsule hotel, the room price is only \$35. UNITED STATES OF AMERICA;

- Bubble - hotels. For the first time, this type of hotel appeared in the city of Rub, France. The hotel, consisting of transparent tents, looking like a soap bubble, was opened in a picturesque place - in a forest on the outskirts of Paris. This project is based on the principles of energy saving, minimum material and maximum interaction with nature. [5]

Of course, current trends are not limited to the above list. The very high competition in the hotel services market every day gives rise to new types and trends, which in the modern world of globalization increases competition in the hotel services market of Uzbekistan. Domestic entrepreneurs should carefully study foreign experience, and taking into account national characteristics and traditions, constantly improve the quality of services provided and introduce new services. Only in this case can you succeed in a rapidly changing market for tourist and hotel services.

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