

UDC: 379.832

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THE CONCEPT OF SERVICE QUALITY IN COMPETITIVE HOTEL BUSINESS

Abstract: *the article contains mainly theoretical aspects of the concept of quality of services in the hotel business. The service quality in the hotel is divided into functional and technical types. The concept of service quality is considered as the perfect fit of the perfect indicators of quality indicators. This approach was determined by the actual level of importance of such indicators and the measurement of quality assessments based on the maximal importance. The cost of quality indicators in the hotel industry was measured based on how accurately the maximum importance indicated in the operational standards of the hotel industry.*

Keywords: *hotel industry, quality, services, quality indicators, types of services, quality standards.*

INTRODUCTION

Nowadays, the hospitality industry has become one of the largest and most profitable sectors of the global economy. Its share is 7% of the total investment, a third of 5% of all tax revenues and world sales trading. The hospitality industry serves as a catalysis network, which has a great influence on important sectors, such as transport and communications, trade, construction, agriculture, and production of consumer goods, and socio-economic development. It provides more than 250 million people, that is, every eight in the world [1].

The quality of tourist demand and supply has set the development of the hospitality industry. In the early current century, new routes have emerged in the tourist demand. Their development took place a number of economic and social factors, as well as changes in human psychology. The deterioration of the economic situation has had a basic influence on tourist consumer models [2].

In connection with the deterioration of the economic situation, changes in the social sphere also affected the tourist demand. Reducing retirement age, extension of vacation, reduction of the weekly procedure, imputing the number of workouts, and the population's range of potential consumers used by tourist services.

In addition, the emergence of new values has led to deep changes in human psychology, in person, to rehabilitate their own physical and spiritual potential, to review relations with social groups, and institutions, to be a different response to nature.

All this predetermined in-depth changes in tourist consumption. "Two main trends on recreational behavior of the population with the increase in the deterioration of the general economic situation - partition of the vacation period and the growth of short-term travels" [3].

As the specialization is deepening, market segment is divided into parts that are more powerful. The hotel is paid more attention to certain sectors of the market. Some of them specialize in the provision of low and middle-income transit passengers. Some hotel enterprises choose tourists entrepreneurs as a target segment.

It should be noted that the modern hotel industry is also characterized by the increase in concentration, production and centralization of capital. Concomitant in different countries, in the networks of the hotel industry, the enterprises of the hotel, continue to be extremely unevenly uneven. In the hotel industry it is characterized by the formation of large hotel chains.

LITERATURE REVIEW

The literature has acknowledged the significance of service quality for corporate performance through its direct impact on customer satisfaction and indirect impact on customer loyalty. In his writings, the author discussed the causes and organizational framework of service quality in relation to the luxury and first-class hotel industries. Exploratory and confirmatory factor analysis

techniques are employed to assess the data, and a structural model is tested to determine how the structure of service quality is organized. In addition, author clarifies the components and framework of service quality in the hotel sector. For hotel managers, the dimensions' elucidation is crucial since it reveals the groups of customer-valued service characteristics. The structure's explanation is crucial because it demonstrates that, in the context of hotels, guests view service quality as a whole as a second order dimension [4].

It is impossible to dispute the significance of high service standards in hotel operations. The competence to precisely comprehend what guest desire is crucial for hotel management. For each distinct section of the hotel industry, managers would undoubtedly benefit from knowing the individual expectations of customers, the components of service quality, and their respective value to customers. The purpose of in author work was to analyze the service quality expectations of business hotel guests, determine whether the SERVQUAL model's quality dimensions applicable in a global context, and look for any additional aspects that ought to be incorporated into the construct of service quality [5].

By better educating staff members about customer preferences and the appropriate service procedures, hotels can increase the quality of their services. The ability of hotels to acquire, develop, amass, and transfer knowledge assets has a significant impact on the quality of their services. Although knowledge management is widely used in other industries, hotel-specific issues have received little attention in the literature, and knowledge management in hotels has only been minimally adopted. Particularly hotel chains can take advantage of knowledge management's advantages, as they have to maintain a uniform level of quality across a network of properties. Nevertheless, there are things to think about while implementing knowledge management. This article provides an overview of knowledge management in hotels, case studies, strategic recommendations, and structural advice for its implementation. A theoretical foundation is needed to analyze knowledge management in hotels [6].

RESEARCH METHODOLOGY

The quality concept determines to always select the methods used to assess its level. Such methods are based on the use of quantitative indicators of quality. At the same time, if considered in terms of the ability of hotel services to meet the needs of the hotel services, it is clear that it is necessary to take into account the consumer feedback and its quality. The severe competition of companies, which calls various options of placement services, forced hotels to fight not only in the usual competitive area, but also in the new segment of private houses or other temporary accommodation.

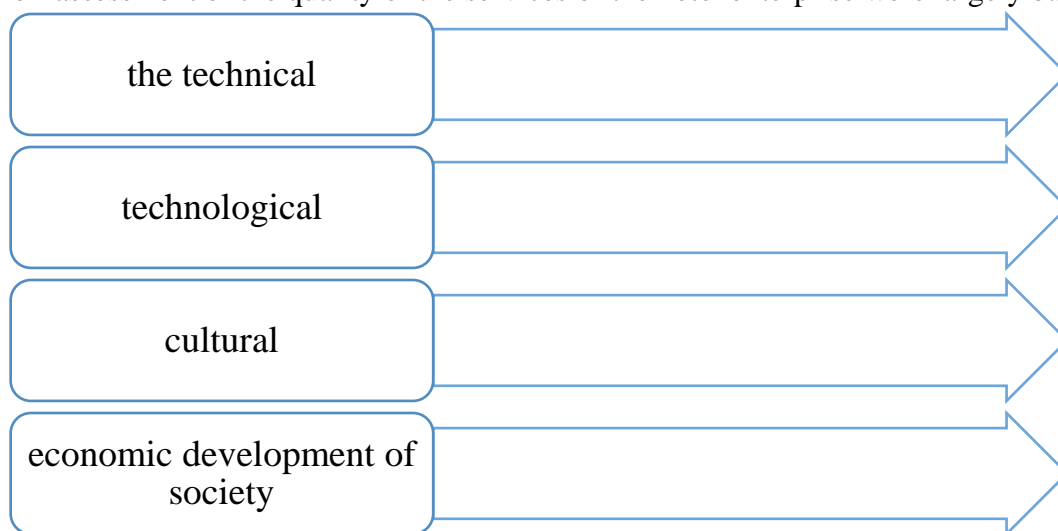
Such proposals market is very focused on consumer prices, and the high-quality consumer prices for the quality of services will help win the competition for hotels. The need to identify concepts in the field of scientific-theoretical assessment of the services quality is primarily due to the large-scale volume of new information related to the notion of hotel services.

RESULTS AND DISCUSSIONS

The concept of service quality is directly related to the ability of such services to ensure the satisfaction of customer satisfaction. The customer satisfaction is characterized by the compliance of expectations of its quality level and the perceived level of quality [12]. Such agreement is one of the competitiveness of the competitiveness of the hotel enterprise. The competitiveness of the hotel enterprise depends on different variety factors, which is also determined not only by consumers demand, but also for the need for hotel services.

In the early stages of the hotel industry formation, the consumer needed a minimum set of services to meet its needs. Usually the first location means that it is a lot or less of the guest, the fact that there are conveniences and minimal nutrition. According to the low level of transport infrastructure, the demand for placement services mainly during the trading, which is limited to living conditions, including rest, and nutrition sites. The first vessels of hotels offered by the location services were located on the crossroads of trade routes - on the ports or major trade routes. Religious tourists appeared during the crusades, but it also had to be a church or temple in addition to the ability to take the night.

Over time, economic relations between economic entities developed, and more economical methods of movement between cities and countries began to appear. The need for additional features of accommodation appeared, and their compliance with the required quality level was manifested through quality indicators. This characteristic includes providing security during the stay, the availability of additional services, and the availability of conditions that allow a comfortable stay at the hotel. Needs not directly related to meeting the basic needs of accommodation and food, such as entertainment, hygiene services, etc., begin to arise. All this is gradually changing the service quality concept in the hotel industry. The quality concept as a means of competition in the hotel industry has gradually developed. The choice of the consumers and their assessment of the quality of the services of the hotel enterprise were largely based on:



Drawing-1. Connection consumer choice with quality of services

(Source: from author findings)

Accommodation facilities are becoming increasingly complex in terms of logistics, staffing requirements, and the range of services offered. Employees who are responsible not only for the main tasks of cleaning the premises and providing food but also for the safety and leisure of guests are attracted to the staff of such organizations. Outsourcing will be especially difficult. The increase in demand for services, in turn, leads to the first understanding of quality among consumers of hotel services, comparing them with competing enterprises. This, in turn, ensures the specialization of employees who focus on certain specific services.

One of the important aspects that require serious attention in understanding and evaluating the quality of accommodation services is the modern transformation of offers in the hotel services market. We are talking about the rapidly gaining popularity of the so-called "sharing economy", where guests are offered temporary accommodation with economic benefits for the host [13].

We realize that the cost-to-quality ratio for getting appropriate hotel services for the family traveler sector is obviously losing when we look at the quality of services as the satisfaction of the requests made by the client. Because of this cost-benefit ratio, enterprises in the location market sharing economy are far more efficient economically than a regular hotel. The possibility to provide full accommodation on a significantly larger area than a hotel, together with additional domestic amenities (private kitchen, etc.), has become a problem for the entire hotel sector, creating intense competition for private businesses, particularly for the family guest segment.

Classification symbol		Indicator types
1.	Regarding product types	1. Expediency
		2. Reliability
		3. Technological
		4. Economic
		5. Standardization
		6. Savings

		7. Patent law
		8. Aesthetics
2.	According to the number of reflected features	1. The only
		2. Complex
3.	Method of detection	1. Accountable
		2. Statistics
		3. Expert
		4. Sociological
		5. Combined
4.	Detection phase (3PO)	1. Projected
		2. Production
		3. Predictable
		4. Operational
5.	The size of the reflected dimensions (ACD)	1. Absolute
		2. Cited
		3. Dimensionless
6.	According to the quality assessment	1. Basic
		2. Additional

Table-1. The main types of quality indicators

(Source: from author findings)

As can be seen from the table, in each of the six main groups, in turn, there are several types of quality indicators, each of which describes one or another characteristic of the product.

It is known that the consumer's perception of the hotel service quality is the formation of an emotional image of the difference between the expected and actually received service in the guest's mind, and this image is then characterized by strength (level) and direction (through perception and evaluation of the important features of the received service) in relation to the hotel. is growing into an emotional mood. Strong positive mood - high satisfaction, high quality. Strong negative mood - high level of dissatisfaction, low quality. A quantitative characteristic of this mood is a qualitative assessment.

In the perception and evaluation of the quality of the received service, the guest is based on his expectations. Service employees are guided by management's requirements and their own expectations while providing service. Employees consider it the most likely option in term of the guest expectations. The owners and management of the hotel have a unique assumption about the expectations of the guests, and they regulate the requirements for the work of employees in instructions, standards, and technical documents based on external regulatory documents that impose mandatory and defined requirements.

CONCLUSION

In context of the previous, it is essential to define the term "customer assessment of the quality of services," as it has a direct bearing on how objectively the quality of hotel services is assessed overall and necessitates special consideration. For the purpose of determining the objective significance of the level of service quality, the author proposed the following definition of consumer evaluations: "Consumer assessments of service quality are textual or quantitative data created by the consumer, which reflect the service expected by consumers and the conformity of the service with the perceived quality in the form of a textual or quantitative evaluation.

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