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IMPROVEMENT OF QUALITY INNOVATIVE SERVICES IN BUKHARA HOTELS

Abstract: *The article focuses on the importance of improving the quality of services in increasing the number of potential customers in Bukhara hotels, the use of foreign experience and the large-scale measures taken in the hotel business in our country. Particular attention will be paid to the prospects for the development of tourism in the region in the development and effective use of new quality innovative services in Bukhara hotels. The aim of the research is to analyze and comment on new quality innovative services in hotels.*

Annotatsiya: *maqolada Buxoro mehmonxonalarida potensial mijozlarni ko'paytirishda xizmatlar sifatining ahamiyatini va uni yaxshilash, xorijiy tajribadan foydalanish va mamlakatimizda mehmonxona biznesida amalga oshirilayotgan keng ko'lamli chora-tadbirlarga e'tibor qaratilgan. Buxoro mehmonxonalarida yangi sifatli innovatsion xizmat turlarni rivojlantirish va ulardan samarali foydalanishda hududda turizmni rivojlantirish istiqbollari alohida e'tibor qaratiladi. Tadqiqot ishining maqsadi mehmonxonalaridagi yangi sifatli innovatsion xizmatlarni tahlil qilish va sharhlashdan iborat.*

Keywords: *quality, innovation, quality management, hotel services, infrastructure, hotel products, smart technology, marketing, hotel staff.*

Kalit so'zlar: *sifat, innovatsiyalar, sifatni boshqarish, mehmonxona xizmatlari, infratuzilma, mehmonxona mahsulotlari, aqlli texnologiyalar, marketing, mehmonxona xodimlari.*

Introduction.

Due to the growing desire for various sorts of recreation, the growth of business and cultural relations, and the growing significance of tourism in the world, the beginning of the twenty-first century is marked by a considerable increase in the mobility of people. Thus, over the past ten years, the volume of tourist arrivals in the world has increased by almost 40%, reaching 1.2 billion people by 2015, revenues from world tourism amounted to 1.245 trillion US dollars, which corresponds to 30% of world exports of services [17].

After reaching its best pandemic performance in September with a year-on-year growth rate of -28%, the year-on-year change in hotel occupancy once again fell to -35% in November before slightly improving to -32% in December 2020. (U.S. Travel Association) Luxury hotels performed the worst during the pandemic, with only 21% occupancy in December 2020 compared to 68% in December 2019. (U.S. Travel Association) On the other hand, economy hotels performed better, with 45% occupancy in December 2020, just 3% below December 2019 (48%) [18].

The hotel infrastructure, as part of the tourism superstructure, holds a unique position and is at the heart of the modern tourist market's formation: after products and transportation costs, hotel services account for between 17 and 30 percent of total visitor expenditures.

Currently, the hotel business is one of the most developed business not only in Uzbekistan but also directly throughout the world. The development of the hotel market is especially pronounced in the regions of Uzbekistan, especially in Bukhara hotels where the demand for hotel services is increasing, and a limited number of companies offer quality accommodation. One of the ways to improve the quality of hotel services and the loyalty of guests can be called the introduction of quality innovative services. But many enterprises either do not know about the innovations that can be applied in the hotel, or refuse them due to the high price.

In order to understand the role and value of innovative services in the hotel business, as well as to assess the volume of costs for their implementation, we will consider the concept of quality service innovation, the specifics of innovation as applied to the hotel industry, the innovations themselves that exist on the market and their cost.

Literature review.

The works of Alymbekova (2016), Berlin and Shishkina (2013), Kusina et al. (2014), Kutsenko (2015), and Suzhaeva (2015) reflect research into improving the quality of hotel services on an innovative foundation (2014). Nonetheless, the difficult concerns surrounding the complicated examination of the diffusion of innovations in the hotel industry remain unsolved.

Nikolskaya, E. Y., Kovaleva, N. I., Uspenskaya, M. E., Makshakova, N. I., Lysoivanenko, E. N., & Lebedev, K. A. (2018) in their work focus on the formation of new national hotel chains and enticing them to transnational hotel organisations must be sacrificed in order to provide high-quality hotel services. National hotel chains are now in the development stage. Not every management business has clear internal conceptions about external control, internal quality standards for given services, service standards, standards for all technical processes, and control standards. However, it is impossible to dwell on the popularity of trade names; only industry insiders and, to a lesser extent, hotel customers are aware of them. Trade names can only be called brands once a certain amount of time has passed. [3].

Customers' perceptions of offers are influenced by price, service-quality expectations, and emotions, but little attention has been paid to how these elements interact. This paper proposes a novel paradigm for investigating these interrelationships. Using structural equation modelling, the model was evaluated on a sample of 841 hotel clients. The findings suggest that the stronger the customers' emotions were, the more likely they were to evaluate the product as inexpensive and had greater predicted service quality expectations. Furthermore, while the observed price level influenced buyers' predictive expectations, the perceived cost of a product did not [5].

The development of methodologies aimed at improving the quality management of hotel services is the subject of this article. Quality management has been proven to imply the presence of relevant management subsystems in a hotel's general management system, with the primary goal of controlling the organisation and providing services. It's been proven that hotels can't run efficiently until they standardise their customer service. The creation of a quality management system that suggests marketing-based efficient business management, the establishment of a relevant corporate culture, the introduction of technical quality of services, the application of standards for functional quality of services, and incoming inspection of product quality has been determined to contribute to making hotel business competitive and profitable [12].

The ingredient or element of a service encounter that is responsible for producing outstanding quality and a memorable experience is hospitality hosting quality. According to them, providing quality service is still insufficient because customers demand something more or enhanced in almost every situation. The term "something more" or "improved

service" refers to hospitality. Hospitality is emphasising the importance of a customised relationship between the host and the guest in producing a memorable experience, but the physical space or atmosphere in which the encounters take place is also important in making the experience more memorable for the guests [15].

Materials and methods.

The article examines the best practices of foreign countries through the method of analysis of hotel development. Official statistics on the use of innovative services in the hotel sector were used. The scientific article used methods such as theoretical observation, comparative analysis, systematic approach, synthesis, observation.

Results.

Today, the introduction of innovations in the hotel business in the economy of a developed country is of paramount importance. Their economic profitability, winning in a competitive market, the transition from the old service to the new method, the development of any new innovative services will greatly increase the quality and development of services in the hotel industry.

Based on the experience of countries such as India, Turkey, Japan, France, Germany, the development of innovative services in the hotel industry, automation of their management, preventing and tackling the factors that attract hotel development through innovative services, Identifying hotspots and pursuing active innovation will play an important role in the development of the country.

With this in mind, the qualification of staff in the hotel industry, of course, plays a key role in the implementation of innovative services. Therefore, the hotel should pay special attention to these components as well.

In order to survive in a world where many things are built on competition today, a hotel must not only adapt its service to changing conditions, but also change the way it is manufactured and implemented. Technological hotel innovation production is characterized by changes in the hotel industry. For this reason many also hotels in Bukhara are trying to focus on improving quality hotel services in order to find place right place in hotel market and to create right way for potential customer in the future.

Some hotels are trying to improve their service with retraining their staff or exchanging their workers to send the foreign hotel developed countries. And others are trying to bring into process new innovative technologies. Especially in front office area, as we know this place is important for every hotel in tourism developed countries.

Table 1

Criteria for the development of innovative services in foreign countries

Strategies for the use of innovative services in the hotel industry	Germany	India	USA
Development of innovative services	Availability of new innovation technology, comprehend to be more innovative than the competition through hotel services, using	Hotels should depend on a generally speaking digital manners and ensure that their framework scene is completely associated. The automation of cycles and an innovation ecology system that offers adaptability will be a	High smart tech technologies, improving innovative service from hotel guests demand

	distance programs for improving hotel staff professional development	higher priority than any time in recent memory later on.	
Prospects for future use of innovative services	Holographic technology, eco-friendly electricity, impeccable service and futuristic vision	Landscapes with 360° panoramic views, smart technologies whole hotel rooms	Tourist experine with high and powerful technolgies in all hotels, hotel robot staff

Source: done by author

Analyzing the data in this table, we can see that developed countries use a wide range of innovative services. We have given an example to analyze only the most important ones. This means that in Germany, the use of innovative services in the hotel industry is mainly based on new technologies. From the architecture of hotels to the internal structure, the latest modern technologies are used. In addition, staff development is achieved through innovative skills courses. Nowadays, due to the pandemic conditions, the training of personnel skills is carried out through remote, ie mobile applications, through which they learn. If we analyze future innovations, mainly through the use of holographic technologies in the provision of hotel services, hotel customers will be able to see the quality of existing services. If we analyze the hotels in India, mainly the use of digital automation systems is highly regulated, and we know that the country ranks very high in terms of information technology. With this in mind, the use of information technology to facilitate work, especially in hotels, is highly regulated in this country. As for future innovations, it is expected that in the future there will be plans to use the service in a 360-degree panoramic manner, with the views around the hotel from each room. As for USA hotels, the use of high-tech technologies is mainly based on the demand of guests. In the future, it is planned to use robots as hotel staff to improve the quality of service.

Based on foreign experience, the use of these innovative services can be very cost-effective in Bukhara hotels.

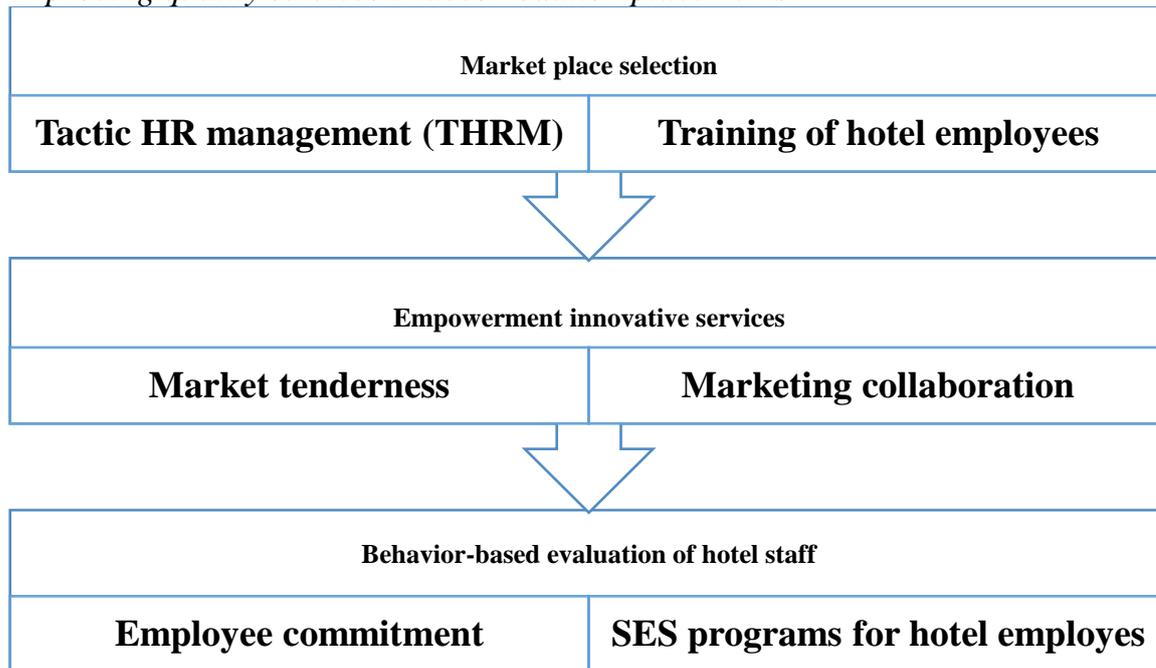
Discussion.

The domestic tourism market faces the following tasks for the development of innovative technologies in the hotel industry: increasing the responsibility of the government, which relies on the development of tourism; ensuring security measures and providing tourists with timely information; strengthening the role of public-private partnership in the development of hotel infrastructure.

Market place selection. Market determination ends up being the main factor in deciding achievement when growing new services. Hotel managers can perceive that both the potential and the engaging quality of the objective market are significant issue. The potential identifies with both the current and the future size of the market, the two of which should be sufficiently huge to guarantee an advantageous return.

Tactic HR management (THRM). The hierarchical methodology has advanced toward an asset-based hypothesis of upper hand, stressing the inside assets of an association and survey HR as a wellspring of value. This change in consideration has happened in light of the fact that different wellsprings of upper hand are simpler to procure or duplicate than is workers' expertise. THRM can be characterized as "the example of arranged HR arrangements and exercises expected to empower an association to accomplish its objectives.

Table 2

Improving quality services in accomodation placements

Source: done by author

Training of hotel employees. Staff training is a key achievement factor that incorporates arranged projects to improve the performance of people and gatherings of workers. This, thus, suggests changes in representatives' information, abilities, perspectives, or social conduct. Preparing of employee development is basic to upgrading cutting edge skill and is significant in the dispatch arrangement phase of the development cycle. The consequences of the relapse investigation uncovered that preparation isn't just seen as a high need in effective autonomous hospitality developments yet additionally that it should be directed by a systematically organized methodology.

Market tenderness. This identifies with the fit between the new service and the requests of the market. The estimation scale basic this factor and the outcomes propose that effective innovations have an undeniable degree of market tenderness. Such innovations depend on dynamic statistical surveying and react both to genuine and expected client interest. Our outcomes feature the possibility that fruitful innovations require close client contact, nitty gritty shopper examination, and far reaching comprehension to recognize among what may be a craze, a style, or surely a pattern.

Empowerment innovative services. This alludes to the interaction wherein managers give personals the independence to practice command over work related circumstances and choices. Innovation is best at foundations where hotel managers permit representatives to utilize their own judgment in taking care of issues. Supervisors at such properties are probably going to move obligations, give freedoms to individual drives, and show trust in their workers.

Behavior-based evaluation of hotel staff. Firmly identified with the other three representative administration management talked about already (THRM, strengthening and training), this measurement alludes to the strategy for and substance of how staff are assessed by the board. In such manner, supervisors assess staff individuals' kind disposition and responsibility as clients would, prefer than center around explicit business-related results. It is significant that administration apply similar characteristics for execution assessments as those utilized by clients. Such a methodology features the idea that the strategy of administration execution is a necessary chore and the chance to make

fulfillment or even to enchant the visitor. By this norm, client assumptions ought to characterize worker job prerequisites and wanted conduct.

Marketing collaboration. A further key angle for fruitful new services for hospitality focuses to the fit among the innovations, the promoting blend, and the capacities of the firm. An effective development finds a way into the current abilities and the item and service blend offered by the hotel accommodation. All in all, it is properly evaluated, publicized and conveyed.

Employee commitment. While training and strengthening are significant parts of fruitful innovations, administrators explicitly recognize these working with boundaries and wanted results in staff's perspectives, especially during the dispatch. The innovation improvement measure is a bunch of legitimate exercises between thought age and the dispatch of the help. NCD ought not just viably train workers to engage with the assistance, yet representatives additionally need to comprehend and uphold the help so they are completely dedicated to it.

SES (senior experten service) programs for hotel employes. It is also important for hoteliers using SES programs. Also it is usefull for hotel employes to enhance their knowledge. Experts come from another countries and they will teach and improve quality hotel services.

The Government of Uzbekistan has approved a regulation on the allocation of subsidies to investors for the construction and equipping of new hotels, as well as the allocation of funds from the state budget for partial financing of organizations under the franchising agreement.

Investors will receive a subsidy if the newly built hotel has a 3-star category and a room stock of at least 50 rooms, or a 4-star category and a room stock of at least 100 rooms. In this case, the newly built hotel must be commissioned by January 1, 2022. The organizations are partially financed from the State Budget of the Republic of Uzbekistan once a year for three years from the date of entry into force of the franchising agreement on the use of world-famous and prestigious hotel brands. The agreements must be effective after January 5, 2019. The total amount of partial funding for organizations will be a maximum of the equivalent of \$ 10 million [19].

Conclusion and suggestions.

Based on the above considerations, the following conclusions can be drawn:

- Based on the experience of developed countries in the hotel business, it is possible to develop a range of innovative services in the hotel industry based on the needs of guests, with a high level of use of information technology in the development of innovation. This will allow them to gain a foothold in a competitive market by improving the quality of hotel services.

- Achieving high economic performance by automating the services provided by the organization of innovative services in the hotels of our country, based on the experience of developing countries such as Germany, France and the United States. Because automation saves a lot of costs and will be a big boost to hotel growth in the future

- Step-by-step robotization of some types of services using USA RHB(Robotization in Hotel Business). For example, their use in emergencies and similar services

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