

PROBLEMS AND SOLUTIONS FOR THE ORGANIZATION OF 4 AND 5 STAR HOTELS IN UZBEKISTAN

Irisboev Shokhrukhbek Nurmuhammad ugli
Namangan State University Faculty of Economics 3rd year Student
Email: irisboev-sh@mail.ru

ANNOTATIONS:

Currently, one of the important factors is the development of the hotel industry, which is one of the main tourism industries in the country. But most of them are poorly organized. Their level of service does not meet international standards. Currently, there are a number of world-class hotels in Uzbekistan. Examples include Inter Continental, Central, Shodlik-Palace, Afrosiyob and other hotels. These hotels are currently hosting various meetings, conferences and seminars. There are enough conditions and services to receive foreign tourists.

Keywords: Development, hotel, tourism, economic, business, organisation.

INTRODUCTION:

We know that its rapid development is in the tourism industry and the implementation of tourism activities in its rhythmic development is associated with the activities of the hotel industry. That is why today the global tourism sector accounts for 6% of global GDP, 7% of investment and one in 16 jobs. In our country, too, from the first days of independence, attention was paid to the development of these aspects, which today has risen to the level of the main state policy in the field of tourism.

This is due to the fact that the activation of

economic ties in the field of tourism has increased the mobility and mobility of the population. This, in turn, led to the creation of hotels, cafeterias, construction and recreational facilities. In addition, the creation of tourism infrastructure, that is, the transition of tourism to regular transport, will provide employment for various segments of the population and create new sectors in the economy.

In this regard, President Mirziyoyev said: "Now we have approved only the structure of the structure that deals with the development of tourism. These measures should be strengthened by specific measures to increase the contribution of tourism to the development of the economy of Uzbekistan, to promote our historical and cultural values, as well as to replenish foreign exchange reserves".

After all, the development of tourism in our country, in turn, creates an important basis for the development of hotels. In this regard. At the same time, all the necessary organizational and legal mechanisms for the development of tourism have been created and important regulations have been adopted. As a result, the issue of organizing and further improving the hotel business in the development of the industry was considered.

In our time, people's leisure time has changed. While some are on vacation with family and friends, some tourists travel the world. As a result, the tourism industry

worldwide has grown at an unprecedented rate, which in turn has led to the development of services and hospitality activities. Comfortable hotels and accommodation play an important role in the popularity of this tourist destination.

If a tourist, who is far from home, feels at home in a tourist place, he will return there. Conversely, if there is not enough service or the tourist is not satisfied with the conditions, he will not return. As a result, hotels strive to provide tourists with maximum convenience and service.

There are different types of hotels depending on the tourist class. It is important that the tourism specialist knows each category of the hotel and always thinks exactly what the guest needs. Therefore, hotels are divided into different groups.

The formal hospitality sector includes many of the hotels and other types of hotels available to us. They refer to the organized sector as reports and can be easily used with information about them. This sector includes:

- Luxury five-star hotels. They are located in a western style, in metropolitan areas and major tourist centers. These hotels usually have a large number of rooms, from 200 to 1000. They are described according to international reception classification systems and standards. It also includes restaurants, private rooms, lobbies, bathrooms, office centers, swimming pools and other luxury services.

The current economic reforms in the country have an impact on all sectors of the economy, which is reflected in the market system and new aspects appear. In particular, the tourism sector, which is a branch of the economy, plays an important role in the development of the economy, employment and the welfare of the population, and the role of hotels is invaluable.

Therefore, the development of the industry is directly related to the hotel business. At the same time, the most important direction of tourism development is the activity and development of the hospitality industry. First of all, as a result of the development of the hospitality industry, the hotel industry will develop, offering a variety of options for accommodation, food, transport, excursions and many additional services.

Consequently, as a result of the formation and development of the hotel industry, hotels develop, open new hotels and resume their activities. Excellent management of the hotel infrastructure is required.

Indeed, today the hotel business occupies a significant place in the structure of tourism. It is a lucrative economy that has become the most important part of the national income as a revenue side of the budget. To a certain extent, this requires economic changes and is reflected in the achievement of quality indicators.

Accordingly, the hotel industry, primarily as a type of economic activity, organizes short-term accommodation in hotels, motels, campsites, boarding houses and other accommodation facilities for a fee.

It is also necessary to pay special attention to the provision of travel services when organizing the hotel business. It consists of a set of activities that provide guests with a choice of goods and services as a specific direction. Provides catering, hotel services and transportation services.

Currently, there are great opportunities for the development of tourism in our country. Also, the level of service for tourists to visit existing attractions is increasing. Compared to previous years, the number of visitors to our country is growing sharply. This required a

major overhaul of the tourist infrastructure. The period required an improvement in the quality of hotels that meet the basic needs of tourists. To date, most of the existing hotels in the country have been renovated and modern management systems have been introduced. Today, 3-4-5 star hotels provide quality services to local and foreign tourists. This increases the inflow of foreign exchange into the state budget and at the same time provides employment. The largest hotels in the country are located mainly in Tashkent, including Uzbekistan, Inter-Continental, Shodlik Palace, Central, Travel, as well as the recently opened Demean Silk Road, Grant Mir and others. Improving the quality of services provided to tourists visiting the hotel, providing them with various amenities, as well as various cultural events, trips and other activities for them, so that their time in Uzbekistan is interesting and enjoyable. for similar purposes. One of these hotels is the Central Hotel, which has contracts with a number of organizations.

One of the organizations that have concluded an agreement with the Central Hotel is the National Bank for Foreign Economic Relations of the Republic of Uzbekistan, which has a currency exchange office. This point is responsible for converting foreign currency into soums, provided that tourists pay for various hotel services in national currency. He also has an agreement with a tourist dry cleaning organization, which is one of the most common household services. Contracts have been signed with a number of travel and travel agencies to provide guests with cultural leisure, historical monuments, ancient monuments and other tourist and recreational routes. In addition, many foreign companies have signed agreements with the Central Hotel to

accommodate tourists in groups. Central Hotel is one of the country's hotels that meets international standards. The hotel attracts attention with its modern design, cozy atmosphere and affordable prices. The Afrosiab Hotel in Samarkand is also one of the largest hotels. This hotel has a capacity of 500 beds. All rooms in these hotels are very cozy, warm and welcoming. All rooms have individual air conditioning, a minimum of 2 direct dial phones, 12 satellite TVs, a balcony and a marble bathroom beret. The suites have private bathrooms with dedicated Jacuzzi bathtubs. There is also a cozy lobby, formal meetings and dining rooms.

Also, guests can have a good time:

1. National restaurant (200 seats).
2. Night bar-bistro (100 seats).
3. Health club, including:
 - a) 2 saunas (\$ 30 per hour);
 - b) massage room (\$ 5-15 for 1 hour);
 - c) showers;
 - d) gym;
4. Conference hall (for 250 people).
5. Business center.
6. Parking lot.

The difference between selling hotel services and selling goods is that the service is inseparable from the staff who provide it. That is why the hospitality business pays special attention to customer service. All employees, especially those who regularly work with clients, undergo special training. They can interact with a wide variety of clients, talk on the phone, hear complaints, and much more. will be taught. Detailed instructions will be developed for each category of personnel (receptionists, bartenders, waiters).

Particular attention is paid to the

appearance of the hotel staff. They must be fit. In this case, the form of employees who do not work directly with clients is different from the form of employees who do not work with clients. This makes it easier for employees to monitor. Uniforms should be clean, without stains, ironed, and all buttons in place.

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