



Main directions to improve the hotel services quality and recommendations for their evaluation

Nargiza Bahodirovna Tagirova

Basic doctoral student of Samarkand economics and service institute.

Abstract: The article provides the main directions of hotel services quality improvement and recommendations for their evaluation. It describes the requirements for services in tourism, especially in hotels, methods of assessing it using modern information technology. Also, processes interconnectedness models required to ensure the consumption sustainability in order to improve the services quality in the hotel industry (HI) and the provision of high quality services in HI. It shows ways to assess the services quality provided by focusing on the customer's impression and emotion.

Keywords: hotel management, tourism, customer, service quality, tourism services, impression, feeling, service durability, durability of customer arrival.

Introduction

In the field of tourism, as in other areas, the service quality is important. In this regard, in order to improve and assess the services quality provided to local and foreign tourists in tourism, the State unitary enterprise "Center for tourism services certification " launched a "QR-survey". Now, based on this survey, the quality of tourist services can be determined remotely.

Currently, the tourist infrastructure is also developing rapidly. Until now, Bukhara region alone has a capacity more than 8,000 people on the basis of 346 large and small hotels. As a result, quality services are provided to locals and foreign guests. Most hotels are being built at the expense of entrepreneurs. In addition, the country is systematically working to further improve the tourism

infrastructure, increase the services quality and efficiency provided to tourists, create favorable conditions for them in all respects. In order to develop this issue, the government is taking relevant decisions and decrees in each region of the country. In particular, the resolution of the Cabinet of Ministers of the Republic of Uzbekistan on December 31, 2019 "On the accelerated development of tourism in Tashkent region in 2019-2021" was adopted. Similar decisions were made in Samarkand, Bukhara and Khorezm. These decisions and the measures based on them play an important role in the tourism development and its infrastructure.

One of the important factors in providing quality services to tourists is the fact that the hotel has additional facilities such as a restaurant, parking lot, conference hall, which creates the basis for quality service to guests. Along with such logistical support, it is also important to provide adequately qualified personnel. At present, as noted above, a special State unitary enterprise "Center for tourism services certification " has been established. The certification simplifying process issue is considered a priority by this center. In addition, work is underway to improve the services quality, develop new state standards in the field and improve existing ones, as well as the information technology introduction.

The QR-questionnaire developed by this center is a convenient way to assess the tourism industry performance. In the tourism industry, especially in hotels, this survey allows to determine the tourists opinion about the services quality provided to travelers. The survey will provide an opportunity to assess the services quality provided in hotels, hostels, airports, railway and bus stations, restaurants, cafes, architectural monuments, attractions, museums, theaters, ski slopes, etc. In addition, this survey provides an opportunity to evaluate the tour operators, guides and interpreters services.

Considering that digital technologies importance in determining the services quality in the tourism field, especially in hotels, tourists can also online assess the services quality provided using a mobile application to scan the QR-code displayed on a special information sticker. Great opportunities are being created for today's tourists. Activities are being organized in accordance with their requirements.

One of these innovations is a new standard that aims to ensure that products and services offered to muslim tourists comply with Islamic rules. Currently, the OIC/SMIIC 9:2019 standard is accepted as the common standard of SMIIC member states. This standard is also expected to be widely used by tourism industry entities offering halal tourism services (HTS) around the world, particularly

hotels. Globally, “Halal tourism services” is defined as all products and services offered to muslim tourists that comply with Islamic rules. This is also one of the customers' requirements directions for the services quality.

In general, the quality issue is very important for both goods and services. In addition to the fact that quality simply meets the demand, it requires a very large impression on consumers today. Such a service effectiveness will not last if the services quality does not make a proper impression on consumers. This theoretical conclusion also applies directly to hotel industry. In order to ensure the services consumption continuity, it is necessary to ensure the following cases interdependence (Figure 1).

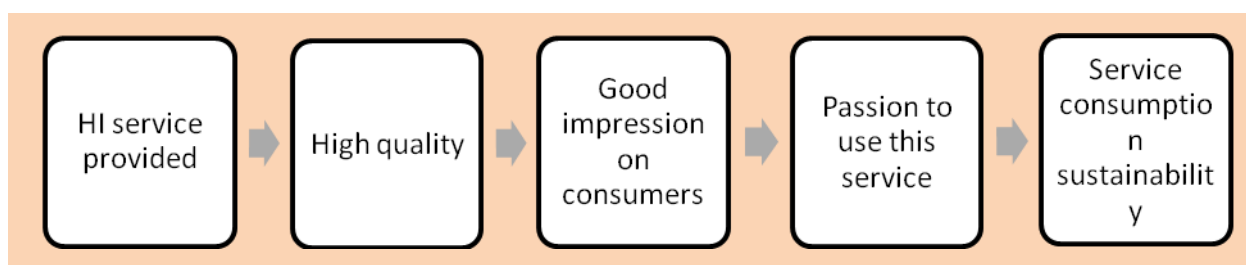


Figure 1. Interdependence model of ensuring the consumption sustainability by improving the services quality in the hotel industry (HI)

As can be seen from this picture, the services provided in HI should be high quality. This also does not happen by itself. Qualified (professional) staff will be needed to ensure high services quality. Educational institutions that train such personnel are also needed. These interrelationships are shown in Figure 2 below.

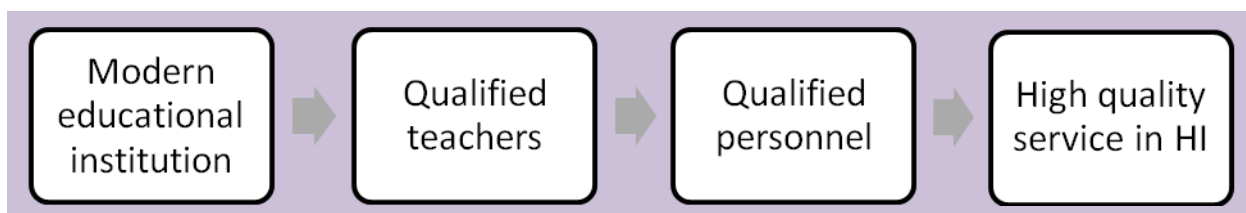


Figure 2. A model of the interdependence of processes required to provide high quality services in HI

It can be seen from this picture that some single subject or one process is not enough to achieve a result. In order to be effective, a dialectical connection of a number of interrelated processes and objects is required. This means that in order to achieve any result, it is necessary to adjust the system associated with the whole process. Of course, the individual role is very big. Considering that it is all done by people, our people, especially those working in the service sector, need to be mature in every way. They must have mastered their profession, as well as acquired great intelligence in dealing with people. This requires them to have a good knowledge of the human psyche, to use humor if necessary, and to give advice in the field, if necessary.

This situation goes back and forth and goes back to education. Because the school that trains qualified personnel in any field is the educational school. Therefore, in recent years, much attention has been paid to this area. The creation of a new Uzbekistan, in turn, requires the comprehensive development of our country. To this end, radical reforms are being carried out in the education system, as well as in all areas. In recent years, dozens of important decrees, decisions and programs have been adopted in this regard. Importantly, on September this year, a new version of the Law "On Education" was adopted.¹ It includes many legal norms that open up new horizons for the industry.

The question of what is reflected in the services quality provided to guests and high impressions in hotel facilities is very complex. Usually the indicators are expressed in certain numbers. But the hotel services quality is unique, not in numbers, but in arousing emotion and passion in customers. In this regard, systematizing these services, we can note the following:

First, remote communication with guests for the first time. Guests place an order at the table and are told that the activist will visit on the day. A qualified hotel employee will ask him what he is coming for, what he is paying special attention to, and what he needs to prepare. If a guest is coming for a reason, or wants to visit as a tourist, or is visiting under the symposium pretext (meeting, meetings, etc.), he knows in advance and says that he will prepare accordingly. This makes the first positive impression on the customer.

Second, the first meeting with the client should also make a big impression on him. This happens during the welcoming process after the customer visits. If the first meeting also leaves a great

¹Law of the Republic of Uzbekistan "On Education" No. LRU-637, signed on September 23, 2020. (Such a law was previously adopted on August 29, 1997, No. 454-1. This law has lost its force today).

impression on the guests, of course, the work durability is ensured. For example, if guests are told at the same time as a tourist and this is done on the fifth anniversary occasion of their marriage, the hotel will prepare appropriate gifts (flowers or other suitable for the process) to suit their arrival. When they first enter the room, how happy they are to witness it. It is also natural to make unforgettable impressions on customers. Another aspect is that you can put different sweets and drinks in the refrigerator installed in each room according to the customers' age. These are definitely paid. If the customer consumes them, they will be provided with quality service at the same time, as well as additional income.

Third, it is advisable for all employees to know the customer's last name and first name in advance. Even if they are addressed very politely by saying their names, the customer will make a good impression. When a hotel waiter asks a customer to drink coffee with "chocolate bar" and brings it immediately, the tired customer will definitely consume it and will be happy again and will have good impressions.

Fourth, it is also important to ask what information the customer is interested in. He will have to prepare whatever newspaper, magazine or book he is interested in. If this customer is provided with a hotel business card, he or she will also act as a free advertising carrier. Telling good acquaintances to their acquaintances with pleasure, he also evokes in his mind the feeling that he should live in this hotel.

Fifth, in today's digital economy, it is necessary to install "WI-FI" in each the hotel room, to create opportunities for the customer to use it. A call device should be installed in each room. What the customer needs should be what he or she is not looking for. To do this, it must be possible to apply to the duty officers at any time of the day, 24 hours a day. So, a set of customer services must be created. It should be noted that in all cases, the most polite hotel staff treatment plays a very important role.

Sixth, it is also an art to deliver what a guest asks for on time after the guest has asked for what they need at the hotel. It can also make a good impression. But hotel staff need to be a psychologist who can pre-determine and get what the customer wants. This condition is formed over time as an experience result. If so, this can also make a huge impression on the customer. A good impression, as mentioned above, creates a good passion and creates an opportunity that ensures the client's visit longevity.

Seventh, depending on the guests mood, they can be served in two ways. The first is to make him feel at home. The second is that they should feel like people who are highly respected as guests of honor. In the first direction, their freedom is guaranteed, and in the second direction, he lives with a

dignity sense. It is necessary to create conditions that allow you to do whatever you want without going beyond the law and etiquette. Understanding the subtleties of these aspects requires that hotel staff be high-level psychologists. It should be noted that the hotel staff should be awarded as qualified personnel.

Eighth, some situations in life that seem trivial require servants to be very careful. Passport details of the guests are clear to the hotel administration. It may have coincided with their birthdays, or it may have coincided with their marriage time. Realizing this, the hotel management congratulates them, even with a small gift, which evokes unbearable feelings. There is more satisfaction feeling about the hotel staff. This is also an integral part of service quality, which is reflected in practice.

Ninth, hotel staff should be as kind as parents to customers. They must be able to fulfill all client wishes. For example, if a young child stays at home saying that he needs something or that I need to do something, his father or mother will gladly tell him that we will provide it in a hurry, and he will do it immediately. At the hotel, the staff should act in the same way as the parents. There is no need to ask them what else they need to know about the additional desires of the guests, by communicating with them purposefully, learning what they need and preparing them, it will satisfy the guests and make them feel involuntarily happy.

In conclusion, the main directions improving the services quality provided in the hotel industry and recommendations for their evaluation are not only theoretical, but also important practical. Its implementation is important for our country. Because in rapid tourism development, the importance of this work in attracting the tourists attention and increasing their visits will be enormous.

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