

Factors Affecting the Development of Competition between Hotels in Uzbekistan

Bolkiboyeva Ugiloy Bolkiboy kizi

Tashkent State University of Economics, 2nd stage master degree student of the faculty of International tourism department

Annotation: this article is one of the most problematic and attention-demanding sectors among all sectors of the economy of Uzbekistan. The main component of this industry is the hotel sector and its impacts on economy, which represents about 10,000 establishments across the country.

Over the past 15 years, Uzbek tourism has become more attractive for tourists because of having vibrant culture and history. As such, more need has been in high demand for hotels. In order to maximize its potential as touristic destination, Uzbekistan should strive to improve competition between hotels.

Keywords: hotel sector, hyper competition, virtual presence, electronic channels, organizational-legal, economic mechanism, customer service, chatbots, marketing, high quality standards.

INTRODUCTION

It can be said that the scientific description of a new type of activity for the market of Uzbekistan, as well as the development of scientifically based mechanisms for supporting this type of business, which will help to increase the competitiveness of the hotel industry, are very urgent.

Hospitality professionals should focus on providing more personalized services to their customers by understanding their individual needs and wants when they stay at a hotel or resort in Uzbekistan. By taking time to get familiar with each guest's preferences during check-in or other interactions throughout their stay will enable staff members to provide tailored services that are unique yet still meet expectations of quality service delivery standards expected by international visitors when travelling abroad. Additionally, this would help build loyalty among customers who return again due to the increased satisfaction levels resulting from these personalized touches which could lead into further opportunities for repeat business.

Technology should be leveraged as much as possible within hotel industry so that processes can become faster, smoother & cost efficient without compromising quality standards. Automation systems like online booking portals & automated check-ins have already been implemented but there are many more advancements available today which could greatly benefit both operators & travellers alike if used correctly. Such technologies include AI powered chatbots integrated into websites/mobile apps allowing potential guests access information about availability quickly whilst also being able to receive instant responses instead of waiting hours on end via email contact form. Investments made towards training personnel with regard to using new technologies efficiently would go along way towards improving overall productivity across multiple departments including front desk reception areas.

Hotels need adequate marketing campaigns targeting domestic markets alongside international ones so they gain exposure amongst locals too who may not even know what kind of facilities they offer nor how competitively priced rooms might actually be compared against competitors nearby.

especially considering discounts available during certain seasons etcetera In addition collaborations with travel agents/tour companies offering bundled packages inclusive of accommodation + sightseeing activities plus any additional extras thrown in the mix could prove beneficial too since most people prefer convenience nowadays hence why having everything arranged beforehand appeals greatly rather than having do deal with numerous different vendors separately after arrival date has passed All these steps taken together will ensure greater success rate amongst hotels located throughout entire nation ultimately leading toward improved competition between them

Implementation of the research goal required solving the following tasks:

- to analyze all the main approaches to the interpretation of the concept of network competitiveness in order to synthesize a generalized concept that allows identifying the main directions of research in the analysis of a specific network;
- to ensure the competitiveness of the hotel industry in the conditions of hyper-competition, in particular, to consider methods of forming a competitive advantage based on an innovative approach to the organization of production;
- to identify the main factors that have a negative impact on the competitiveness of hotel enterprises, as well as to generalize and evaluate the practice developed in more developed countries to eliminate these negative factors;

LITERATURE ANALYSIS AND METHODOLOGY

In the tourism industry, one of the main areas of activity is the hotel business, as it is aimed at comfortable accommodation of the tourist in the place of his temporary stay. The main activity of the hotel is related to the provision of accommodation services.

Regardless of the star rating of the hotel or hotel, the process of serving guests can be divided into several stages:

- seat reservation;
- reception, registration and accommodation of guests;
- accommodation itself;
- provision of additional services (for recreation and entertainment);
- final settlement and registration of departure.

The hotel industry is constantly innovating to remain competitive in the ever-changing hospitality landscape. From technological advances to creative solutions, hotels are finding new ways to increase efficiency and provide superior customer service.

One major innovation is automation technology for check-in and checkout processes. Hotels can now utilize automated kiosks or apps that allow guests to check themselves into their rooms without having any contact with a front desk clerk. This not only speeds up the process but also helps reduce labor costs since fewer staff members are needed at reception desks during peak times of day when more travelers arrive or depart from hotels simultaneously. Furthermore, it allows guests more control over their experience by allowing them access to room keys via digital codes sent directly through an app on their phones rather than needing physical cards issued at a front desk upon arrival as was previously required prior before these advancements were made available within our current technology society today.

Another way that hotels have improved guest experiences is through virtual concierge services like chatbots which use artificial intelligence (AI) algorithms and natural language processing (NLP). These AI bots can answer common questions about amenities offered by each individual property such as restaurant hours or spa treatments quickly and accurately so customers do not need assistance from human staff members who may be busy attending other duties elsewhere.

For the most efficient organization of the service process in the hotel, separate services have been created that specialize in specific services: the reservation service, the reception and accommodation service, the service and operation of the room stock, the security service, restaurants, and the marketing department.

DISCUSSION AND RESULTS

Unlike Many hotels around the world, in Uzbekistan, hotels can increase their competitiveness by following these key factors related to this industry.

1. Price: Offering competitive prices is one way to attract customers. Hotels can offer discounts, promotions, or special deals to entice customers to choose their hotel over others.
2. Location: Hotels that are located in prime locations such as the city center or near tourist attractions have a competitive advantage. Customers are more likely to choose a hotel that is conveniently located.
3. Quality of service: Providing excellent customer service is crucial for hotels to remain competitive. This includes training staff to be friendly, welcoming, and attentive to guests' needs.
4. Amenities: Hotels can differentiate themselves by offering unique amenities such as a swimming pool, spa, or fitness center. Providing free Wi-Fi, parking, or breakfast can also make a hotel more attractive to customers.
5. Brand reputation: A strong brand reputation can help hotels stand out from their competitors. Customers are more likely to choose a hotel with a positive reputation for quality and service.
6. Technology: Hotels that incorporate new technologies such as mobile check-in, keyless entry, or virtual concierge services can provide a more convenient and personalized guest experience.
7. Sustainability: Hotels that prioritize sustainability and eco-friendly practices can attract customers who value environmental responsibility.

Overall, hotels need to continuously innovate and improve to remain competitive in the industry. By focusing on these factors, hotels can attract and retain customers and position themselves as leaders in the market.

List of sources used

1. Na Sha, Robert Cekuta Tourism development in Uzbekistan — challenges and opportunities / Special policy brief by caspian policy center. <https://api.caspianpolicy.org>
2. Tourism in Uzbekistan is the dynamically developing sector of the country / Blog, Uzbekistan in world press. <https://www.uzbekembassy.in>
3. Pavel Nosachev How Hotel Business in Uzbekistan Tries to Catch Up with Rising Flow of Tourists. <https://kz.kursiv.media>

4. Kapiki S. T. Development prospects of Uzbekistan's tourism and hospitality industry by utilizing the EU experience / International conference on tourism at Sharjah, United Arab Emirates. www.researchgate.net
5. Le Chi Cong and Dao Anh Thu The competitiveness of small and medium enterprises in the tourism sector: the role of leadership competencies / Emerald insight <https://www.emerald.com/insight/1859-0020.htm>
6. Geoffrey Crouch and J.R. Brent Ritchie Competitiveness and tourism / Article in Journal of Sustainable Tourism <https://www.researchgate.net/>
7. Toychievna, A. M. (2022). Organizational and Economic Mechanism for the Development of Pilgrimage Tourism in Uzbekistan. Vital Annex: International Journal of Novel Research in Advanced Sciences, 1(4), 32–35. Retrieved from <https://www.innoscience.org/IJNRAS/article/view/295>
8. Алиева, М. (2020). Хизмат кўрсатиш соҳаси тармокларини ривожлантириш истиқболари. Архив научных исследований, (13).\
9. Алиева, М. Т. (1994). Развитие и размещение отраслей по переработке шерсти Узбекистана.
10. Алиева, М. (2020). Harvard Journal of Fundamental and Applied Studies. Архив научных исследований, (12).
11. Alieva, M. T. (2018). Tourism problems in the Central Asian republics. Theoretical & Applied Science, (11), 30-34.
12. Aliyeva, M. T. (2020) Tourism in Uzbekistan: status, problems and prospects. Harvard Journal of Fundamental and Applied Studies, (1), 7