

Factors Affecting the Development of Reservation Systems in Hotels**Aliyeva Mahbuba**

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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, which represents about 10,000 establishments across the country.

Over the past 20 years, Uzbek tourists have had the opportunity to travel abroad, the income of the population is constantly increasing, and the prices of air travel are decreasing. Thus, it became clear that enterprises of the hospitality industry of Uzbekistan have to compete with enterprises from almost all over the world for Uzbek tourists.

Keywords: hotel sector, hypercompetition, virtual presence, electronic channels, organizational-legal and economic mechanism.

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.

The degree of development of the problem. R.A. Fathutdinov, A.V. Niyozov, T.G. Filosofova, V.A. Bykov, G.D. Antonov, O.P. to create the theoretical and methodological foundations of the study of competitiveness problems. the works of such authors made a great contribution.

The goals and objectives of the article research. The purpose of the work is to determine the reasons for the low competitiveness of the hotel sector of the economy of Uzbekistan, to identify and consider new factors of ensuring competitiveness, as well as to develop methods of stimulating and controlling innovative activities aimed at increasing competitiveness. industry.

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 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;
- Systematization of new types of business that arose organically based on the need to solve the problem of eliminating the negative factors arising in the field of sales in the economy of Western Europe and the USA.

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.

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.

In practice, customer service is the policy and procedures adopted by the company, and customer relations is the daily communication with them. Customer service defines the level of service that customers receive, and customer relationships realize it.

One of the first services when a guest enters a hotel is the reception and accommodation service. The main functions of the reception and accommodation department are the registration of arriving guests, the distribution of rooms, the settlement and discharge of clients and the provision of numerous additional services to them.

The main function of the reception service is to welcome the guest and perform the necessary formalities when placing him. Employees of this service should also be the hallmark of the hotel, as they create the first impression of the arriving guest when he gets acquainted with the organization.

Today, in the conditions of fierce market competition, a strong trusting relationship with customers is a decisive factor for the long-term prosperity of a hotel. Quality customer service is not only one of the competitive advantages, in many areas of activity it has become the only competitive advantage in tourism. The quality of service is a new standard by which customers judge the prestige and star rating of a hotel.

The first, often the strongest impression of the hotel as a whole, largely depends on how the guest is received, how they are met, how quickly the necessary formalities are completed (checking the reservation, filling out the questionnaire, prepayment). In this regard, the following requirements are imposed on the reception service:

- the reception service should be located in the immediate vicinity of the entrance to the hotel. If there is a large hotel lobby, the interior (or visualization of the direction of movement) should orient the guest towards the location of the reception desk (porter desk, reception desk);
- the service counter should be neat, it should not contain randomly scattered papers, unnecessary items of excessive decorations and advertising;
- Reception staff must be of impeccable appearance, dressed in a special uniform and behave appropriately. Guests should only be spoken to while standing. The guest does not have to wait for the porter to be free from other activities. Each guest should be the most important and first.

The functions of the reception and accommodation service also include:

- distribution of rooms and accounting of free places in the hotel, issuing invoices and making settlements with customers.
- issuance of room keys. The reception service also has a rack (box, shield) for room keys.
- maintaining a card file of guests (customer data bank). For each guest after his stay in the hotel, a special card is filled out, which contains information provided by all hotel services that had contact with the guest. When a guest arrives again, thanks to this information, the staff will be able to significantly improve the quality of service, largely anticipating the preferences and wishes of the guest. Such work allows you to acquire regular customers and is an additional advertisement for the hotel.

Proper organization and software of the reception and accommodation service is necessary not only for the high quality of service for hotel guests, but also for the efficient operation of other hotel services. For example, restaurants, room service (room service), accounting, supply services, personnel department.

Many hotels, airlines and car rental companies today provide the possibility of booking their services through the worldwide computer network Internet. This allows potential customers around the world to use their personal computers to book plane tickets, make hotel reservations, and select car rentals.

This booking method is available to the widest range of clients - business travelers, vacationers, corporate offices, foreign guests - anyone who has access to the Internet.

In recent years, it is the online method of booking hotels that has become increasingly popular and relevant among travelers around the world. Russian tour producers are also joining them. This trend has a completely logical explanation associated with the presence of a lot of advantageous factors in the method. This list notes:

- availability of resources around the clock;
- the presence of many options for establishments in all countries of the world;
- convenient search for the required options;
- a detailed description of each complex and much more.
- booking through the site allows you to see photos of the room stock and choose apartments not blindly.

In addition, a very relevant moment for future tourists is the presence on the pages of reviews from former guests. This factor enables citizens to make the most correct choice.

In any case, when booking through the network, the following information must be reflected on the site:

- The legal provisions and legitimacy of the hotel, which allow it to be accurately identified. They contain: company name, registration address, e-mail address, telephone number, legal address, individual value added tax number, information about the entry in the register of travel agencies and other tour operators and the address of the organization responsible for the offer, if this organization is an intermediary (agency);

- The main features of the proposed accommodation (information about the services and opportunities in a particular hotel can be obtained at the booking stage);
- Additional services offered in the hotel;
- Prices;
- Payment Methods;
- General conditions of sale and conditions for granting a reserved rate.
- Validity of the offer and price;
- The minimum duration of the proposed shares, contract, if applicable.

The client chooses the services offered on the site. As a consumer, the customer has certain rights which, in theory, will come into play in cases where the services booked are not intended for personal use.

The client confirms that he has become familiar with the essence, purpose and peculiarities of booking the services presented on the site, and that he has requested and received information, necessary or additional, in order to make a booking with full knowledge of the matter.

The client is solely responsible for his choice of services and for how they meet his needs, and the company or the hotel is responsible for the compliance of the services provided and the quality of the rooms with reality.

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