

Organization of Additional Services in Hotels

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Annotation: Today, tourism with its multifaceted structure has an active influence on all spheres of society's life. Under the influence of this industry, various tasks that have arisen in the development of the hotel industry, that is, the organization of modern hotels, tourist complexes, and the provision of high-level service in them, require professional knowledge and continuous improvement from employees.

Keywords: hotel, transit tourists, excursion, assortment, technology, marketing, hotel management, authoritarian style.

Research studies conducted in different countries have not yet determined the preferred style of hotel management: examples of absolute authoritarian style are successful, while examples of democratic style are not far behind them in success. By the way, quantitatively, the authoritarian style prevails. This situation is explained by the fact that the hotel business has been a family business for a long time: the hotel was run by the head of the family, and his relatives had to obey him implicitly. The first managers with special knowledge appeared only in the 20s of the 20th century. Until now, hotel managers have been pure practitioners. Also, verbs are very different from each other, and therefore, for example, a rather large

People enter the system of economic relations while acquiring means for life activities. Absolutization of economic relations gave rise to pragmatism, which became the source of numerous deformations, such as: retreat from social justice, indulgence in superficiality due to excessive competition, brutalization of people towards each other and nature. Society has developed on the basis of three dimensions: property, power, and sovereignty! These criteria have squeezed the humanity out of a person. Such conditions led to the muteness of a certain part of the population. The dependence of the property less prevented the manifestation.

Production based on growing technical potential promoted technocratism. An economy based on the unlimited use of natural resources has become expensive. People began to become victims of the means of production, losing themselves physically (early disability, occupational diseases, poverty, spiritual and cultural limitations). All this brought the Society to the brink of destruction. Due to the "Human nature - Society" system, the balance in life has been disturbed. This is manifested in the self-destruction of people (tragedies on the roads, wars, crimes, rocks of hatred for people, etc.). The desire to eliminate the devaluation of human life created a service activity. The development of service structures has created a large number of social technologies in which production is based on human intelligence rather than labor. Service activities used in this direction revealed the laws of labor-saving processes on the basis of equal comparative weight. Accumulating service levers, representing the components of life reproduction, create a pure competition between sociocultural objects.

The component of the mentioned institution is the developing scientific potential of a person. The qualities that determine his duties are as follows: Based on equal relative weight, the service activity to be performed revealed the laws of labor-saving processes. Accumulating service levers, representing the components of life reproduction, create a pure competition between sociocultural objects. The component of the mentioned institution is the developing scientific potential of a person. The qualities that determine his duties are as follows: Based on equal relative weight, the service activity to be performed revealed the laws of labor-saving processes. Accumulating service levers, representing the components of life reproduction, create a pure competition between sociocultural objects. The component of the mentioned institution is the developing scientific potential of a person. The qualities that determine his duties are as follows: and the component of the mentioned institution is the developing scientific potential of a person. The qualities that determine his duties are as follows: and the component of the mentioned institution is the developing scientific potential of a person. The qualities that determine his duties are as follows:

- realization of human rights;
- humanization of the production sector;
- Introduction of labor-saving technologies;
- development of labor culture with an information system;
- mastering market culture;
- use of historical experience;

The formation of the mentioned qualities of intelligence cannot take place without service structures and relationships. Implementation of service activity gives it the color of rehabilitation (restoration) direction of life activities of social groups. The full efficiency of its development is achieved through the implementation of service structures, customer-oriented procedures, modernization of regional infrastructures, development of professional education, and increase of jobs in this industry. And tourism forms the hotel economy system through service activities. The hotel industry is an infrastructure element, city, cultural business objects, and an indicator of social space improvement within the framework of production. hotel

The main aspect of the hospitality industry is to expand the demand for itself by creating customer relationships that define the functional qualities of hospitality. A hotel business entity is a professional organizer that implements structures in the service direction. A hotelier is a guest who temporarily resides in a hotel room. The hotel business entity uses the service nature of actions to turn customer burnout into reliable, effective measures. The improvement created in the hotel becomes a system of guarantees of cultural and spiritual stability aimed at strengthening the individual's ability to live.

In productive activity, the material conditions of the hotel are integrated with the efficiency of service activities. Such an organic combination of these factors takes the form of reproduction of theocentric activities that represent the realization of business philosophy. Theocentric activities are concentrated activities that define a specific goal in the development of visitors. In this case, everything will be quickly adapted to the new conditions to welcome the guest. The development of theocentric activities preserves the practical essence of the hotel industry and determines its competitiveness. After welcoming the visitors, there will be an introduction to the number, description of the conditions for living, and the hotel's mode of operation.

The development of theme-centric activities in a productive activity system is a matter of delicate diplomacy. It determines the value of hospitality, in which a spiritual effect is formed. Bored people, as a rule, fall into a mental trap in the absence of some objects, and its transmission mechanism expands the contagion "if it's bad for me, then it's bad for others." Because of this, more competitive opportunities are hidden in theocentric events. Partners in the hospitality industry can also find attractive forms with increased popularity. They are also busy looking for ways to create impressions on the part of consumers, proving that the financial costs justify themselves.

Arriving at the hotel and ascending to the floor where his room is located, the Guest will immediately see a charming landscape of the beach, a bright and calm area full of people relaxing. Captivated by the natural landscape surrounded by the blue sea, people forget that they even have to occupy a place. The sweet voice of the pale woman prompted the guests, who were developing a charming spectacle, to stop and take their rooms. After such an impression, how can number accessories not play a role? Of course, the placement process is instantaneous. The change from road clothes to bathing suits also happens at the same time. Service relationships reflect the dedication and internal mobilization of the staff as integral aspects in the development of the hotel complex. Realization of the elements of service relations implies the elimination of the separation of areas into important operational (visible) and hidden (auxiliary rooms, far corners of corridors, attic rooms, storage rooms) that are less used in hotel practice.

Surveys of hotel customers also revealed a lot of information that might be useful for management. For example, it was found that 1/3 of the guests, when they move into the room, the first thing they do is to open the mini-bar and be interested in its contents. Even in hotels with few stars, it was found useful to equip mini-bars. Considering that the price of such drinks in the mini-bar is usually three times more expensive than the store price, it is easy to understand the benefit of this factor. In addition, 95% of foreigners watch at least one hour of television every day. That is why it is desirable to have a TV in a two-star hotel room (which does not mean a TV, of course). Guests take a shower and only 5% take a bath. As a result, even four-star hotels are not equipped with full-size bathrooms, but rather inexpensive showers. Almost 40% of travelers feel the need to wake up in the morning. Therefore, it is important that the hotel is equipped with automatic alarm clocks, because for a small hotel, it can become a problem to wake up with the help of a telephone operator, because most of the guests wake up at one and the same time at 7 o'clock. By the way, a guest sued the hotel for a large sum of money for not waking him up on time.

Organization of service in high-quality hotels should always be in the center of attention of the hotel administration. Achieving high quality in the field of services is an important task for the success of business activities. Work in the field of hospitality involves building relationships between employees and customers. In this regard, most of the efforts are focused on improving the technical quality of hotel services (numbers, hot water, number of towels, food preparation conditions, etc.). Further development of the service sector in our republic with the formation and deepening of market relations, creation of a competitive environment in it, in the current complex conditions, puts various new and extremely important issues on the agenda. Among them, the question of improving the quality and efficiency of hotel services in the field of tourism has a very important place.

However, according to experts, the tourist resources of Uzbekistan are worth 4 million allows a person to be accepted. Achieving this requires the rational, full use of tourist resources, the research of ways to improve the quality of service in the hotel industry. The tourism potential of Uzbekistan is higher than the average among the countries of the world. Therefore, the share of tourism in the country's exports and GDP should be high. But now the share of tourism services in the GDP of

Uzbekistan is very small. It can be seen that the existing tourist resources in the republic are not being used efficiently enough. One of the main reasons for this is the lack of service quality and low efficiency in hotels.

In the conditions of the current global financial and economic crisis, as the President noted, "it is extremely important to further expand the sphere of services to the population." In this, the role of developing the tourism industry and improving the quality of service in hotels is of particular importance. The decrease in demand for accommodation services at the same time as the increase in supply in the hotel market leads to increased competition in the industry. One of the main ways to achieve competitive advantage in the hotel business is to offer high-quality service and affordable services compared to competitors. In this case, it was justified that advertising service should be used more to attract customers.

Due to the fact that the reforms carried out in our country are aimed not at reform, but at ensuring the decent living of people, it was justified that the improvement of the quality of hotel services should be considered not only from an economic, but also from a social point of view. Taking into account that the evaluation of the quality of hotel services differs from other industries, it was justified to use different evaluation methods and indicators based on the specific characteristics of each of them depending on their types. At the moment, the main income of hotel companies is the funds received for beds. In the future, in exchange for increasing the types of services and improving their quality, the quantity and share of these services should have a tendency to decrease. To achieve this, it was recommended to organize hotel complexes serving guests.

The analysis of the length of the tourists' visit showed that the majority of the customers staying in hotels spend 1-3 (87.7%) and 4-7 days (9.64%) and use hotel services. This situation requires the high quality of services provided to tourists during a short-term trip. This requires ensuring promptness of services, cultured and courteous service personnel, quality and variety of services. However, the quality of hotel services depends only on solving the technical side of the work. In the hotel industry, the effort of the enterprise is usually to attract customers, to fully fulfill the wishes of the tourists, and to gain the trust of the customers.

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