

Introduction of a System of Local Seminars and Trainings to Increase Staff Capacity in Hotels of Uzbekistan

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ABSTRACT: One of the main requirements for hotels today is the creation of a high-quality hotel image. Collaborative efforts of world-class hotel services, continuous supervision by management, implementation of measures to improve the methods and forms of service, innovative practices, the use of new technologies, improving the quality and expanding the range of services. are provided. This will require improving the quality of education in the hotel industry and drawing students' attention to the experience gained during the internship. This article analyzes in detail the views and ideas on the introduction of a system of local seminars and trainings to increase staff capacity in hotels in Uzbekistan.

Key words: hotel, staff, seminar, training, service, innovative experience, requirements.

Tourism, with its multifaceted structure, actively influences all spheres of public life. It will help develop many sectors of the economy. For example, the transport sector, communications, road construction, catering, utilities, consumer services, services, trade and agriculture are the main sources of income. The development of tourism has simultaneously covered a number of areas related to the acquisition of its own plot, recreation, entertainment industry, and in turn, the provision of quality services to tourists. According to the World Tourism Organization (WTO), tourism accounts for 10% of world GDP, 7% of world exports and 30% of services exports, as well as one in ten jobs in the world.

The provision of hotel services is one of the most important areas of the tourism industry. The hotel industry is the second most important in the tourism sector after the transport sector. A hotel is a building (or a set of buildings) where a complex technological process takes place throughout the day, where customers are guaranteed rooms, additional services aimed at comfortable, convenient and safe use of hotel products.

Millions of tourists visit Uzbekistan every year. Among them are both foreign tourists and our compatriots. In other words, the quality of guest services is also important in the development of domestic and foreign tourism. In addition, the quality of service in the hotel largely depends on the behavior of employees and the quality of work performed. In this regard, in order to establish systematic work in our country, the organization of various local seminars, trainings and master classes, mainly to improve the skills of young professionals, gives good results.

That is, students studying at the university still do not have enough experience. Given the existence of a basically theoretical knowledge base, it is important to consider the living environment, i.e. the practical process, in shaping the hotel's work style, rules, and good communication skills. In particular, seminars and trainings conducted by specialists with many years of experience in capacity building in hotels of our country or who have returned from training abroad will certainly help young professionals in their work.

Enthusiasm in young staff means readiness to help the customer and provide immediate service, emergencies often occur during service or unexpected requests from customers (e.g. putting a white grand piano or a larger bed in the room, etc.). In such cases, the ability to find a reasonable solution to the problem that arises is assessed. The peculiarity of the activities of enterprises in the provision of services, in particular, hotel services, is that there are always emergencies. Qualified professionals with work experience often face such situations and teach young professionals what they know based on their experience. Therefore, it is necessary to plan ways to solve such problems in advance and develop their own working principles. In such cases, employees must work with quality, pay immediate attention to any problems that arise, adhere to the principles of working with demanding and quarrelsome customers of each enterprise.

At present, globalization in the field of services and modernization of hotel services in the field of national services must meet the requirements of world service standards in order to gain a competitive advantage. Quality issues play a very important role in the production and consumption of hotel services. A hotel business that does not provide quality service will not be able to achieve its main goals. A study by the International Customer Service Association found that the cost of attracting a new customer is five times more expensive than retaining an old customer. Therefore, it is an important strategy in the hotel business to provide quality service that meets all the needs of customers and meets

established standards. When choosing a hotel for repeat visitors, the first priority is to adhere to the standards of service in the hotel.

Research in hotel establishments shows that the majority of service personnel in conflict situations try to defend themselves, proving that the problem is not the cause.¹This situation indicates that the service management is not confident in supporting customer care care. Otherwise, they would have tried to solve the problem in the first place, instead of intensifying the conflict and proving themselves right. When young professionals face similar situations, they usually do not know how to behave. The training of qualified professionals is also necessary to teach them how to behave in such problematic situations. In fact, the client is not always right in practice. However, by proving that the customer is not right, the hotel does not benefit at all. On the contrary, it loses the customer, attracting a new customer becomes more difficult and expensive.²Research by the International Association of Customer Service has shown that the cost of attracting a new customer is five times more expensive than retaining an old customer.

Training is a process of staff development for the purpose of improving the performance of an incumbent holding a position with assigned job responsibilities. It promotes the professional growth of individuals. "It is a program designed to strengthen the competencies of extension workers while they are on the job" (Malone, 1984, p. 209). Inservice training is a problem-centred, learner-oriented, and time-bound series of activities which provide the opportunity to develop a sense of purpose, broaden perception of the clientele, and increase capacity to gain knowledge and mastery of techniques.³

Inservice training may broadly be categorized into five different types: (1) induction or orientation training, (2) foundation training, (3) on-the-job training, (4) refresher or maintenance training, and (5) career development training. All of these types of training are needed for the proper development of extension staff throughout their service life.

Induction or Orientation Training. Induction training is given immediately after employment to introduce the new extension staff members to their positions. It begins on the first day the new employee is on the job (Rogers & Olmsted, 1957). This type of training is aimed at acquainting the new employee with the organization and its personnel. Induction training for all new personnel should develop an attitude of personal dedication to the service of people and the organization. This kind of training supplements whatever preservice training the new personnel might have had (Halim and Ali, 1988). Concerning the characteristics of a new employee. Van Dersal (1962) said that when people start to work in an organization for the first time, they are eager to know what sort of outfit they are getting into, what they are supposed to do, and whom they will work with. They are likely to be more attentive and open-minded than experienced employees. In fact, the most favourable time for gaining employees' attention and for moulding good habits among them is when they are new to the job.

Foundation Training. Foundation training is inservice training which is also appropriate for newly recruited personnel. Besides technical competence and routine instruction about the organization, every staff member needs some professional knowledge about various rules and regulations of the government, financial transactions, administrative capability, communication skills, leadership ability, coordination and cooperation among institutions and their linkage mechanism, report writing, and so on. Foundation training is made available to employees to strengthen the foundation of their service career. This training is usually provided at an early stage of service life.

Maintenance or Refresher Training. This training is offered to update and maintain the specialized subject-matter knowledge of the incumbents. Refresher training keeps the specialists, administrators, subject-matter officers, extension supervisors, and frontline workers updated and enables them to add to the knowledge and skills they have already. Maintenance or refresher training usually deals with new information and new methods, as well as review of older materials. This type of training is needed both to keep employees at the peak of their possible production and to prevent them from getting into a rut (Van Dersal, 1962).

On-the-Job Training. This is ad hoc or regularly scheduled training, such as fortnightly training under the training and visit (T&V) system of extension, and is provided by the superior officer or the subject-matter specialists to the subordinate field staff. This training is generally problem or technology oriented and may include formal presentations, informal discussion, and opportunities to try out new skills and knowledge in the field. The superior officer,

¹ Nabieva SA Technological processes in service: Textbook - T.: TSUE, 2011.- 195 pages.

² Kamilov.F.K., Xamidov O.X. Hospitality Industry: Textbook - T: - p.166

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administrator, or subject-matter specialist of each extension department must play a role in providing on-the-job training to the staff while conducting day-to-day normal activities.

Career or Development Training. This type of in-service training is designed to upgrade the knowledge, skills, and ability of employees to help them assume greater responsibility in higher positions. The training is arranged departmentally for successful extension workers, at all levels, for their own continuing education and professional development. Malone (1984) opined that extension services that provide the opportunity for all staff to prepare a plan for career training will receive the benefits of having longer tenured and more satisfied employees, which increases both the effectiveness and efficiency of an extension service. Malone stated that "career development is the act of acquiring information and resources that enables one to plan a program of lifelong learning related to his or her worklife" (p. 216). Although extension workers are responsible for designing their own career development education, the extension organization sometimes sets some criteria and provides opportunities for the staff by offering options.

Research shows that if there are young and inexperienced staff in the situation, the hotel could suffer a lot. Therefore, experience shows that it is important in this regard.⁴ In another study by the Research Institute for Technical Assistance, 91% of dissatisfied customers said they would never contact the company again, and that each of them had their own problems. indicates that at least nine of the other customers are sharing. However, if their complaints are satisfied, 54-70% of such customers will use the services of the enterprise, which "offended" them. If customers see that the problems that have arisen are resolved very quickly, that number will reach 95%. Sharing the practical experience of such research with young staff will actually have a positive impact on hotel operations. In order to make sure that a service is "properly rendered", the certification methods indicate what requirements it must meet and the credible evidence of this conformity. Information technology assessment of hotel services is becoming more and more popular. Tourists plan their travels through various travel sites, travel portals and online booking systems. One such site is Booking.com, an online system that is a world leader in the hotel booking industry. After staying at a hotel booked through this online system, tourists can rate the hotel in terms of cleanliness, comfort, location, comfort, staffing, quality and price ratio, and Wi-Fi service criteria through their feedback.

It is much more effective to work with higher education institutions in this field in determining the organization of training activities. as an example, it is also important in the development of many traits in young cadres. Reliability is the ability of employees to build self-confidence. For a relationship of mutual trust to emerge, it is essential to pay attention to external signs that consumers trust more. Good organization of the hotel restaurant, clean rooms, corridors, the appearance of the staff - all these are external criteria of service quality, based on which customers conclude that everything is in place and can be trusted in a particular enterprise. Seminars play an important role in the development of these qualities.

In particular, the speed of staff in the hotel business - the ease of communication with service staff. For example, if a guest calls a courier to a room, he or she will be required to arrive in a matter of minutes, not hours. During the seminars, the level of training will be increased by assigning a number of similar tasks and providing employment to those who meet these requirements. It will also increase interest in the workshop.

Communicativeness of the staff working in the hotel - it is necessary to provide a service that excludes misunderstandings between staff and customers by providing customers with the necessary information in a timely manner and without their additional demands. Also, diligence in employees is a special attention to the customer and individual service to him. Each customer will have their own specific needs. In order to ensure that the client remains loyal to the enterprise, it is necessary to show that when providing services, a particular client is of special importance to the enterprise, taking into account its individual needs.

When considering the quality of services, non-standard definitions such as "meets the demand - does not meet", "above the level of demand - below", "good - bad", "meets the demand - does not meet" are often used.

For example: "The quality of service in local hotels does not meet the requirements of international standards", "The level of service in the hotel" Friendship "is lower than the level of service in a three-star hotel", "The quality of services in hotels in small towns" unsatisfactory. The prevalence of non-standard terms in relation to the quality of services is certainly one of the sore points in the network.⁵

In order to improve the quality of service in hotels, it is necessary to conduct trainings on the standardization and certification procedures for young staff. Standardization is aimed at developing and defining the requirements, norms, rules and conditions that are mandatory and recommended for implementation, the right of the consumer to purchase

⁴ <http://www.tripadvisor.ru/TripAdvisorInsights/n2622/respondingreviewsbuilds-revenue-and-reputation>

⁵ Amriddinova R.S. Hotel service: Text of lectures - S. : SamISI, 2008.- pp. 106-108.

the appropriate quality services at a reasonable price, as well as safety and convenience of labor. is a type of mining activity. The purpose of standardization is to achieve a reasonable order through the extensive and multiple use of established rules, requirements, norms in a particular field to solve existing, planned or intended tasks in practice.

Why is it important to develop hotels by introducing a system of local seminars and trainings to increase staff capacity in hotels?

According to the study, the success of hotel products is only 25%, the level of hotel facilities and 75% - the quality of service. That is, how the guest is greeted, how the service is provided at different stages of the hotel stay, whether the staff is able to create a welcoming atmosphere, largely depends on the return of this customer. If we talk about large hotels in the field of design, expensive equipment and small hotels that can not compete much in the application of technical innovations, the level of service here determines almost one hundred percent competitiveness of the hotel. Identify service-related issues. Sometimes, because he is busy, the junior hotel manager may not always be able to immediately report problems in the service area.

In summary, the first sign of a decline in service quality is a decline in hotel sales. As we can see, the load level does not increase even during periods when it is high in competitors and the price of the room falls. Perhaps the guest is not returning to your hotel due to poor service quality. This in itself is related to the quality of service provided by the workers. The unique feature of the hotel business is that the hotel staff is part of the product we sell. In this regard, attention should be paid to how the hotel staff communicates with the guest. Therefore, the organization of various seminars and trainings for young professionals, the transfer of the experience of qualified specialists in the form of a model for young professionals will give good results.

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