


**THE MAIN PROBLEMS OF THE DEVELOPMENT OF SERVICE ACTIVITIES IN THE HOTELIER AND WAYS TO ELIMINATE THEM**

**Khamitov Mubin Khabibzhonovich**  
Samarkand Institute of Economics and Services

Article Info	ABSTRACT
<p><b>Article history:</b> Received Sep 17, 2024 Revised Sep 19, 2024 Accepted Oct 17, 2024</p> <p><b>Keywords:</b> tourism, hotel, service, service quality, service, service, customer, personnel policy, digital platform, digital service, travel aggregators, content, information portals.</p>	<p><b>General Background:</b> The rapid advancement of digital technology has reshaped the global hotel industry, enhancing service quality and operational efficiency to meet evolving customer expectations. <b>Specific Background:</b> In Uzbekistan, efforts to align the hotel sector with global standards have intensified under the "Digital Uzbekistan – 2030" strategy and the "Travel Through New Uzbekistan" initiative, aiming to attract both local and international tourists. <b>Knowledge Gap:</b> However, Uzbekistan’s hotel industry faces significant barriers, such as inadequate service quality, lack of skilled personnel, outdated regulatory standards, and limited integration of digital infrastructure. <b>Aims:</b> This study investigates the current challenges and prospects for sustainable development and digital transformation in Uzbekistan’s hotel sector, focusing on innovative approaches to improve service quality and operational effectiveness. <b>Results:</b> Findings indicate that although Uzbekistan's hotel industry lags in digital adoption compared to sectors like finance and manufacturing, there is a high demand for digital transformation to enhance customer service, particularly through digitized booking, integrated management systems, and expanded digital communication channels. <b>Novelty:</b> This study provides a comprehensive analysis of Uzbekistan’s unique barriers and opportunities, identifying specific digital strategies that can enhance competitiveness and align with global tourism standards. <b>Implications:</b> Integrating digital systems in the hospitality sector can increase customer satisfaction, attract international visitors, and support the broader tourism objectives of New Uzbekistan. By adopting best practices from international benchmarks, Uzbekistan’s hotel industry could strengthen its market position and contribute to sustainable economic development in the tourism sector.</p> <p style="text-align: right;">This is an open-access article under the <a href="https://creativecommons.org/licenses/by/4.0/">CC-BY 4.0</a> license.</p> <div style="text-align: right;">  </div>

**Corresponding Author:**  
**Khamitov Mubin Khabibzhonovic**  
Samarkand Institute of Economics and Services  
Email: -  
DOI: <https://doi.org/10.61796/ijblps.v1i10.238>

## INTRODUCTION

In the world, priority is considered on the development of the service activities of the hotel economy according to innovative technologies, improving the quality and efficiency of hotel services. In this regard, special attention is paid to research on such topics as substantiating the main directions of hotel business development, increasing the investment attractiveness of regions with the possibility of developing hotel business, including according to service service, developing (forming) modern hotel infrastructures, reducing the impact on hotel efficiency in the post-pandemic period and improving the mechanism for

In the context of the reforms carried out in the new Uzbekistan, comprehensive measures are being carried out to rapidly develop the tourism sector, support it in all respects, expand the possibilities of the regions in this direction, and coordinate the quality of hotel and hotel services to world standards. Within the framework of the "travel through New Uzbekistan" program, the number of local tourists is 12 million. to increase the number of foreign tourists visiting the Republic to 9 million. the mission is "to reach the individual". In ensuring the implementation of these tasks, it is advisable to expand the scope of research in such areas as sustainable development of the hotel economy on the basis of modern requirements, improving the quality and efficiency of Service services on the basis of innovative approaches, and developing effective mechanisms for organizing service activities.

The hotel and similar means of accommodation come from ancient traditions, such as the processes of respect, reception and accommodation, service of visiting guests, characteristic of any social process in the history of mankind. Hotel services are one of the most important integral components of the tourism industry, improving the quality of services provided in hotel farms, studying advanced foreign experience in this area remains a requirement of the time.

As you know," the economy of a hotelier is influenced, first of all, by economic factors (the general condition of the economy, average income per capita, the unemployment rate, the exchange rate of local currency, the level of taxation, bank interest on loans, etc.)." At the same time, socio-economic factors also play a large role in the development of the network: population stratification according to the level of income, education level, lifestyle, age-related demographics, urban-rural population interaction (urban population is more mobile), crime rate, development of the tourism industry, etc.

## METHODS

The research employs a mixed-method approach, integrating both qualitative and quantitative methodologies to analyze the development of Uzbekistan's hotel industry in alignment with global trends. Qualitative data is gathered through a review of existing literature on special economic zones, tourism industry reforms, and digital transformation processes in the hotel sector. This review identifies core challenges such as service quality, regulatory compliance, and workforce skill gaps. Quantitative data is obtained from government and tourism industry reports, specifically the "Digital Uzbekistan – 2030" strategy and the "Travel Through New Uzbekistan" program, offering insights into

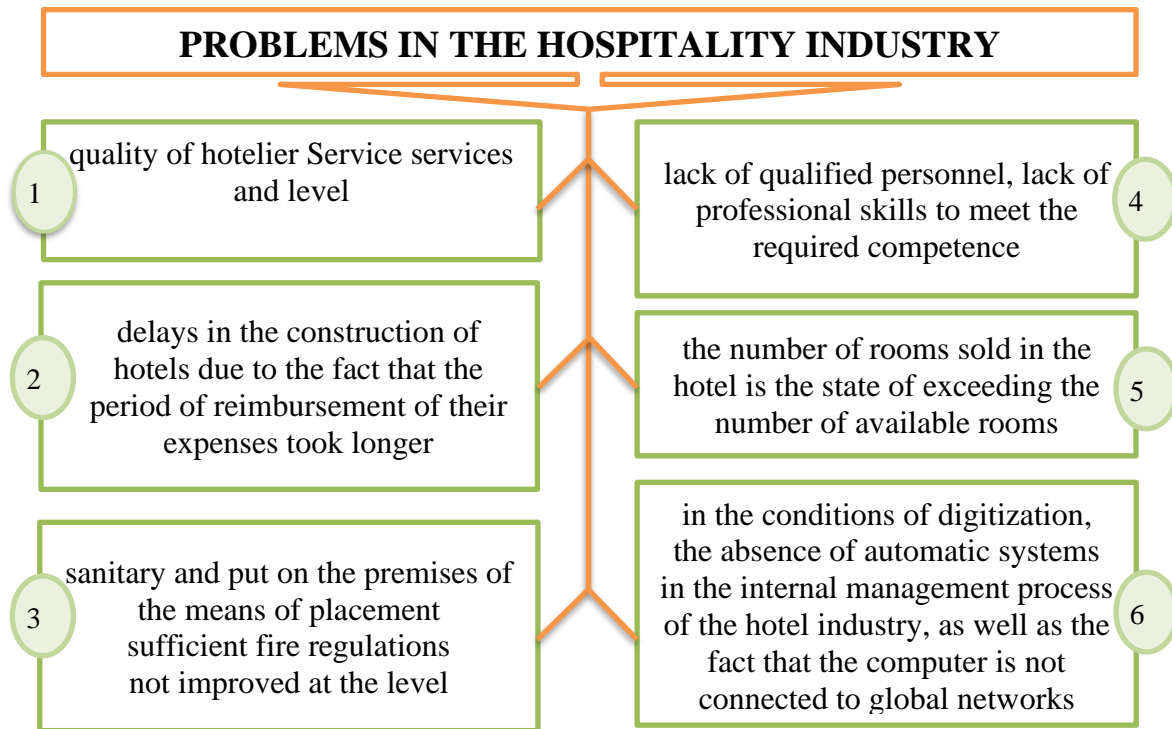
the growth in domestic and international tourism and the expansion of digital infrastructure within the hotel sector. Additionally, a comparative analysis is conducted, contrasting Uzbekistan's hotel industry with international benchmarks to identify best practices and areas for improvement. This method provides a comprehensive understanding of the hotel industry's challenges and opportunities in Uzbekistan, supporting the formulation of effective strategies for sustainable development and digital integration.

## **RESULTS AND DISCUSSION**

Modern hotel and similar accommodation facilities provide not only accommodation and catering services to consumers, but also a wide range of transport, Communications, Entertainment, excursion services, medical, sports services, beauty salon services, etc. "The hotel and similar accommodation facilities perform the main functions in tourism and hospitality, as they shape and offer integrated hotel products to consumers, all sectors and elements of the tourism and hospitality industry are involved in its formation and promotion."

Currently, the hotelier is experiencing a number of problems. The elimination of these problems is associated with an increase in the quality of service, efficiency and labor unity of service personnel in the hotel and similar accommodation facilities, in a word, with an improvement in the service activities of hotel households.

At the same time, it was found that there are many problems in improving the service activities of hotel households in Uzbekistan, which are much more obvious than in other countries. The analysis of the main problems and consequences in the hospitality industry is expressed in Figure 1.



**Figure 1. The main problems in the hospitality industry**

An analysis of the main problems and consequences in the hospitality industry can be described as follows:

1. One of the main problems of a hotelier is the quality and level of Service services, and in conditions of great competition, hotels that do not pay enough attention to service quickly lose their customers and move to the lower class category, from which it will be much more difficult to climb later.

2. The construction of hotels is usually postponed as the justification for their expenses takes longer. As a result, even in new hotels, service may be below the level of demand, a clear system of protection of guests is not established, the issue of seasonality is not resolved, hotels are crowded during the season, but during the period of non-existence, vacancies increase and profit is reduced.

3. The sanitary and fire regulations imposed on accommodation facilities buildings have not been sufficiently improved. In addition to the standards describing the requirements for residential buildings in the hotel industry, most sanitary and fire regulations have not changed since the time of the former Union, so they do not correspond to the current conditions.

4. The lack of qualified personnel does not meet the competence required by their professional skills. As for the performers of the service, the lack of qualified personnel among the staff is a big problem. This is especially noticeable in regional hotels, where the professional skills of employees do not meet the required competence.

5. The situation when the number of rooms sold in the hotel exceeds the number of available rooms. This problem leads to unpleasant incidents from the incompetence of the booking process, resulting in a negative impression of the hotel on visitors as well as distrust of the ratio to the hotel. This is due to the uncoordinated work of automatic computer booking systems or incorrect operation of hotel employees (also, a similar problem may arise if the hotel does not automatically update the availability of rooms on its website).

6. In the conditions of digitization, the absence of automatic systems in the internal management process of the hotel economy, as well as the fact that the computer is not connected to global networks. Due to the fact that in the conditions of digitization, hotel internal control systems are not connected to computer global networks, communication with hotel backup systems available to tour operators and turagents is lost. Services such as overnight stays in hotels, car rentals, turpaket excursions and spaces on airplanes, are not sent to travelers, which in turn information about the availability of these services, their cost and quality is not transmitted and not used in time. Management in hotels due to the absence of automatic systems, the main work of the hotel departments is not provided: reception and placement of guests, booking of numbers through the international Internet network, warehouse, accounting, restaurant, bars, banquet service, technical department work, sales and marketing department and many other works program.

In Figure 1, we recommend “developing the concept of” hotel digitization”, which provides the opportunity to maximize customer service needs and increase the level of Service sophistication in the conditions of today's tourism digitization, in order to improve the quality, efficiency of Service and labor productivity of service workers in the hotel and similar accommodation facilities.

In our country, the use of digital technologies in hotel Farms is introduced with a slight delay in relation to such industries as finance and industry (large-scale production). However, interest in the use of digital technology in the activities of hotel networks is very high, which is due to the fact that hotels are aimed at early customers. At the same time, hotel networks are trying to expand communication channels, since this, on the one hand, helps customers find a comfortable place to live, and on the other hand, hotels increase the target audience through new channels.

A common feature for digital transformation processes in the hotel business has been the rapid accumulation of user-generated photo and video content, as well as text comments that are increasingly affecting travel planning and consumer buying behavior.

Resources for posting independent reviews, tourist communities on social networks allowed guests to leave comments and wishes, Learn more about the hotel from those who stayed there overnight, and form independent opinions.

In the process of digital transformation of the tourism sector of Uzbekistan in order to fulfill the tasks set out in the road map of implementation of the Strategy “Digital Uzbekistan – 2030” together with the Tourism Committee and local authorities under the

Ministry of Ecology in increasing the competitiveness of tourism services through the use of digital technologies in New Uzbekistan, we recommend the above-proposed digital platforms and services

Currently, there are the following types of digital services in the tourism sector:

- \* tourist services based on big data;
- \* transport and tourist route formation services, travel planners;
- meta-search mechanisms, travel aggregators, showcases;
- \* tourist guide-guides, information portals;
- \* aggregators of air tickets, online booking services for temporary accommodation;
- \* virtual tours;
- search for co-workers, city maps, tourist social networks, travel interpreters, etc.

Digitization of the tourism industry in the regions is already observed within the framework of the "IQ urban" Digitization Index. The "tourism and service" sub-index is characterized by the following four indicators:

- \* availability of electronic Guest cards of the city;
- \* the presence of a comprehensive system of informing guests of the city;
- number of active users of electronic maps of the city;
- demand for a city visitor notification system (number of views of the city's online portal per 10,000 residents).

## CONCLUSION

The research highlights the **fundamental finding** that digital transformation in the hotel sector is essential for enhancing service quality, operational efficiency, and overall competitiveness in the tourism industry of Uzbekistan. By identifying key challenges, including workforce skill gaps, infrastructure shortcomings, and regulatory updates, the study demonstrates the importance of integrating innovative technologies in hotel management to meet global standards and support sustainable tourism growth. The **implication** of these findings suggests that adopting digital systems across various hospitality services can significantly improve customer satisfaction and attract more international tourists. However, a **limitation** of this study is its focus on Uzbekistan's hotel industry, which may restrict the generalizability of the results to other regions with different regulatory and market conditions. For **further research**, a comparative analysis with digital transformation strategies in the hospitality sectors of other developing nations could provide insights into best practices and effective digital integration techniques tailored to emerging markets.

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