



IMPROVING THE MECHANISM FOR ASSESSING THE EFFICIENCY OF HOTEL MANAGEMENT

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Abstract

the article describes the results of the study on improving the mechanisms for assessing the effectiveness of hotel farms. Analysis of regulatory documents related to tourism and hotel activities has been carried out. A statistical analysis of hotels in the Republic of Uzbekistan and the Kashkadarya region is presented. Conclusions and proposals have been developed to improve the mechanisms for assessing the effectiveness of hotel farms.

Keywords: Hotel, service, mechanism, efficiency, economy, tourism, farm, placement, guest, tourist.

Introduction

The tourism industry is one of the important sectors of the world economy and promotes the development of the services sector in different regions. Hotel farms are the main link in this sector. With its multifaceted activities, they affect not only tourism, but also other sectors of the economy. Therefore, the need to further improve the system of assessing the efficiency of hotel households is increasing.

The relevance of assessing the effectiveness of hotel Farms is primarily due to the complex and multifaceted structure of this system. The activities of the hotel cover economic, financial, spiritual and managerial directions. Also, hotel services are based not only on material resources, but also on human capital, guest experience and the overall quality of Service. These aspects require the use of comprehensive mechanisms in the efficiency assessment process. It is not enough to focus only on



financial indicators, since such unconventional factors as the quality of Service, Guest Satisfaction, brand image also play an important role.

The main goal of improving the mechanism for assessing the effectiveness of hotel Farms is to carry out a comprehensive analysis of hotel activities, to determine ways to increase efficiency, taking into account internal and external factors. In this regard, modern assessment systems are developed based on various indicators. These indicators should cover factors such as financial stability, quality of Service, Customer Relations, rational use of resources, environmental sustainability. Taking into account the importance of each factor plays a key role in the development of long-term strategies for hotels.

Review of thematic literature. Many foreign and local scientists have conducted research on tourism and the role of hotel households within it in the economy. In particular, the theoretical and methodological foundations of hotel households and the problems associated with them Dj from foreign scientists.Bowen, F.Kotler, Dj.Meikens [1], A.ReReview of thematicview oview of thematic literature. Many fordied it.

Rakhimov H. in his dissertation research, “Tourism and hospitality are components of one industry. The increased need for a hotel is directly related to the development of Tourism. From world practice, it is known that through the development of tourism, it leads to the growth of the country's economy, the development of less progressive territories, an increase in population employment, the rise of the culture of living” [4]. It should be noted that despite the fact that in recent years a number of conditions and opportunities have been created in the field of tourism in Uzbekistan, it is also observed that the existing potential in this regard is not fully used. This was especially marked by the lack of hotel numbers, pre-booking of numbers, low quality of services provided at the hotel during the tour of foreign and domestic tourists, or during the period of seasonal and constantly held festivals, causing several problems [5].

Researcher L. Sh. Mirzayeva believes that the market for hotel services has been developing rapidly in Uzbekistan over the past five years. The number of private hotels in the capital is growing, former hotels are being reconstructed.

Unfortunately, the increase in the number of hotels is not always accompanied by an increase in the quality and level of Service [6],- puts forward the idea.

In hotels, efficiency is assessed through parametric and non-parametric methodologies, with a focus on technical efficiency, variables such as hotel rooms



and staff, and various performance indicators. These methods assess the level of Service and performance of the hotel, depending on factors such as how many rooms or how many employees it has [7].

Research methodology. In the process of conducting our research, we have used widely the methods of observation, concentration and grouping, comparison, expert assessment method, analysis and synthesis. We conducted an analysis of the research and literature of foreign and leading scientists of our country. We analyzed regulatory legal documents on tourism and hotel business. We also received surveys from industry representatives in order to ensure the effectiveness of our research, and studied the activities of mobile applications and internet site services related to hotel activities and assessed their impact on the efficiency of hotel farms.

Analysis and results. The importance of hotel households to the country's economy is considered high, and this is manifested through many factors. First of all, the tourism sector is an important component of the economy, and hotels serve as an integral part of this sector. The tourism industry plays an important role in economic processes such as attracting foreign investment to the country, increasing trade turnover, exporting National products. Hotels further accelerate this process by providing services to tourists and creating comfortable conditions for them.

First of all, hotel farms provide direct income to the national economy through the tourism industry. On the example of Uzbekistan, hotels have a positive impact on the national gross domestic product (GDP)through revenues from their services in connection with the increase in the number of tourists arriving in the country. The currency imported into the country by foreign tourists also spreads to other sectors of the local economy and contributes to general economic growth.

Secondly, hotel farms provide many new jobs. The number of personnel employed in the hotel industry will increase as tourism develops. This in turn reduces the unemployment rate and improves the living standards of the population. An increase in the level of foreign language proficiency among the population, a change in worldview and the processes of assimilation of modern culture accelerate. econdly, hotel farms provide many new jobs. The number of personnel employed in the hotel industry will increase as tourism develops.

Hotel farms serve the development of the domestic market by cooperating with local businesses. Local suppliers-food, goods, services – supply the necessary resources to hotels. This gives impetus to the development of small and medium-sized businesses.

We initially started our research by studying the number of facilities of hotels and similar accommodation facilities operating in the Republic of Uzbekistan, the number of persons placed in them and the number available in them (Figure 1).e initially started our research by studying the number of facilities of hotels and similar accommodation facilities operating in the Republic of Uzbekistan, the number of persons placed in them and the number available in the.

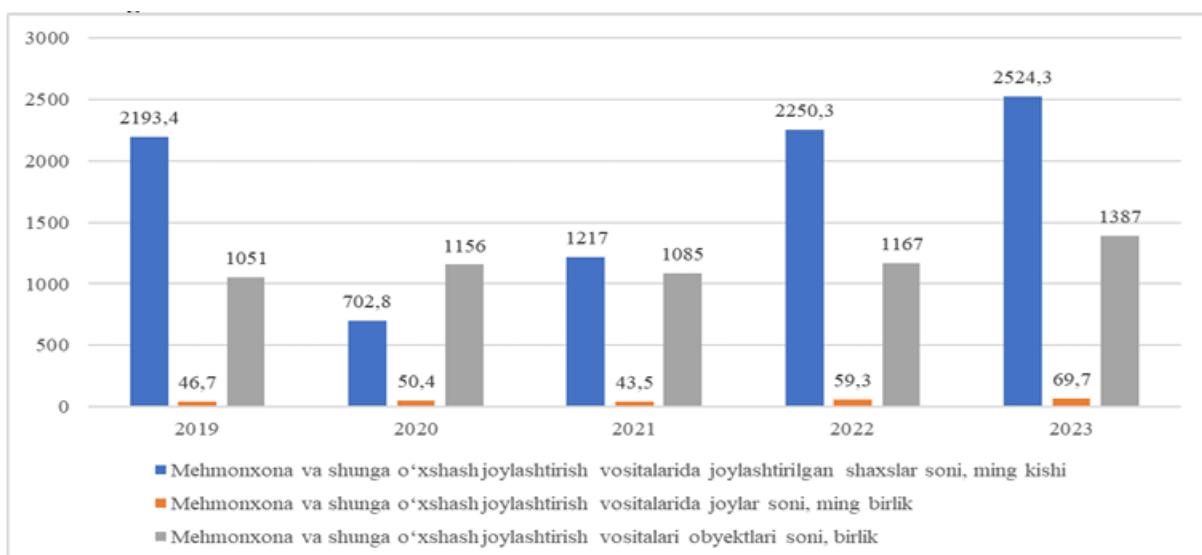


Figure 1. Hotel and similar accommodation facilities in the Republic of Uzbekistan [8].

Based on the analysis of the above indicators, the following conclusions can be drawn about the current state and future prospects of the hotel industry in Uzbekistan:

- the high load of hotel spaces, which is equal to 3621.66% of the filling level, suggests that hotel spaces have been filled several times. This indicates high demand and active use of hotel services. From this number it can be said that hotels are working under a serious load, and the problem of lack of places is observed;
- the average loading in hotels is 50 places, but these places served 1,819 people throughout the year. This indicates that hotels face certain difficulties in meeting tourist demand;
- high demand and insufficient number of available places indicate that there are great opportunities for future development of the hotel business. The construction of new hotels, the expansion of existing ones and the improvement of the quality of Service are becoming a necessity today.



But, these figures were consistent with areas with a high tourist influx, and were of the opposite importance in the rest of the regions. Below we will dwell in detail on these indicators on the example of the Kashkadarya region (Table 1).

Table 1 shows the number of hotels and similar accommodation facilities (facilities) in Kashkadarya region [9].

Name of Regions	Years				
	2019	2020	2021	2022	2023
Kashkadarya region	65	45	31	43	63
Karshi sh.	40	25	17	17	24
Prince sh.	8	8	6	7	10
subdistricts					
Guzor	2	1	1	2	2
Dehkanabad	3	-	-	2	5
Qamashi	-	-	-	1	2
Karshi	1	1	1	-	2
Koson	1	2	2	2	2
Book	2	3	2	9	12
Mirishkor	-	-	-	-	-
Mubarak	3	2	-	-	-
Badge	1	1	1	1	1
Profession	-	-	-	-	-
Kokdala	-	-	-	-	-
Chiroqchi	-	-	1	1	-
Prince	-	2	-	1	3
Yakkabog	1	-	-	-	-

In the Kashkadarya region, the number of hotels in the pre-pandemic period has had a growing trend, with many hotels completing their operations from the time of the pandemic. As of 2023, 38% of hotels are located in Qarshi city, 16% in Shahrisabz city and 19% in Book district. Hotel operations in Mirishkor, Mubarak, Kasbi, Kokdala, Chirochi and Yakkabog districts of the region are not established at all. The attractiveness, capabilities, Nature, Climate, location and other aspects of these areas dictate the demand for hotels, but it is necessary to be able to show these aspects and use the opportunities wisely. It is also necessary to train hotel management personnel to calculate the calculation for incoming (outgoing) tourist trips, calculate the filling coefficient by means of placement and calculate the physical volume index in tourism [10].



According to the order of the director of the technical regulation agency of Uzbekistan under the Ministry of investment, industry and trade of the Republic of Uzbekistan No. 05-1560, the state standard of the Republic of Uzbekistan has been developed with its own DSt 3296:2023 note, and the state standard of the Republic of Uzbekistan, this state standard, it also defines a points-based classification system for Surface Transport equipped for overnight accommodation as a means of placement. It also defines" accommodation facilities - hotels, tourist bases and complexes, holiday homes and zones, boarding houses, campsites, motels, guest houses, sanatoriums and other facilities where hotel services (accommodation services) are provided, as well as Surface Transport equipped for overnight accommodation as a means of accommodation " [11].

According to the analysis, the stable activity of hotels and similar accommodation facilities in the Kashkadarya region also depends on the number of organizations carrying out tourist activities in the regions. In the province, 8 organizations carried out tourist activities in 2023, of which 2 in Qarshi City, 3 in Shahrisabz City, 1 in Dehkanabad, Kitab and Kokdala districts carried out tourist activities. According to the analysis, the stable activity of hotels and similar accommodation facilities in the K. Today, at a time when digitalization and technology are developing rapidly, innovative approaches to improving the efficiency of hotel households are becoming more important. Automated systems, such as guest engagement management systems, artificial intelligence-based applications for accounting and financial reporting management, provide efficiency improvements and resource savings. These processes also affect efficiency assessment systems. Their integration allows you to carry out analyzes based not only on financial indicators, but also on guest experience, marketing and other indicators.

Taking into account also environmental factors in assessing the effectiveness of hotel Farms is in accordance with the requirements of today. Sustainable development and environmental responsibility today fall under not only social but also economic efficiency criteria. Hotels will be able not only to cut costs, but also increase the environmental responsibility of their customers by saving energy, reducing waste and providing environmentally friendly services.

By the end of 2024, 31 hotels with a total of 1,314 seats were set to be built and operational in Kashkadarya region, of which 8 will be established in Qarshi City, 1 in Kasbi district and 22 in Shahrisabz district.



We have done Hotel activities in order to increase the productivity of our research. We conducted the research in hotels located in the Kashkadarya region. Today, the large-scale penetration of digital technology into the economy has also begun to be reflected in the hotel business. We are massively used by tourists in foreign countries and in our country <https://mybooking.uz> through its site, we studied the offer of hotels for 1 guest of 1 room on the 20-21 days of November 2024. The system offered us 13 of the 15 hotels listed, and this information we expressed in the table below (table 2).

Table 2 Information about hotel services in Kashkadarya region¹

T / r	Hotel name	Price per night for a 1-bedroom room for 1 person, thousand soums	Distance to the city center, km
Karshi town			
1	SNAM	240	3,6
2	Against Reikartz	350	0,7
3	Grand Star	250	0,8
4	Grand Sarbon	397,5	3,1
5	Afrosiyob Karshi	336	1,3
6	Royal Afrosiyob	260	6,2
7	Sultan	640	1,5
8	Naxshab	450	2,4
9	Hostel status	350	0,9
10	Oqshom plaza	336	0,2
11	Saroy palace	300	2
12	Oqsaroy	392	0,7
13	Arbat	550	1,8
Prince of Wales			
1	Tumor	300	2,1
2	Ali guest house	200	0,5
3	Maqam plaza	300	0,6
4	Beck	140	2,8
5	Kesh palace	336	0,6

Of the hotels analyzed in the region, 13 were found to offer Wi-fi, 9 restaurants, 4 bathing pools, 6 saunas, 2 fitness facilities, 1 playground, 11 assembly halls, 9 lifts, 10 family rooms, 2 transfers, 11 outdoor parking, 3 hydromass baths and 8 Masters and payment services via Visa cards. Currently, there are 3 hotels in the Kashkadarya

¹ It was compiled based on the author's research.



region with a rating of “Trip advisor traveler rating” of the online platform “Tripadvisor”, which evaluates services and experiences in tourism and tourism. But, according to studies, it was found that the existing hotels in the province did not communicate with the UNWTO (United Nations International Tourism Organization) and other international organizations in the field of tourism, which provide them with stars. The presence of the number of stars in hotels leads to an increase in the number of users of their service and a positive shift in financial stability indicators.

The number of stars in hotels is determined depending on the level of service of the hotel, amenities, services and other indicators. Star hotels are rated based on international standards. They are based on the following factors:

- number of rooms, their dimensions, furniture, sanitary and hygienic conditions;
- 24-hour service, room cleaning, comfort services (e.g. cafe, restaurant dining), gyms, spa, pool and other amenities;
- security service, updated devices and fire extinguishing systems;
- availability of business centers, conference halls, transport services and other additional services.

As the number of stars increases, the hotel's level of Service and amenities increase, which leads to the creation and increase of more attractive places for tourists. Today, star hotels in the Republic of Uzbekistan are located in such cities as Tashkent, Samarkand, Bukhara and Khiva, which provide a wide range of opportunities for tourists.

Conclusions and recommendations

Assessment of the effectiveness of hotel Farms is one of the important directions of the modern tourism industry. In the process of assessing efficiency, such factors as financial indicators, the level of satisfaction of guests with hotel services, the quality of service, the efficiency of resource use, operational processes and environmental responsibility are of great importance. Based on the experience of developed countries, technology implementation, use of artificial intelligence, automation and environmentally friendly solutions play an important role in optimizing hotel activities. Also, improving staff skills is crucial in ensuring high efficiency.

Based on the analysis we conducted above and the results obtained, we have developed the following proposals and recommendations to improve the efficiency of hotel operations:



- hotels should optimize guest interactions and reduce operating costs by implementing automated services and widespread use of digital technologies;
- it is necessary to implement measures aimed at improving service standards based on customer feedback;
- by improving energy efficiency, recycling waste and operating in the direction of environmental sustainability, it is possible to form the hotel's image of environmental responsibility;
- it is necessary to make services easy and convenient for guests, with the wider application of mobile applications, virtual assistants and other modern technologies. This process provides great opportunities for improving the quality of Service and ensuring speed.

By implementing these proposals, it is possible to significantly increase the efficiency of hotel households in our country, strengthen their competitiveness and ensure a high level of customer service.

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