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Scientific-Methodical Issues of Evaluation of Marketing Service in Hotels

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Abstract: In this article Hotel Administration, It was considered that the interaction between employees and customers, the order of service, the quality meets the requirements of the category given to the hotel.

Key words: Hotel, customer, service, advanced technology, communication, demand, program, service.

The development of tourism is directly related to the improvement of the efficiency and quality of the sectors related to this complex, including the hotel industry. Despite having rich tourist resources, the level of utilization of the available opportunities in Uzbekistan is much lower than required. With the expansion of the scale of tourism, the number of service enterprises, including hotels, continues to increase. Samarkand is one of the leading regions of our Republic in the field of tourism and service.

Uzbekistan is an attractive country for foreign tourists. There are more than 4,000 architectural monuments from the Middle Ages to different periods in the cities along which the Great Silk Road connecting China with European countries passed. Uzbekistan has other resources to attract many foreign tourists. These are the following: deserts and nature reserves, mountain peaks and rivers, mineral water springs.

In order to implement the marketing concept in the tourist enterprise, the relevant marketing service is implemented. In the organizational structure of the tourist enterprise, the marketing service is a link that implements the activities of each department. The main organizational types of the marketing department are:

- functional organization;
- organization according to the product principle;
- organization according to the regional principle.

The functional organization of the marketing department means that the responsibility for solving each issue is attached to a separate person or group:



Figure 1. Functional organization of the marketing department.

The schedule may vary depending on the scope of activity of each tour company. It also depends on the form of the travel agency, or the attention allocated to the marketing department. Some firms have separate advertising and public relations departments.

When organizing a marketing department according to the product principle, the main focus is on offering certain types of products. In this case, each product or set of products has its own manager.

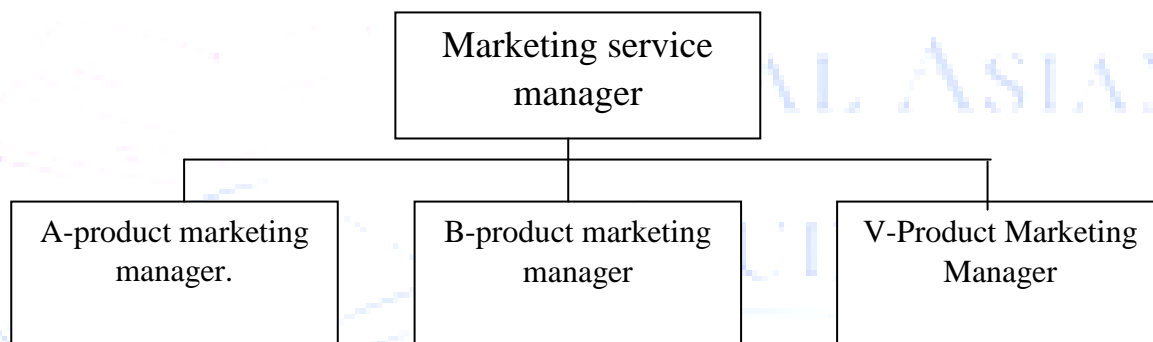


Figure 2. Organization of the marketing department by sectors.

Large travel companies with a wide sales network often organize marketing services on a regional basis. In doing so, they have functional independence depending on the working conditions in the national and regional market. It should be noted that there is no ideal structure for organizing a marketing service that can be used in any situation. The organizational structures we have presented have their strengths and weaknesses.

A firm to organize a marketing service it is necessary to analyze the performance indicators and choose the main goals.

The analysis of the indicators of the firm's activity is multifaceted, and during this analysis it is necessary to consider many variable indicators. At the same time, it should be emphasized that when assessing each direction of the company's activity, limited criteria - indicators are involved. They represent the set goal and show the contribution of each direction in achieving this set goal.

The level of realization of the set goal, in turn, shows the effectiveness of management, the interest of each employee in the success and, in general, whether the choice of marketing strategy is correct or incorrect.

Hotel administration, "Rules of Hotel Services" is one of the main documents defining mutual relations between employees and customers.

In the section "Procedure of service" it is noted that: "The quality of the provided services must meet the requirements of the contract. If there is no contract or it is incomplete, it must meet the requirements normally imposed on these services. Material and technical support of the hotel, the quantity and quality of the provided services must meet the requirements of the category given to the hotel".

The following factors influence the marketing of hotel services:

1. State of the material and technical base, i.e.: hotel buildings are conveniently planned and equipped with quality, public and living rooms are equipped with comfortable furniture and equipment, complete set of high-quality linens, modern kitchen appliances, convenient elevators, etc.
2. Advanced service technology. This includes: procedures and methods of public and residential cleaning; registration and settlement of accounts with customers, recipes for preparing food and drinks in restaurants and bars, includes forms of service in trading halls, etc.
3. High level of professionalism of service personnel, its clear to the guest, ability and willingness to provide prompt and civilized service.

Unfortunately, The level of service in our hotels does not meet world standards. Only a few hotels have international status in terms of service and service. The administration and management of these hotels are professionally developed.

Given the ever-changing and increasing customer requirements for service marketing, providing quality services that meet all customer needs and meet established standards is an important strategy.

Tourism regions too, Individual service companies are also simplified in dealing with consumers, began to understand that it should not be done only on the basis of service technology. Hospitality is everyone's personal business, which destroys the efficiency of the enterprise, There are no managers and employees who consider it a factor that reduces income. There are now several programs aimed at improving employee behavior by increasing interest in hospitality. But, Unfortunately, employees do not follow the standards set by the leaders at work, there are cases of not providing quality service as expected by guests. Service marketing is always about consumers, leaders and senior officials themselves are not satisfied.

It is worth noting that, hospitality is a wonderful thing. The result is an increase in regular customers, recognition of people, it is manifested in the creation of a good atmosphere in the team. Managers of hotels know these problems, and try to solve them using new methods and forms of service.

It is known that human labor is an important factor of profitability in any work. But the existence of a single economic mechanism in the service sector directly depends on the quantity and quality of labor. Recently, the hospitality industry has been paying a lot of attention to the human factor.

If you ask any hotel manager about the conditions for hotel business development, he mentions personnel first. This means that the manager understands how important the quality of service is in the hotel's competitiveness. Any employee of the hotel should believe that the quality of his service is the most important task at work. The consumer expects better service with great impatience. Which holiday home can provide better service due to its staff, this company will be in a more favorable position compared to its competitors.

Service quality management is an important factor in modern hotels. It is the development and implementation of quality standards, personnel training, control of service in all areas of hotel activity, means correction and improvement. Factors affecting the quality of service in hotels require in-depth study. A factor that ensures high-quality service is the choice of marketing strategy.

In order to organize a service strategy, the head of the enterprise should first of all understand the essence of the market conditions that he wants to choose and understand how the enterprise will take place in these conditions.

A well-designed strategy should answer the following questions:

- How can we satisfy customers' needs?
- Do we have enough knowledge and experience to provide better service than anyone else?
- What kind of service do we need to provide to be competitive over the long term and to get a good return on investment?

Cultural-public and auxiliary departments work for the benefit of vacationers. The cultural program of the hotel is diverse: the cinema-concert hall hosts different types of events every day. These are concert performances by various soloists and ensembles, as well as programs conceived and organized by the department of culture. Evening coffee and bars, as well as a night disco, welcome all those who could not relax during the day.

A service delivery strategy suggests that any business in this industry should keep 3 key components in mind:

- customer needs;
- the company's ability to meet these needs;
- long-term profit retention of the company.

The hospitality industry needs to tailor its service delivery strategies to meet the specific needs of the market.

Before starting to develop a service strategy, first of all, the management body should answer one of the most important questions: "Choosing the type of direction in which to conduct the hotel's work is to determine the advantage in the eyes of the applicant."

Since repeat guests are essential for any type of hotel, this is the basis for resort hotels in general. Today, resort hotel management must be well versed in their own marketing tools and advertising methods, as there are many resorts for the customer to choose from.

In recent years, many resorts have focused on convention and business tourism. The main task of the guests is to strive to have a reputation as an enterprise providing high quality service. Hotels can spend a certain amount of money on advertising to receive group bookings, or if they successfully hold 1 or 2 congresses, the fact that the customers are happy about it is successful advertising. Congress tourism creates good opportunities for repeat visitors, as the number of people familiar with the hotel and service increases. If they are well received and their needs are met, sooner or later they will come back to this hotel again.

In connection with the tourism business in resort districts, the movement of the tourist flow is organized in two directions: the increase of the arrival time and the stimulation of return visits for the purpose of recreation.

Hotels in cities often use the resort concept during periods of reduced tourist activity, where they offer a special complex of services called "mini vacation". In special themed tours, increasing the number of people between seasons is the productivity of the marketing tool.

Great attention is paid to creating conditions for relaxation. It offers the environment and services to create a satisfying vacation. Today, there are very few hotels with 1 or 2 buildings, competition leads to

the fact that among such hotels, the norm is to have well-equipped gyms with tennis tables, horse-riding grounds, swimming pools, golf courses, and tennis courts.

This definition is the basis for what to pay attention to when evaluating the quality of service in the hotel industry. Because this content should be expressed in quantitative dimensions. Based on this concept, the following indicators can be recommended to evaluate the quality of service in the hotel industry:

- the number of services rendered;
- the degree to which the guests' living conditions meet the ergonomic requirements (such as the coolness of the room in hot times and the warmth of the room in cold times, the distance of the sleeping room from various noises);
- level of satisfaction of all services requested by guests, including new services;
- organization of catering service at convenient time and conditions;
- wide range of food and high quality;
- such as timely and high-quality performance of services performed outside the hotel, but which can be organized by the hotel (transport service, tourist service, additional services, etc.).

This list can be continued, because there are many types of services related to the comfort of guests. The task of hotels is to attract more guests in the conditions of free competition within the network and to provide quality service to the attracted guests, firstly to satisfy their needs for services and secondly to leave more money for the hotel in exchange for providing more different quality services from each guest.

When determining the quality of hotel service, its specific features should be taken into account. Because the types of services in each field are different and, accordingly, the requirements for their quality are also different. These require the study of specific characteristics of the quality of each type of service. To explain this situation theoretically, it is necessary to take into account the specific characteristics of hotel services.

In our opinion, the distinctive features of hotel service are as follows:

- hotel services, like other services, are distinguished by their immateriality;
- hotel services cannot be bundled like other services;
- lack of transportation and storage of hotel services;
- when the service provider cannot provide the same service continuously;
- the simultaneous occurrence of the process of providing the service and consuming it;
- that the demand for service in hotels is not uniform;
- insufficient ability to control the quality of the service after the passage of time;
- that the main priority in evaluating the service is the consumer and that their attitude to these services is also different;
- the need to ensure faultless hotel service;
- it is possible to include such things as the fact that the hotel administration is not always aware of the evaluation of the service given by the customers as a result of the guests leaving without disclosing their displeasure.

Naturally, this aspect of the matter complicates the assessment of the quality of service in hotels. Because of this, it is very difficult to get accurate information in the evaluation of this issue, because the relevant information for evaluating the quality of the service is not expressed in the reports submitted to the relevant bodies. Therefore, it is necessary to implement them on the basis of information obtained by various research methods.

The above situations and the specific characteristics of the service in the hotel industry require the use of a system of indicators in evaluating the quality of services provided in it. Such a system of indicators consists of:

- labor quality coefficient;
- level of consumer demand satisfaction;
- level of responsibility of employees for service quality;
- level of provision of service quality with low costs;
- assessment of service quality as a continuous improvement process.

Table 1. Calculation of service quality indicators in hotels located in Samarkand based on 2021 data

| | | Abbreviated characters | Bibi lady | Kamila - Dream | Al-Bukhari | Tumaris | Samarkand Plaza |
|---|--|------------------------|-----------|----------------|------------|---------|-----------------|
| 1 | Labor quality coefficient | Kms | 0.87 | 0.82 | 0.85 | 0.87 | 0.89 |
| 2 | Level of satisfaction of consumer demand | Itqd | 0.77 | 0.79 | 0.76 | 0.82 | 0.72 |
| 3 | The level of responsibility of employees for the quality of service in the hotel | Mssjd | 0.85 | 0.80 | 1.0 | 0.87 | 1.0 |
| 4 | The level of service quality with low costs | Kxtd | 0.74 | 0.68 | 0.81 | 0.7 | 0.83 |
| 5 | Assessment of service quality as a continuous improvement process | Ssd | 0.75 | 0.75 | 1.0 | 0.75 | 1.0 |
| 6 | Complex indicator | Skk | 3.98 | 3.84 | 4.42 | 4.01 | 4.44 |
| 7 | Average amount | 1/5 Sq | 0.796 | 0.768 | 0.884 | 0.802 | 0.888 |
| 8 | The difference in service quality from the norm | 1- (1/5 Sq) | 0.204 | 0.232 | 0.116 | 0.198 | 0.112 |

As can be seen from the above information, the issue of increasing the efficiency of tourism companies in our country remains an urgent problem. Improving marketing activities plays a key role in solving this problem. The result of our research made it possible to determine the characteristics of traditional marketing and tourism marketing (Table 2).

Table 2. Different features of marketing activities in hotels

| Areas of activity | Traditional marketing objectives | Tourism Marketing Objectives |
|-----------------------------------|--|---|
| Identify market opportunities | Determination of market capacity | Increase market capacity |
| Select the target segment | Market segmentation | Penetration of market segments |
| Development of marketing strategy | Creating a long-term competitive advantage of the company in the | Creating a long-term competitive advantage in the |

| | market | market |
|------------------|---|--|
| Product creation | Creating a new product that meets consumer demand | Presenting the tourist product to consumers in a new way |
| Marketing mix | Delivering the product to consumers in the most efficient way | Attracting consumer attention to the product |

In addition to the specific general feature of the service of the tourist product, there are also its distinguishing features, which can be described as follows:

- tourist product is a set of goods and services characterized by a complex system of interactions between various components;
- the demand for tourist services is very price sensitive and depends on a number of socio-political factors;
- the tourist service offer is distinguished by its non-stringent nature, that is, the tourist resource can be consumed directly at its location;
- the tourist product appears only in the period of consumption, the consumption itself is carried out directly in the place where the tourist product is produced.
- the tourist product cannot be described according to the importance of its properties, because consumer impressions are complex, they are strongly influenced by subjective factors.

Taking into account the uniqueness of the tourist product, we believe that it is appropriate to distinguish some differences in the directions of tourism marketing activities.

The starting point of the marketing direction is related to the identification of market opportunities. The main goal of determining the market opportunity in traditional marketing is to determine the capacity of this market and to saturate it. The reason for this is that the volume of demand in the consumer market can be considered constant within a certain range. Since the tourist market depends mainly on the needs of tourists, its capacity comes from the infrastructure that depends on the tourist resources. It can be concluded that the capacity of the tourist market is variable and depends on the level of development of the tourism industry. Therefore, we believe that it is appropriate to set the goal of "increasing market capacity" in tourism marketing.

Another important direction of marketing activities is related to the selection of the target segment. In traditional marketing, segmentation of the existing consumer market is carried out according to different characteristics. The position and social needs of the consumer, that is, the tourist in his country, will not be of great importance in the marketing of the tourism destination. The reason for this is that the companies that receive tourists do not have the opportunity to separate the tourists entering the country according to their preferences. In addition, the position of tourist companies is evaluated not by individual objects, but by the position of the tourist area. Based on this, the main goal of segmentation in tourism marketing is to penetrate and occupy the existing segments of the world tourist market.

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