



Characteristics of Hotel Facilities Development in the Samarkand Region

¹ **Khamidova Kamolakhon Abror kizi**

² **Turdibekov Khasan Ibragimovich**

Received 17th Feb 2023,

Accepted 20th Mar 2023,

Online 28th Apr 2023

¹ master student, "Silk Road" International University of Tourism and Cultural Heritage

² Associate professor, "Silk Road" International University of Tourism and Cultural Heritage

Abstract: In the article, it is mentioned that the transparency of the economy, the deepening of reforms, the occurrence of various crises and economic issues, and the presence of competition have all led to the necessity to improve the efficiency of operations for every economic body, particularly hotel enterprises. If the aforementioned problems are properly overcome, both the number of domestic tourists taking holidays and the number of international visitors visiting our country would increase. As a result, the hotels that cater to them will undoubtedly make more money, offering opportunities for such hotels to improve their economic efficiency.

Key words: Hotel businesses, economy, household services, food and beverage, transport service.

The city of Samarkand should be transformed into the "tourist gate" of the nation as part of the development strategy for the new Uzbekistan, which calls for the building of contemporary hotels and tourist amusement and relaxation facilities as well as a minimum 10-fold increase in the number of tourist services. There are assigned duties. Increasing the service capacity of hotels, implementing organizational-management and technological innovations, providing cutting-edge extra services to all types of guests, and developing the hotel industry while accounting for the number of visitors served by hotels are all necessary to successfully complete these tasks. Overnight tourist stays are an appropriate measure to take in order to develop the hotel industry.

The need to increase the effectiveness of the operations of every economic body, especially hotel businesses, is brought on by the opening of the economy, the strengthening of reforms, the occurrence of numerous crises and economic problems, and the presence of competition. Because where efficiency isn't guaranteed, profit won't be enough, and where there's no profit, property (economic) development won't

be guaranteed, and where that isn't the case, businesses are doomed to financial trouble and failure. As a result, all economic organizations must improve the efficiency of their operations.

Following our analysis and study of the theoretical and practical perspectives relating to the metrics used to measure the effectiveness of the hotel sector, we came to the opinion that it is suitable to consider the issue's resolution from two angles. The first is a strategy that is based on the traditional meaning of efficiency and a broad analytical framework, and the second is the requirement for an approach that is based on the unique features of the hotel business. Other than these, it's important to consider the effectiveness of the hotel industry from the perspectives of guests and other business organizations.

From the point of view of guests, the following areas are taken into account when evaluating the hotel's efficiency:

- accommodation of guests;
- food and beverage;
- providing commercial services to guests;
- providing transport services to guests;
- providing guests with various cultural services necessary for a variety of recreation and enjoyment;
- providing household services to guests.

Hotel staff members need to be highly trained and efficient in order to deliver these services and completely meet the needs of the visitors. Along with providing the necessary services, these workers must also be courteous, pleasant, presentable, intelligent, and attentive.

When assessing efficiency in the hotel sector, it is important to keep in mind that the proprietor of the hotel or the business being evaluated should be able to make a sufficient return on his investment, utilize the available resources and technology efficiently, achieve high labor productivity among employees, and effectively manage costs. We think it will be feasible to assess the hotel industry's effectiveness using a set of indicators based on these. We suggest classifying such a signaling system into the following four categories:

1. Indicators representing the effectiveness of assets invested in the hotel industry.
2. Indicators representing the effectiveness of the material and technical foundations of the hotel economy.
3. Indicators representing labor efficiency in the hotel industry.
4. Indicators representing the effectiveness of hotel business expenses.

There are 833 motels in the Republic of Uzbekistan's hotel and lodging compound, for a total of 43,505 rooms. (Table 1). The number of births per 1,000 persons in 2021 was 1.21. According to WTO statistics, this measure is 42 in the USA and 31 in Switzerland when compared to other nations. The yearly load factor of the number fund was over 72% in both the EU and the USA at the same period.

Table 1

Main indicators of hotel services market development in Uzbekistan

Indicators	Number of placement tools	Number of places, unit	Number of placed, person	Including citizens of the country	Number of overnight stays, person	Including citizens of the country
Hotel and similar accommodation facilities	833	43505	1216976	885689	2583983	1690900
Hotel	783	41763	1196918	868642	2524440	1639240
Motel	11	207	4191	2353	5956	2559
Boarding house (hotel type)	3	84	1760	1588	5354	5171
Other short term accommodation	37	1450	14107	13106	48233	43930
Individual placement tools	158	2502	28638	21443	79261	53856
Guest houses	132	1572	25231	18948	66889	42552
Chalet	14	163	1318	1318	3134	3134
Hostels	68	2582	75422	68253	115565	97804

Favorable institutional environment and conditions led to a 34.6% increase in the number of hotels and other accommodation facilities in 2016-2021.

We analyzed 48 hotels in Samarkand and divided them into 5 groups. These groups are as follows:

Group 1. Hotels that can accommodate up to 1-30 guests at a time;

Group 2. Hotels that can accommodate up to 31-60 guests at a time;

Group 3. Hotels that can accommodate up to 61-100 guests at a time;

Group 4. Hotels that can accommodate up to 101-200 guests at a time;

Group 5. Hotels that can accommodate up to 201-500 guests at a time.

The study of hotels provided fifteen success metrics. The primary indicator that drives the rise in efficiency was chosen from these indicators to be the one-year average hotel revenue (in thousand soums), and an association and regression analysis were run using this indicator. Ten additional indicators were introduced while a few of the fifteen indicators were removed during this study.

In order to conduct a more thorough study, three indicators—the average cost of luxury, semi-deluxe, and standard rooms—were merged into one. The top 10 efficiency-affecting indicators were left after removing the aforementioned indicators, and the accompanying chart was created by combining these indicators into a single system. (Table 2).

Table 2

The main indicators affecting the efficiency of hotels

Group of hotels	Income, thousand sums	capacity, person	Load rate, %	Number of hotels	Expenses, thousand sums	Accommodating local tourists	Accepted foreign tourists	Highly educated staff	Average cost of living for 1 person	Number of services offered
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	866870	30	70	25	575390	1617	691	6	30,9	8,00
2	1216190	60	65	15	977120	2447	784	8	32	11,00
3	1652890	100	50	3	1327780	2967	1385	12	35	15,00
4	2462270	200	48	2	1821710	3896	2543	20	49,1	18,00
5	3312650	500	44	3	2612250	1809	8061	33	71,7	26,00

On the basis of correlation-regression analysis, the income of hotels was obtained as an indicator of efficiency. It was found that $R^2 = 0.95$, with a standard error of 0.05. Fisher's test $F=7.519$ and Student's test $t=1.95$. As a result, the following multivariate linear regression formula was developed.

$$Y = -57,86 \cdot X_2 - 180,748 \cdot X_3 - 0,39 \cdot X_5 + 57 \cdot X_6 + 45,61 \cdot X_7$$

This model demonstrates that hotel efficiency is negatively linked to hotel capacity, load level, expenses, and foreign and local visitor visits.

The research can be extended to reveal the connections between each sign. The quantity of services has a significant impact on the caliber of lodging care. This appears as an x10 exponent in our graph. As a result, the quantity of services is directly correlated with the hotel's revenue, occupancy, expenses, domestic and international travelers, highly educated professionals, and average price index, but it is negatively correlated with the volume of guests and the number of hotels.

The tourist sector is one of the ones in our nation that is growing quickly. The majority of Uzbekistan's tourism-related revenue comes from lodging, specifically from motels. The following findings were drawn after researching the key avenues and views for enhancing hotel service effectiveness:

1. The high price level is one issue that has a detrimental impact on the growth of tourists in our nation. In comparison to other nations, a one-day stay in a four-star hotel with breakfast in Delhi costs \$15, in Bangkok it costs \$18, and in Asian destinations like Pattaya, Dubai, and Antalya it costs between \$20 and \$40. The cost of a day in a Samarkand lodging ranges from \$30 to \$60. These figures indicate that Samarkand is an expensive destination for travelers with a middle salary.

2. At the moment, many hotels and tourism destinations give services that are below the standards set by the international community or that are of a lower caliber than what is charged. The standard of hotel cuisine is a significant problem as well. The price of cooked cuisine is high, and uniformed waitstaff provide poor service. The need to raise the level of cuisine and service on "Uzbekistan Airlines" aircraft is one of the major issues.

3. Purchasing airline seats is difficult, and finding out whether there are tickets available for a particular trip is also challenging. Online ticket ordering and purchasing is challenging. The same circumstance can be seen when obtaining and purchasing train seats. This makes traveling in groups challenging.

4. Uzbekistan's tourism sector has not developed to the degree of demand. Visitors to Uzbekistan will surely have a positive image of the country thanks to the infrastructure development, staging of dramatic scenarios in historical sites, and development of tourism centers.

5. The lack of knowledge about the different regions of Uzbekistan is, in our view, the most significant element hindering the growth of tourism in the country. It should be mentioned that knowledge about the tourist opportunities of our republic is not adequately given to both prospective tourists and tourism groups.

6. It is well known that the growth of tourism is significantly influenced by the average household income. Despite the fact that our population's formal and real incomes are rising as a result of the socioeconomic changes made in Uzbekistan, it is still feasible to see that our nation's incomes are still low when compared to those of freshly industrialized nations and established nations. The level of income is one of the most important factors influencing the development of tourism.

The number of foreign tourists coming to visit our nation as well as the number of local tourists taking vacations will both rise if the aforementioned issues are successfully resolved. Naturally, the hotels that serve them will earn more money as a result, creating chances for those hotels to become more economically efficient.

References:

1. Скобкин, С. С. Экономика организации в гостиничном сервисе : учебник и практикум для среднего профессионального образования / С. С. Скобкин. – 2-е изд., испр. и доп. – Москва : Издательство Юрайт, 2021. – 373 с.
2. Фаустова, Н. В. Организация и специфика предоставления гостиничных услуг в гостиницах : учебное пособие для среднего профессионального образования / Н. В. Фаустова. – Москва : Издательство Юрайт, 2021. – 188 с.
3. Костин К.Б. Проблемы развития туристско-гостиничного бизнеса России и пути их решения / К.Б. Костин // Современный отель. – 2013. – № 4. – С. 23–24.
4. [Possibilities Of Application Of Digital Technologies In Tourism In The Context Of Covid-19 Pandemy](#) / Kh.I.Turdibekov, S.N. Matlabov, I.K. Nimatov, Y.I. Turdibekov - PalArch's Journal of Archaeology of Egypt/Egyptology 17 (6), pp. 2323 – 2329.-2020. <https://archives.palarch.nl/index.php/jae/article/view/1159>
5. [Using the Digital Ecosystem in Tourism Clusters in Green Tourism](#)
6. S Yekimov, B Sobirov, K Turdibekov, M Aimova, M Goncharenko, Ecosystems Without Borders: Opportunities and Challenges, 105-111