



## APPLICATION OF FOREIGN EXPERIENCE IN THE DEVELOPMENT OF HOTEL SERVICES

**Norboeva Dilafruz Zhumakulovna**

Teacher of the department of Uzbek Language and Literature  
Samarkand Institute of Economics and Service,  
Samarkand, Uzbekistan

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<b>Received:</b> April 3 <sup>rd</sup> 2021 <b>Accepted:</b> April 22 <sup>th</sup> 2021 <b>Published:</b> May 14 <sup>th</sup> 2021	This article offers suggestions on the use of international experience in the development of additional services provided to guests in our country. The main purpose is to expand the range of services, improve the quality and thereby attract the attention of the customers.
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### INTRODUCTION

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.

### MATERIALS AND METHOD

The Presidential Decree "On measures to accelerate the development of the tourism industry" approved the target parameters for the construction of hotels in the Republic of Uzbekistan in 2019-2021. According to him, in 2019, another 212 new hotels with a total number of rooms 4664 will be built. The largest number of hotels will be built in Tashkent (41), Samarkand (30) and Bukhara (29). By 2021, their number will be gradually increased, and by that time, 1508 new hotels with a total number of rooms of 30,212 will be built. Thus, by 2021, the number of hotels in Uzbekistan will reach 2,394. The number of rooms in them is 50,044. At the end of 2018, there were 886 hotels in Uzbekistan with 19,832 rooms.

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. Smaller hotels have fewer additional services and focus on basic services. Depending on the level of the hotel, the range of additional services will also vary. There are many B&B hotels in Uzbekistan, especially in Bukhara and Samarkand. These types of hotels offer customers only accommodation and breakfast.

There are also guest houses. The range of additional services in these hotels will depend on the hotel owner. That is, if there is a guest house organized in the form of B&B, then there will be no additional services, only basic services. If the head of the guest house again arranges ironing, laundry, lunch or dinner, then these types of hotels will continue to expand the range of additional services. A modern hotel is not just a place to stay.

Often, part of the number fund is also used as offices and temporary offices of companies and institutions. Various clients in hotels today: participants of various conferences, congresses, symposiums, fairs; participants of competitions, contests; individual citizens visiting for service, treatment, rest; Tourists and others arriving on a specific route within the country will be accommodated.

Hotel services will be basic and additional. They can be free or paid. The main services include accommodation and catering services in accordance with the "Rules of hotel services". The following types of services can be provided to guests without additional payment: call an ambulance; use of medical pharmacy; delivery of incoming correspondence to the number; wake up at a certain time; providing a set of water, needles, thread, utensils, and cutlery. The list of paid additional services and the quality of their provision should meet the requirements of the category assigned to the hotel

The following additional paid services are especially common: excursion services; ordering interpreter-guide services; organization of ticket sales for all types of transport; organization of ticket sales for theater, circus performances, concerts; ordering vehicles according to guests' orders; call a taxi; car rental; booking seats in city restaurants; purchase and delivery of flowers; sale of gifts, postcards and other printed materials; shoe repair; repair and ironing of clothes; washing and dry cleaning of clothes; use of sauna; hairdressing services; services of buffets, bars and restaurants; rent a conference hall, conference hall; business center services.

Well-known hotels provide accommodation for customers. But hotels are not limited to this, but are introducing various services to meet all the needs of the customer. These additional services, in turn, serve as a factor in increasing the length of stay of guests in the hotel. There are so many types of services out there, it's hard to list them all, but there are some that we need to reconsider.

- Breakfast - Many hotels offer regular continental breakfast. But you can be one step ahead by having breakfast all day. This is because one of the most common complaints from customers in traditional hotels is that breakfast is served until 9 am. As long as the guest is on vacation, they should really feel it.
- Carrying luggage - One of the main things that makes the trip uncomfortable is luggage. If you offer luggage transportation service, guests can travel without problems and leave without taking unnecessary things with them.
- Clothing rental- sometimes guests may request clothes for things they did not plan. Some luxury hotels offer a temporary wardrobe for such guests so they can attend their social events or business meetings without having to worry about their appearance.

For example, according to Fodor's Travel, Hotel de Rome offers its guests Schumacher designer dresses, cocktail dresses and evening gowns for an additional fee.

You may not be able to offer luxury clothing from a famous designer at our hotel, but we can tailor this service to your circumstances, especially if there is a demand for it. The introduction of this service will also serve to expand the range of additional services.

- Modern TV - The day of new flat screen TVs in the hotel room is over. Today, the TV can do a lot of things that create additional amenities for the hotel.

For example, according to Co.Design, the TVs at the new Virginia Hotel can be used to order room service and control the thermostat. In addition, it can be controlled using a smartphone.

Used properly, it can streamline commerce and make the world smaller. The additional services provided by guests do not have to be costly or labor intensive. Just a little attention, an approach, a change can lead to great success.

There are hotels in the world that can surprise their customers with special services. This hotel can accommodate any customer traveling around the world.

Holiday Inn London-Kensington Forum, United Kingdom. Here, before you go to sleep, a hotel staff member will come and prepare your bed for you. In fact, the administration takes care of the comfort of the guests, so the hotel staff wears thermal suits and warms the bed so that the guest does not feel uncomfortable in the cold bed.

Brown's Hotel, United Kingdom. The hotel offers guests a unique procedure for foot care. The spa practice lasts about 90 minutes. The guest's feet are first placed in a beer solution, after which the master massages using sesame seeds and finally wraps his feet in a heated film.

Four Seasons, United Kingdom. The hotel offers a spa service that rejuvenates and moisturizes the skin with the help of acne, which contains real "gold" particles. These valuable substances increase collagen levels in the skin and stimulate blood circulation

HuvafenFushi, Maldives. The Maldives is famous for being a place of peace and quiet. Hotel- HuvafenFushi, took another step forward and managed to open a spa center under the water. Guests can see exotic fish through the huge windows. Observing marine life helps the body to reign peace and get rid of stress quickly.

London's 5 \* Hotel Andaz Liverpool Street Hyatt invites customers to have a fun weekend at the end of the day and tell tales as the best way to feel like a child without all worries. At the request of the guest, the hotel staff tells an interesting, romantic story, as if to seduce the customer. The service became very popular, and as a result, the administration decided to invite famous journalists and writers as storytellers.

So, what additional services can we introduce in Uzbek hotels by studying the additional services provided by hotels in different countries of the region, and through this we can further develop this area?

Before we get its experience from any country, we need to study and analyze whether this experience is suitable for our country and our customers. Therefore, the development of the tourism industry requires the expansion of the range of hotels. Therefore, studying the world experience, we can introduce the following types of additional services in our hotels:

- Instead of the traditional reception concept i.e. accepting a customer at the reception desk, they invited the guest to a sofa in the lobby, comfortable chairs, and the employee agreed to go and serve him, and made changes to this service. Here you are invited to sit on soft sofas and offer free drinks or a cup of coffee. (The lobby at the Andaz Hotel is open 24 hours a day in the cafe area). The hotel clerk will then register via tablet. Once registration is complete, the moderator will take you to your room. I would recommend you to try this great service without hesitation.

- In addition, the availability of high quality spa services is also a time for foreign visitors to our country.
- Offer free service to customers. The word "free" gives customers - a strong mental refreshment, in fact. We recommend that you give guests a small gift. It could be a bottle of drinking water, a small kit or a puzzle. Condé Nast Travel, the InterContinental Park Lane Hotel in London, offers guests desserts made in Scotland, as well as Wellington tea.
- Attention - many customers expect the personalization of the companies they work with, that is, to pay special attention to them. Small gifts are among them. For example, fill a package of sweets with the guest's name or wishes. In this way, we can show you how much we value our guests

## CONCLUSION

The hotel needs to offer a number of additional services listed above in order to attract customers, improve the quality of services, and meet the needs of guests to the maximum. In my opinion, the introduction of this type of additional services in hotels in Uzbekistan will be one of the first steps towards non-traditionalism.

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