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REGULATIONS FOR ASSESSING THE LEVEL OF SERVICE AND COMPETITIVENESS OF HOTELS

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Abstract: *the thesis determines information on the evaluation process and the competitiveness of hotel services. In recent years, especially after the pandemic, many hotel businesses have focused on improving the quality of their offers and sustaining their competitiveness. Some hotels are making an effort to improve the quality of services they offer by leveraging the most recent digital technologies. The paper offers insights into the techniques employed to evaluate service quality in addition to data about hotel performance.*

Keywords: *hotel services, quality, standards, competitiveness, market, demand, quality standards*

During the process of economic reform, the development of the service sector is essential to the establishment of the market economy. The Republic of Uzbekistan's current stage of growth and the modernization of the national economy make rapid expansion of the hotel industry's service sector increasingly vital. Our country is paying particular attention to this field. Additionally, since the government has approved the relevant regulatory documents for the industry's growth, a lot of work is being done in this area.

Effective management of staff in the hotel sector and making use of their potential is one of the factors ensuring the financial success of the business in the present tourism services market [1].

Different labor products can satisfy the needs of both domestic and foreign clients, which is crucial to consider when assessing the caliber of services offered by the hotel industry. However, when seen through the prism of official regulations, naming quality indicators, determining their appropriate value, and defending the best options for product quality management can all be reduced to a set of actions involving the values of basic and relative indicators. Stated otherwise, the assessment of the quality level consists of the subsequent steps: choosing a group of quality markers; measuring, that is, contrasting a range of characteristics using a scale.

A visitor's evaluation of the quality of hotel service is based on their perception, which defines the extent (general level) to which the level of service meets the customer's expectations and forms an emotional state of mind toward the hotel industry that can be either positive or negative. The quantitative aspect of this emotional state, or its strength, is the guest's assessment

of the quality of service he received; this is expressed as a positive or negative number on a specific scale.

These topics have been covered in books by foreign scientists such as F. Bastiat, T. Him, R. Brymer, S. Bartlett, K. Enerton-Thomas, J. R. Walker, and H. A. Shrepler in *World Experience*. Stated differently, it facilitated the creation of a corpus of knowledge that encompasses the ideas of interacting with other service sectors, the regulations controlling the growth and signs of high-quality hotel service, and the theoretical underpinnings of this service. In their scientific publications, these scientists have emphasized these ideas.

Theoretical and practical aspects of the hotel sector have been studied by scientists from the Russian Academy of Sciences (RAS), including L. Agafonova, V. Apopiya, S. Baylik, M. Boyko, A. Vinogradskaya, G. Volkov, and S. Vassilin. I. Egorova, L. Ivanova, V. Karsekin, V. Kvartalnov, N. Kuznetsova, M. Pivovarova, A. Rumyantseva, and T. Tkashenko were also thoroughly investigated. As many experts have pointed out, meeting guests' needs in hotels of the future will depend on providing them with outstanding service.

It should be highlighted that there aren't many academic studies that present the findings of foundational research on hotel services systems and how they currently affect the caliber of hotel services while

A quality indicator is a numerical representation of a property that contributes to an object's quality and is relevant at specific stages of the object's life cycle. The parameters for its creation and delivery are referred to as the service, and the parameters for its transfer and preparation are referred to as the process. Quality indicators (objects), depending on the quantity of attributes to be described, can be:

- Individual
- Complex

A quality indicator that only relates to one aspect of the product is called a single quality indication (average shelf life - shelf life, etc.). A benchmark is necessary for any measurement (meter, kilogram, etc.) The primary quality indicator is the one of the item used as a standard in the comparative evaluation of quality. Keynotes can be simple or intricate.

The ratio of the evaluated object's quality indicator to the basic quality indicator, stated in relative units, is known as the relative quality indicator. A complex quality indicator refers to multiple aspects of the object's quality in one indication.

A detailed (complex) quality indicator enables the description of an objects or a set of related attributes' quality. Integral is one kind of complex quality indicator. This complex quality indicator shows the relationship between the object's intended use and its creation costs divided by the overall useful impact (S) that the object yields.

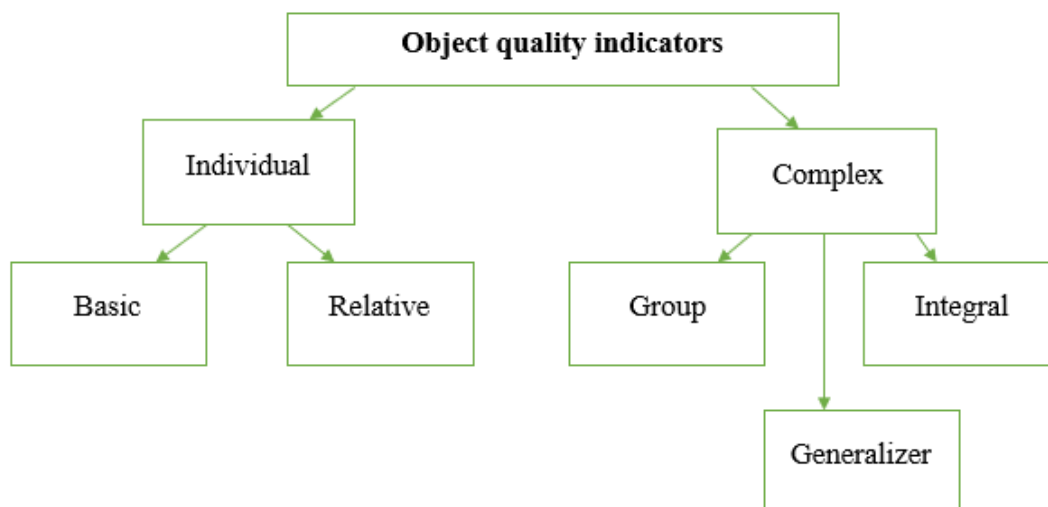


Figure-1. Classification of quality indicators

A quality indicator known as the "overall quality indicator" refers to the entirety of its attributes, which are chosen to assess the overall quality of the object.

The evaluation result, the system of values for the object's quality characteristics, and the relationship between the primary (standard) values of the parameters all contribute to the determination of the quality level, which is a relative ratio.

The general quality of services is affected differently by various service features. Therefore, when they are scaled to determine the level of service quality in a thorough service quality evaluation, both quality indicators and relative quality indicators should be considered with specific changes known as weighting coefficients.

While the number and nomenclature of quality indicator groups differ throughout monographs and approaches, they are substantially the same. The broadest content-based classification currently in use is this one. Six primary categories of quality indicators are distinguished by experts: those based on product attributes; those based on the quantity of reflected features; those based on the detection method; those based on the color of the detection steps; those based on the dimensions of the reflected measurements; and those based on the significance of the assessment.

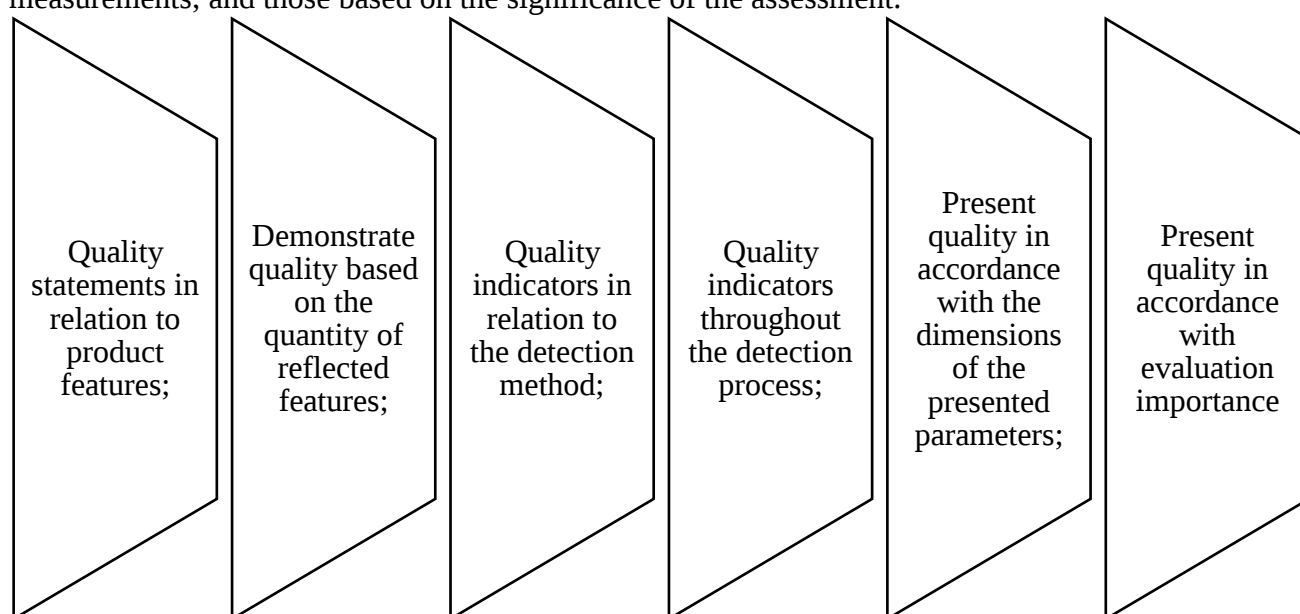


Figure-2. Main groups of quality indicators

When a guest evaluates the value of the service he received, he begins with his expectations. Employees follow management directives in addition to their own expectations when rendering services. Employees see it as the visitor's expectations that make the most sense. The owners and management of the hotel have their own expectations for what customers should anticipate, in addition to regulating the needs for staff work in instructions, standards, and technical documents based on external regulatory documents that provide mandatory and defined requirements.

Therefore, the result of the overall evaluation and assessment of the quality of the service is the algebraic total of the individual results, or the result of the quality evaluation of each additive element after the relevant multiplicative elements' impact has been taken into account. The experiences of global hotel businesses have made the problem of an inadequate hotel environment well acknowledged. This is the price of a subpar business culture. The evaluation of service quality is a crucial part of the quality management system.

It provides the basis for analysis and administrative decision-making, allowing for control over the quality of the services, as well as the input necessary for competent and dependable system development.

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МЕҲМОНХОНА САНОАТИНИ РИВОЖЛАНТИРИШНИНГ ЗАМОНАВИЙ МУАММОЛАРИ ВА ЙЎНАЛИШЛАРИ

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Туризм ва меҳмонхона хўжалиги кафедраси ўқитувчиси

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Ҳозирги кунда меҳмондўстлик саноати жаҳон иқтисодиётининг энг йирик ва энг даромадли тармоқларидан бирига айланди. Унинг салмоғини жами инвестициялар ҳажмининг 8 фоизи, барча солиқ тушумларининг 6 фоизи ва жаҳон хизматлар савдосининг учдан бир қисми ташкил қилади. меҳмондўстлик саноати иқтисодиётнинг транспорт ва алоқа, савдо, қурилиш, қишлоқ хўжалиги, халқ истеъмол молларини ишлаб чиқариш каби муҳим тармоқларига катта таъсир кўрсатиб, ижтимоий-иқтисодий тараққиётнинг катализатори бўлиб хизмат қилади. У 255 миллиондан ортиқ кишини, яъни дунёдаги ҳар бир еттинчи ишчини меҳнат билан таъминлайди[1].

Туристик талаб ва таклифнинг сифат жиҳатидан ўзгариши меҳмоннавозлик саноатининг ривожланишини белгилаб берган. Жорий асрнинг бошларида туристик талабда янги йўналишлар пайдо бўлди. Уларнинг вужудга келиши бир қатор иқтисодий ва ижтимоий омиллар, шунингдек, инсонлар психологиясидаги ўзгаришлар туфайли белгиланади. Туристик истеъмол тузилмасига иқтисодий вазиятнинг ёмонлашуви асосий