

## ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE DEVELOPMENT OF THE HOTEL BUSINESS IN UZBEKISTAN

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### Annotation

This article explores the organizational and economic mechanism for the development of the hotel business in Uzbekistan. Introduced in a topic describing the importance of the hotel business for the development of the country's tourism industry. Then the organizational structure of the hotel business in Uzbekistan is considered, including its regulation and coordination by the Ministry of Culture, Sports and Tourism. Further, measures to support and stimulate the development of the hotel business are analyzed, such as investment incentives, simplification of procedures, development of tourism infrastructure, etc. In conclusion, recommendations are made for the further development of the hotel business, including investment in infrastructure, expansion of the hotel network, improvement of the quality of service, development of international cooperation and introduction of modern technologies. The article provides an overview of the current state and development opportunities of the hotel business in Uzbekistan.

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### Introduction

The hotel business in Uzbekistan plays an important role in the development of tourism and the country's economy. Unique cultural attractions, rich heritage and hospitality attract more and more foreign and domestic tourists. However, in order to fully unlock the potential of the tourism industry, it is necessary to develop the hotel sector and create an effective organizational and economic mechanism for its functioning.

The purpose of this article is to consider the organizational and economic mechanism for the development of the hotel business in Uzbekistan. The article will consider the main aspects of the organizational structure of the hotel business, an economic analysis of the industry, as well as measures to support and stimulate the development of the hotel sector. The problems and challenges faced by hotel enterprises will also be considered, and recommendations for the further development of this industry will be proposed.

Understanding the organizational and economic mechanism for the development of the hotel business in Uzbekistan will help not only entrepreneurs and investors, but also the government of the country in developing and implementing an effective tourism development strategy.

## Organizational structure of the hotel business in Uzbekistan

The hotel business in Uzbekistan has a diverse organizational structure, which includes various types of hotel enterprises and organizations. Below we consider the main elements of the organizational structure of the hotel business in Uzbekistan:

### 1. Hotels:

- State hotels : These are hotels owned by the state or state enterprises. They are often located in large cities and are the main place of residence for official delegations and guests of the state.
- Private hotels: These are hotels owned by private entrepreneurs or companies. They offer a variety of services and accommodation for tourists and business travelers.

### 2. Small hotels and guest houses:

- Small Hotels: These are small hotels, often with a limited number of rooms and services. They often offer a personalized and more homely experience for tourists.
- Guest houses: These are private houses or apartments that offer accommodation and services for guests. Guest houses can provide a more personalized experience and allow tourists to immerse themselves in local culture and customs.

### 3. Tourist complexes and resorts:

- Tourist complexes: These are large complexes, including hotels, restaurants, sports and entertainment facilities. They are usually located in resorts or nature reserves and offer a wide range of services for vacationers.
- Resorts: Uzbekistan is known for its thermal and medical resorts, which offer specialized medical procedures and services.

### 4. Restaurants and cafes:

- Restaurants: Hospitality businesses often have restaurants that offer a variety of cuisine and service.
- Cafes: Small establishments offering light snacks, drinks and fast food.

The organizational structure of the hotel business in Uzbekistan also includes management companies, travel agencies and associations that coordinate and support the development of the industry. Government bodies such as the Ministry of Culture, Sports and Tourism also play an important role in the regulation and development of the hotel sector.

The organizational structure of the hotel business in Uzbekistan includes various elements that contribute to the efficient functioning of the industry. Below are the main components of the organizational structure of the hotel business in Uzbekistan:

### 1. Hospitality companies:

- State hotels : These are hotels owned by the state or operated by state enterprises. They usually offer a high level of service and are the main accommodation for official delegations and guests of the state.
- Private hotels : These are hotels owned by private investors or companies. They offer a variety of services and accommodation for tourists and business travelers.

### 2. Management companies:

- Management companies are engaged in the operational management of hotel enterprises. They ensure the efficient operation of hotels, including personnel management, marketing, booking, finance and guest service.

### 3. Travel agencies:

- Travel agencies play an important role in the promotion and sale of hotel services. They assist tourists in choosing and booking hotels, as well as offering travel packages and excursions.

### 4. Associations and organizations:

- Associations and organizations such as the Hotel and Restaurant Association of Uzbekistan play an important role in protecting the interests of the hotel industry and promoting its development. They provide consultations, organize professional trainings and seminars, as well as facilitate the exchange of experience and cooperation between hotel enterprises.

### 5. State regulation:

- The hotel business in Uzbekistan is subject to state regulation. The Ministry of Culture, Sports and Tourism of Uzbekistan exercises control and supervision over the activities of hotel enterprises, the development of an industry development policy and the adoption of relevant legislative acts.

The organizational structure of the hotel business in Uzbekistan is an important component of the development of the country's tourism industry. Coordinated interaction between various elements of this structure contributes to improving the quality of hotel services and attracting more tourists to Uzbekistan.

## **Economic analysis of the hotel industry in Uzbekistan**

An economic analysis of the hotel industry in Uzbekistan makes it possible to assess its contribution to the country's economy, market trends and development prospects. Consider the main aspects of this analysis:

### Contribution to the economy:

In recent years, the hotel industry in Uzbekistan has significantly increased its contribution to the country's economy. Tourism has become one of the key sectors contributing to economic growth and attracting foreign investment.

Hotel enterprises create new jobs and contribute to the development of small and medium-sized businesses through the supply of goods and services.

The hotel industry also contributes to the development of related industries such as restaurants, transport services, souvenirs and others, which has a positive effect on the country's economy.

### Market trends and outlook:

Uzbekistan is becoming an increasingly popular tourist destination, attracting tourists from different countries. A significant number of tourists visit historical cities such as Samarkand, Bukhara and Khiva, as well as the country's natural attractions.

The development of domestic tourism is also gaining momentum, as more and more Uzbeks prefer to spend their holidays within the country.

The improvement of infrastructure, the expansion of aviation and rail links and the holding of various tourism activities contribute to the further growth of the hotel industry.

### Advantages and competitive advantages of Uzbekistan:

Uzbekistan has a rich cultural and historical heritage that attracts tourists from all over the world. Famous architectural monuments and archaeological sites make Uzbekistan a unique tourist destination.

The country seeks to actively attract foreign investment in the hotel sector, offering various benefits and support measures for investors.

Uzbekistan is developing international partnerships with well-known hotel brands, which contributes to raising service standards and attracting a wider audience of tourists.

The economic analysis of the hotel industry in Uzbekistan confirms its importance and potential for further development. The interaction of government agencies, the business sector and international partners will make an important contribution to the sustainable growth of the hotel business in the country.

### **Measures to support and stimulate the development of the hotel business in Uzbekistan**

To support and stimulate the development of the hotel business in Uzbekistan, a number of measures have been taken aimed at creating a favorable investment and business environment, improving the quality of hotel services and attracting tourists. Below are the main measures to support and stimulate the development of the hotel business:

#### 1. Investment benefits:

- Uzbekistan provides investors in the hotel industry with a number of benefits, such as exemption from income tax, import duties on equipment and building materials, as well as the provision of land for the construction of hotels.

#### 2. Infrastructure development:

- The state is actively investing in infrastructure development, including the construction and modernization of airports, railway stations, roads and other transport systems, which improves accessibility and comfort for tourists.

#### 3. Professional education and training:

- Uzbekistan is developing vocational education and training programs for the hotel industry. This includes staff training in hospitality, hotel management, quality service and intercultural interaction.

#### 4. Marketing and advertising:

- The Government of Uzbekistan is actively conducting marketing and advertising activities to attract tourists. Participation in international exhibitions and forums is organized, advertising campaigns and information materials about the country's tourism potential and hotel opportunities are created.

#### 5. Simplification of administrative procedures:

- Uzbekistan is implementing reforms to simplify administrative procedures for the hospitality industry, including expedited issuance of permits for the construction and opening of hotels, as well as simplification of registration and licensing procedures.

#### 6. Tourism infrastructure development:

- To attract tourists, tourism infrastructure is being developed, including the creation of entertainment complexes, shopping centers, restaurants, museums and other facilities that enrich the tourist experience and create a favorable atmosphere for living and recreation.

The above measures contribute to the development of the hotel business in Uzbekistan, improving the quality of hotel services and attracting more tourists, which contributes to economic growth and the creation of new jobs.

### **Recommendations for the development of the hotel business in Uzbekistan**

To further develop the hotel business in Uzbekistan and improve the competitiveness of the industry, the following recommendations may be useful:

#### 1. Development of quality infrastructure:

- Continue investment in the development of transport and public infrastructure, including airports, roads, railways and public transport. This will improve accessibility and convenience for tourists, as well as provide easy communication between cities and tourist sites.
2. Expansion of the hotel chain:
    - Facilitate investment in the construction of new hotels of various categories, including economy class, medium and high level. This will diversify the offer of hotel accommodation and meet the needs of various categories of tourists.
  3. Service quality improvement:
    - Maintain and develop education and training programs for hotel staff to improve their professionalism and quality of service. Pay attention to staff training in the field of hospitality, intercultural interaction and the use of modern technologies to improve the efficiency of guest service.
  4. Development of international cooperation:
    - Actively develop partnerships and cooperation with international hotel companies and tour operators to attract more foreign tourists. This will improve marketing opportunities and promotion of hotel services at the international level.
  5. Technological base development:
    - Implementation of modern information and communication technologies in the hotel business, including online booking, hotel management and guest service. This will increase the efficiency of hotels, improve communication with customers and increase their satisfaction.
  6. Support for small and medium enterprises:
    - Providing financial and advisory support to small and medium-sized hospitality enterprises to stimulate the development of this segment and increase the diversity of the hotel service offering.
  7. Development of tourist routes and products:
    - Actively develop and promote various tourism routes and products, including cultural, nature and adventure tours. This will help attract more tourists and extend their stay in the country.

The implementation of these recommendations contributes to the further development of the hotel business in Uzbekistan and increase its competitiveness in the international tourism market.

## Conclusion

The hotel business plays an important role in the development of the tourism industry in Uzbekistan. The organizational structure of the hotel business in the country is subject to state regulation and coordination by the Ministry of Culture, Sports and Tourism of Uzbekistan.

To support and stimulate the development of the hotel business in Uzbekistan, a number of measures have been taken, including investment incentives, infrastructure development, vocational education and training of staff, marketing and advertising, simplification of administrative procedures and development of tourism infrastructure.

For the further development of the hotel business in Uzbekistan, it is recommended to continue investing in infrastructure, expanding the hotel chain of various categories, improving the quality of service, developing international cooperation, introducing modern technologies, supporting small and medium enterprises and developing tourist routes and products.

The development of the hotel business in Uzbekistan helps to attract more tourists, increase economic growth and create new jobs. The country has great potential for tourism development, and the right



support and incentive measures will help turn Uzbekistan into an attractive tourist destination with a diverse and high-quality hotel offer.

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