STATISTICAL ASSESSMENT OF HOSPITALITY INDUSTRY IN UZBEKISTAN

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A R T I C L E I N F O.

Abstract

The article states the role of hospitality industry in Uzbek economy and the author analyzes the data on Hotel business in Uzbekistan. There are reviewed the works of Uzbek and foreign researchers on hotel economy and service innovation. At the end, there are conclusions according to the dynamic calculations done by the author.

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INTRODUCTION

In the Republic of Uzbekistan, the service sector, in particular, the hospitality industry, provides jobs for about a million workers and employees, and gives them the opportunity to improve their professional skills. It should be noted that the employment in this field is growing twice as fast as in other fields. If we briefly evaluate the development of hotel activity in our country in recent years, in 2022, 4,700,000 tourists came to our country. They used the services of 4,879 accommodation facilities operating in the regions. In 2023, it is planned to provide tourism services to 7,000,000 foreign tourists and 12,000 citizens of Uzbekistan. Over the past 4 years, 833 new hotels, including large, medium and small hotels, have been launched in Uzbekistan. The total number of placement funds reached 1442. The number of rooms was 33,400 units and 71,200 beds.

LITERATURE REVIEW

If we consider the researches conducted in the issues of hotel operation and management, A.S. Kuskov's study guide "Hotel Business" describes the current state and features of the hospitality industry, the role of hotel enterprises in the structure of tourist services, the main types of hotel enterprises, as well as the normative bases of hotel business activities are analyzed. Also, the training manual focuses on the characteristics of hotel services, management and interactions with hotel employees, customers and travel agencies, and the characteristics of providing additional services[1]. A.D. Chudnovsky's textbook "Turizm i gostinichnoe hozyaystvo" contains the basic concepts of the theory and practice of hotel and tourist business organization. The issues of hotel and tourist complex management organization, including advertising and marketing communications in the field of tourism, organization of tourism in the field of recreation, organization of hotel management, performance evaluation, etc., are described. The issues of using automated data processing systems in hotels, as well as regulatory documents regulating economic activity in the hotel and tourist business were considered [2]. R.S. Amriddinova's study guide "Organization of hotel service" describes the need to make the best management decisions and improve management in the context of the transition to the current market economy. Emphasis is

placed on how the modern service level is demanded by the guests, the economic factors affecting the quality of hotel services, and the continuous improvement and expansion of the management of the service quality of the hotel managers. Also, the study guide covers issues such as the history of the development of accommodation tools, types of modern hotels, the hotel classification system, architectural and technical solutions of hotels, the basics of using hotels, the organizational and management structure of hotels, the organization of reception and accommodation in hotels [3].

Research methods

Statistical data collection, tables and graphs, as well as descriptive statistics indicators and averages were used in the analysis process. In the article, the indicators of the statistical analysis of dynamic series, analysis and synthesis, as well as absolute, relative and average quantities were determined in the statistical evaluation of the national hotels in the last 3-7 years. In the article, a statistical analysis of dynamic series was carried out in the statistical evaluation of the development of hotels, and conclusions and suggestions were given.

Data presentations, Analyzes and Interpretation

Taking into account that the accommodation (hotel) services selected as the object of the research work are part of accommodation and catering services, we analyze the trends of changes in the area of accommodation and catering services in recent years, as well as the main socio-economic indicators of individual hotel facilities (Table 1).

Table 1. Indicators of development of accommodation and catering services in Uzbekistan (billion soums)

Indicators	Years			The growth rate in 2022 comparing to 2020 (%)
	2020	2021	2022	
The volume sale of accommodation and catering services	5878,5	7479,3	11301,2	192,2
Including :				
Catering	5167,2	6357,4	9719,04	188,1
The share in total, %	*87,9*	*85,0*	*86,0*	*-1,9*
Accommodation	711,3	1121,9	1582,2	222,4
The share in total, %	*12,1*	*15,0*	*14,0*	*+1,9*

Source: Calculated by the author based on statistics by www.stat.uz

It can be seen from the table that during the last 3 years, the volume of accommodation and food services has kept the growth trend even in the pandemic conditions. In 2020, the volume of services created by the industry is 5878.5 billion. 6357.4 billion soums in 2021. increased by soums (92.2% growth), but due to the impact of the global pandemic in 2020, the food supply services in its content were high (87.9%), due to the easing of the pandemic conditions, there was a significant change in the share of living services in 2021, housing services increased by 57.7% compared to 2020, their share in the total indicator increased by 2.9%. It can be concluded that the volume of services provided by accommodation facilities (hotels) in 2020 tended to decrease under the influence of the above-mentioned factors.

If we analyze the number of hotels and accommodation facilities in Uzbekistan, in 2022 there are 1209 new accommodation facilities (29817 places), including 149 hotels, 254 hostels, 734 family guesthouses, 13 sanatoriums and health facilities, 59 other accommodation facilities. New

accommodation facilities were established, their total number was 5029, the number of places was 124.2 thousand.
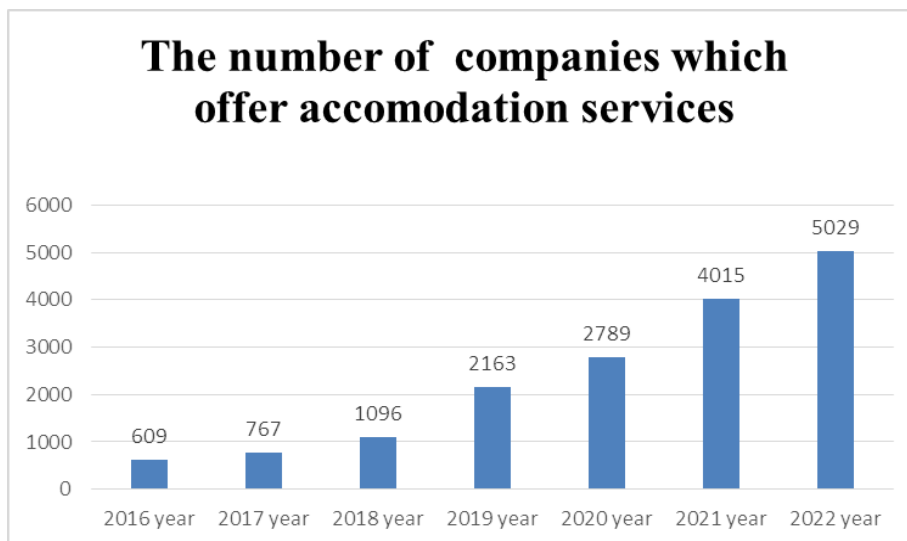
Picture 1. The changes in the number of companies, which offer accommodation services during 2016 and 2022 year

Source: Done by the author based on data from www.stat.uz

In 2022, the total accommodation fund was 5029, the number of rooms was 55277 and the number of places was 124191. That is, the amount of accommodation facilities has increased by 825%, rooms by 335% and the number of seats by 388
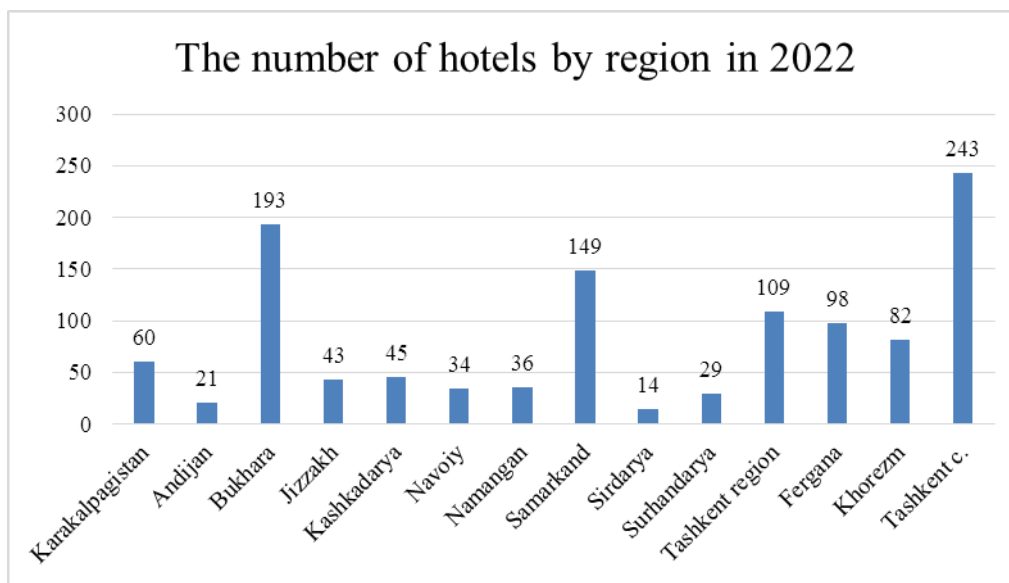
Picture 2. The number of hotels in the regions of Uzbekistan in 2022

Source: Done by the author based on data from www.stat.uz

If we analyze the data on the number of accommodation facilities of the hotel type, there are 1156 hotels in the Republic of Uzbekistan as of 2022, most of them are located in Tashkent city (243), and the least number is recorded in Syrdarya region (14)

In order to see this situation more clearly, the main indicators of 3 hotels operating in Namangan region are analyzed. (Table 2).

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Table 2. Main statistics of "Ahsikent", "Shedevr Plaza" and "Turkistan" hotels between 2000 and 2002 years

12	Indicators	Years			The growth rate in 2022 comparing to 2020 %
		2020	2021	2022	
1.	**The number of rooms**				
	"Akhsikent" hotel	13	22	25	192,3
	"Shedevr plaza" hotel	63	63	63	100,0
	"Turkiston" hotel	75	75	75	100,0
2.	**The number of places**				
	"Akhsikent" hotel	75	75	75	100,0
	"Shedevr plaza" hotel	100	100	100	100
	"Turkiston" hotel	122	122	122	100,0
3.	**The number of employees**				
	"Akhsikent" hotel	13	22	25	192,3
	"Shedevr plaza" hotel	22	25	27	122,7
	"Turkiston" hotel	13	12	15	115,4
4	**The number of managers**				
	"Akhsikent" hotel	2	3	3	150,0
	"Shedevr plaza" hotel	4	5	6	150,0
	"Turkiston" hotel	3	3	3	100,0
5	**The number of guests**				
	"Akhsikent" hotel	1411	4227	4658	330,1
	"Shedevr plaza" hotel	9084	19534	19950	219,6
	"Turkiston" hotel	4508	8175	11012	244,3
6	**The number of foreigners**				
	"Akhsikent" hotel	495	824	1170	236,4
	"Shedevr plaza" hotel	2271	5084	5410	238,2
	"Turkiston" hotel	162	751	721	445,1
7	**The number of guests visited by booking the place**				
	"Akhsikent" hotel	495	1450	1755	354,5
	"Shedevr plaza" hotel	4723	10939	3200	67
	"Turkiston" hotel	0	0	0	
8	**The volume of the services in thousands sum**				
	"Akhsikent" hotel	20 020	2 319 700	3 565 760	17800,1
	"Shedevr plaza" hotel	1 218 200	2 223 300	3 200 300	263,8
	"Turkiston" hotel	1 346 767	2 551 316	3 481 319	258,5
9	**Total expences in thousands sum**				
	"Akhsikent" hotel	32 811	2 271 127	3 262 656	994,4
	"Shedevr plaza" hotel	863 700	1 664 800	2 823 600	326,9
	"Turkiston" hotel	972 737	1 785 921	2 436 925	250,5
10	**Net Profit**				
	"Akhsikent" hotel	.-12 792	48 572	303 103	624,0
	"Shedevr plaza" hotel	3 545 000	5 585 000	3 767 000	106,2
	"Turkiston" hotel	374 030	765 395	1 044 394	279,2
11	**The productivity rate of service %**				
	"Akhsikent" hotel		2,14	9,29	4,34

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"Shedevr plaza" hotel	41,4	335,5	133,4	3,22
"Turkiston" hotel	38,5	42,9	42,9	1,11

Source: Done by the author based on the annual accounts of the 3 hotels

If we analyze the results of the above hotels, according to the 2022 calculation, the number of seats in the "Turkiston" hotel is 122, the number of managers is 3, and the number of working employees is 15. The number of seats in "Shedevr Plaza" hotel is 100, the number of management staff is 6, and the number of working staff is 27. It can be seen that the number of seats in the "Akhsikent" hotel is 75, the number of management staff is 3, and the number of working staff is 25. Despite the large number of seats in the "Turkiston" hotel, the number of employees serving guests is 18 together with managers. If we determine the relative values for the analysis of the activity, the Employee-to-room ratio or Staff-to-room ratio indicators are used to analyze the number of employees in the practice of world hotels. Determining this ratio is very simple, it is found by dividing the number of employees by the number of rooms:

$$ERR = HR/R \text{ (2.2)}$$

This ratio is 0.24 (18/75) in "Turkistan" hotel, 0.52 (33/63) in "Shedevr Plaza" hotel, and 1.12 (28/25) in "Akhsikent" hotel. So, in "Turkiston" hotel, 1 employee has to serve every 4 rooms, in "Shedevr Plaza" hotel, 1 employee for 2 rooms, and in "Akhsikent" hotel, each room can be served by a separate employee. In the practice of hotels of the world, the high level of this indicator represents the possibility of providing individual services in the hotel. Therefore, the quality and speed of service at the "Akhsikent" hotel is highly appreciated. From the above table, it can be seen that since 2020, the number of employees has been increased in the hotel "Akhsikent" by the same amount as the number of rooms, which means that the hotel is implementing a proper strategic management based on world standards.

The indicators of the "Akhsikent" hotel are also high in terms of the volume of services provided, total expenses and net profit growth rate over 3 years, and the main part of the company's expenses are directed to offering new services and improving the quality of services, which indicates the high level of organization of innovative processes and effective management in the hotel. The number of visitors based on reservation is higher in the Hotel "Shedevr Plaza" compared to other hotels, and in 2021-2022 more than 50% of guests used the service of advance reservation, for comparison, 37.7% of guests visited the hotel "Akhsikent" based on reservation, "Turkistan" this service is not formed in the hotel. "Shedevr Plaza" hotel has several years of experience in the region and is able to form its own image. It is the leader in the region in terms of the number of guests using hotel services and the level of profitability.

Discussion of findings

Today, more than 36 hotels are operating in Namangan region, and the total number of accommodation facilities has increased to 601, and it has taken the 3rd place after Tashkent region and Tashkent city in terms of the number of accommodation facilities serving the tourism sector in the Republic. This is the result of the increase in the number of guest houses, sanatoriums and similar places of rest and treatment in the region, as well as the attention paid to the optimal use of tourism opportunities and the development of new types of tourism.

In 2020, due to the corona virus pandemic, it was observed that in the studied hotels, customer visits, their gross income from the provided services, and the level of efficiency (profitability) of the activity, depending on these indicators, decreased. However, in 2021-2022, due to the restoration of innovative active activity in hotels and the implementation of measures for the development of the service industry by the state, the number of customers increased by 2-3 times, and the level of efficiency (profitability) of the activity increased by 1-4 times.

Summary of findings

According to the above statistics, the hospitality industry has been developing rapidly in recent years. The reason for this is that the number of people traveling for leisure or business purposes is increasing dramatically. As the number of hotels in the market increases, hotel businesses are required to adopt best practices to be competitive, efficient and offer quality services to customers.

As a result of the study of large hotels in Namangan region, it can be noted that efforts to increase the quality of hotel services, spending on new service offerings, and encouraging continuous innovation activities will serve to increase the number of guests and increase revenues in the long term.

Recommendations

It is necessary to take into account the above-mentioned trends in the development of target indicators for the development of the hotel in Uzbekistan, as well as in the programs and measures being developed for the development of the sector. This will ensure the macro-economic balance, taking into account the regional and network characteristics of the service sector, and the effective implementation of targeted regional development programs.

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