

## INCREASING THE EFFICIENCY OF HOTEL MANAGEMENT IN THE DIGITAL ECONOMY

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### Abstract

Today, tourism is one of the promising industries that brings high income to the national economy. Effective strategies for the development of hotels operating in the service sector, the development of long-term strategies in hotels, a serious approach to the process of determining goals, capabilities and resources, as well as ways to improve management efficiency are shown.

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**Introduction.** President of the Republic of Uzbekistan approved by the decree of the president of the Republic of Uzbekistan "on the development strategy of New Uzbekistan for 2022-2026" dated January 28, 2022, PF-60 "to increase the volume of tourism services in the next five years by at least 10 times. In our developing country, the number of service hotels and their role in the economy of our country is increasing day by day. The ever-changing conditions of the market are calling for hotels to develop long-term strategies, to take the process of identifying future goals, opportunities and resources more seriously. This is done on the basis of planning work,

Implementation of strategy in all areas of service, including hotels, is a practical administrative work, consisting of the organization of management, financial planning, the implementation of the necessary policies, the creation of motives and company culture, and management methods, in short, a complex of all actions that serve to realize the goals of the company.

**Analysis of thematic literature.** Problems related to improving the management efficiency of hotels O.A. Shilina, A.P.Durovich, V.G.Gulyaev, E.A.Chelnokova, Collins G. R., Cobanoglu S., Bilgihan A. and researched by other overseas scientists.M. from scientists of our country on issues of Tourism and hotel management efficiency.Pardayev, D.S.Umirova M.T.Aliyeva, A.Hamidov, Z.Adilova Yoshidev N.Q., Akbarkhodjayeva Z.Z., Nazarova G.G, Salihova N.M., Mukhamedzhanova G.A., Akhmedov I.A., Ismailova N.S., Umarchodjayeva M.G., Abdullayev A.M., Akhmedov K., Fattakhov A.A. and others who have learned in their scientific work.

**Research methodology.** The research process used traditional, mathematical and statistical methods of analysis and synthesis, induction and deduction, economic analysis.

**Analysis and results.** Today, in our country, there are a wide range of opportunities for entrepreneurs engaged in hotel business. Legislative acts aimed at the development of the industry have been developed, and this work is still being continued today.

Cabinet of Ministers of the Republic of Uzbekistan dated March 13, 2014

The decision of No. 60"on measures to improve the procedure for the implementation and licensing of tourism activities "opened the door to a huge number of opportunities for those involved in the hotel business, that is," family enterprises that are intended to provide hotel services". According to him," only for family enterprises that are intended to provide hotel services should have a charter fund equal to the one established by law."

President Of The Republic Of Uzbekistan Sh.M.Mirziyoyev 2016

The decree of December 2 "on measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan"made it possible to further stimulate entrepreneurial activity in the field of Tourism, develop tourism infrastructure, provide additional benefits and preferences to tourism organizations. According to this decree:

- \* hotels forcibly sell only 25% of foreign currency receipts in the prescribed manner;
- \* remuneration of hotel services by foreign citizens is carried out in a freely convertible currency, except when payment for them is made by state and budgetary organizations of the Republic;
- when legal entities put at least" 4-star " level hotels and motels into use, they are exempt from the profit tax, land tax and property tax of legal entities, as well as the single tax for a period of 5 years.Mehmondo'stlik industriyasi – bu mintaqa yoki turistik markaz xo'jaligining kuchli tizimi va turizm iqtisodiyotining muhim tarkibiy qismidir. Mehmon qabul qilish industriyasini guruhli va yakka joylashtirishning turli xildagi otellar, mehmonxonalar, motellar, yoshlarning xostel va yotoqxonalari, apartamentlar, turistik qishloqlar, shuningdek, turistlarni joylashtirishda ishtirok etuvchi xususiy sektorni tashkil etadi.

Registration of guests, management of their arrival and departure, the provision of various services to guests is carried out in the administrative part of the hotel. The flow of guests consists of all sorts of entrants, departures, residents. The placement service mainly includes the following works:

- accepted according to guest documents. The administrator must share with the guest the place of residence (the category of Number, its location and sh.k.ni), agree on the services provided, the period of residence. A living fee is charged. After the completion of the clearance, the guest is issued a number card and a key;
- includes providing services to guests during their residence in the number, extending their stay, transferring a guest from one number to another number (if necessary), receiving a residence fee, providing additional services to the customer depending on their wishes;
- for the services provided during the registration of the departure of the guest, a complete calculation is made with him (the unused advance is returned), the client issues a number and a key. Settlement with the client can be carried out both with cash and by transfer. The introduction of a single billing hour (12 hours) system allows the hotel administration to simplify the process of technical billing with customers. By allowing the customer to use their credit cards, the hotel increases its degree of freedom.

The possibilities of an information computing system in tourism are very wide. In addition to automating the process of pre-ordering places, arrivals are registered, an account of the number fund is kept, account sheets are prepared for customers. The ever-changing conditions of the market are calling

for hotels to develop long-term strategies, to take the process of identifying goals, opportunities and resources more seriously. This work is carried out on the basis of planning, in which marketing occupies an important role.

In the context of a digital economy, strategy implementation is management, mechanism, strategy implementation, high - level strategic thinking and management, planning, regulation, control., which consists of a complex of all actions that serve to pursue the necessary policies, create motivations and hotel culture as well as management methods, in short, the implementation of the goals of the hotel.

In the context of the digital economy, the process of creating and implementing a strategy sets itself the goal of completing five interconnected tasks:

1. What kind of business the hotel operates in, the formation of a strategic vision i.e.: determination of mission and goals.
2. Reshaping the strategic vision and mission in hotelanig.
3. Creating a strategy to achieve the goals set.
4. Qualitative and effective implementation of the selected goal.
5. Assessment of the results of activities, identification of new traditions and determination of adaptive actions in relation to long-term development.

Determining what a hotel should look like and what competitive position it should have means a strategic image or view of the hotel. This case is a management image of the hotel. Together with the announcement of the strategic appearance of the hotel and its mission, leaders should form a "sense of goals" in the performers.

When studying the requirements and needs of tourists in hotels on international statistics:

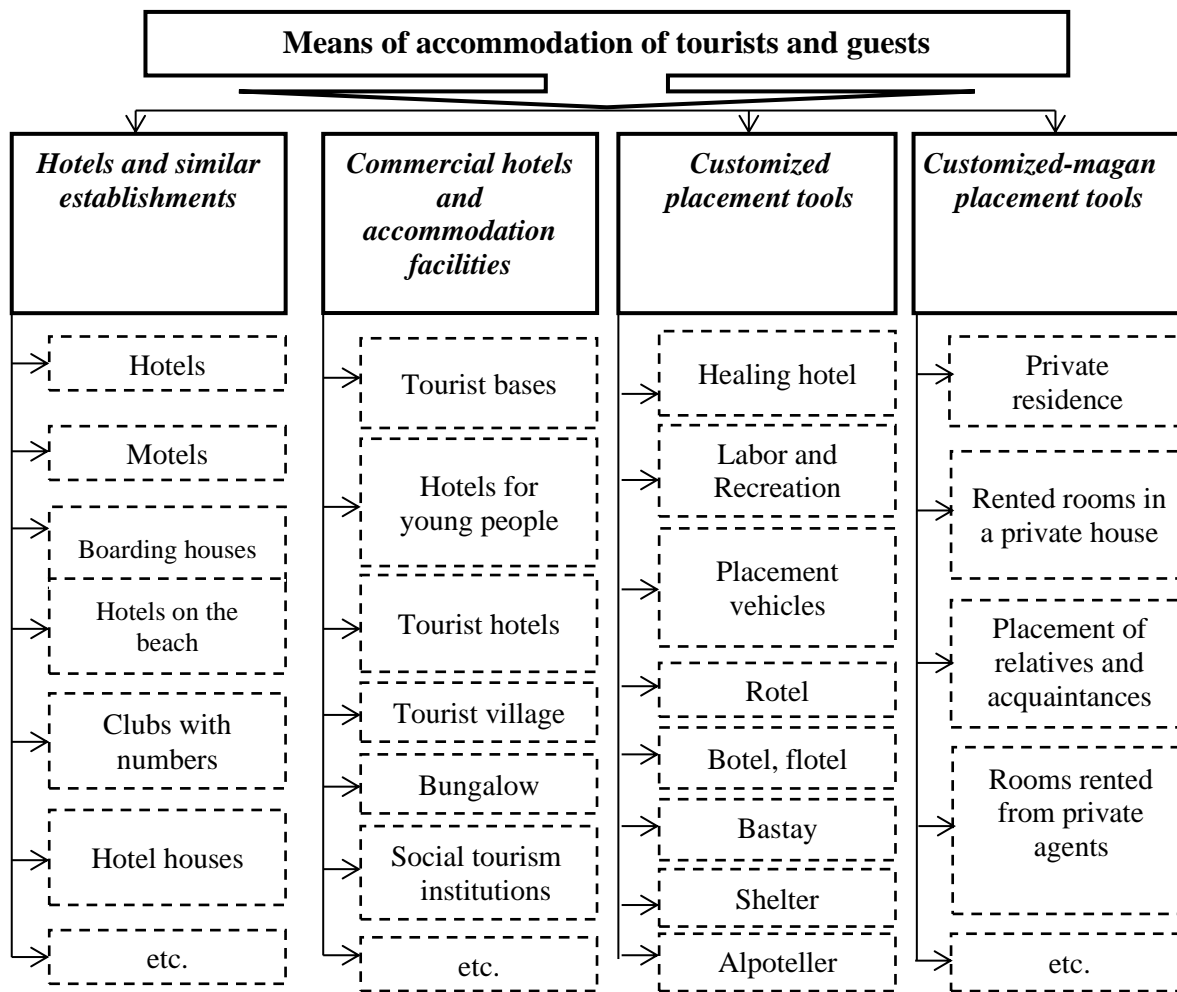
1. 95% of guests take a shower and 5% Take a bath.
2. 40% of guests ask to wake up in the morning.
3. 95% of guests watch TV for at least 1 hour every day.
4. Among visitors, business tourists make up 40%, paired travelers make up 43%, single men make up 32%, and single women make up 22%.

Depending on customer needs, hotels perform different functional tasks and are subject to different requirements. Work with customers in such hotels is carried out according to the rules for the provision of hotel services, which are approved by the management of subordinate agencies. Not a single item of the rules that apply in these hotels should contradict the legislation of the Republic of Uzbekistan on the establishment of a hotel business.

Depending on the functional function, hotels are classified into the following groups:

- for businessmen-general type, departmental, meetings, councils, etc.k. for;
- hotels for recreation-tourist, resort hotels, for autotourists, motels, camping;
- special types of hotels-transit will be built for passengers, athletes, etc.

There are basic requirements that must be met regardless of the specifics of the hotel, which include:



Managers can carry out leadership using a variety of methods. They are very active and significant, or rather blind, can play a small role. The management of managers in the process of implementing the strategy depends on a number of factors: their experience and knowledge in the field of business; whether they have a new participant or sufficient experience in this field; personal relations with other employees of the company; their ability in the field of problem solving, administration and Interpersonal Relations; their authority; the way they; their vision of the role that they must play to achieve the set goal.

The task of the leader is to take control of the situation, using quick strategies that positively affect the unfavorable situation. The meaning of a successful strategy is that the hotel must maintain a strong market position, despite unfavorable situations, cruel competition and internal problems.

The hotel should separately set financial and strategic goals. The unavailability of financial goals causes financial resources to be spent at high risk. As a result, the growth and competitiveness of the hotel will decrease. The strategic goals of the hotel are therefore important that they strengthen the competitive position of the hotel and indicate the direction of business development.

**Conclusions and suggestions.** During our research and observations in the field of hotel services, a number of conclusions, suggestions and recommendations were developed by researching the essence and features of the management of the services industry.

When developing a management system, it is required to take into account the following factors:  
 - The need to study the activities of the hotel, illuminate its structural structure and management

system;

- Before considering efficiency, it is necessary to take into account the needs and desires of consumers;

- Analysis of financial and economic indicators of the hotel;

- Daily job planning will depend on consumer behavior in most cases;

- Employees must be able to engage in good communication with consumers;

- To reveal the role of Management in the development of the economy of his hotel;

-It is difficult to calculate the effectiveness of hotel employees, since low productivity can depend not only on the fact that the activities of employees are not at the level of demand, but also on the insufficient demand by consumers.

The result foreseen before starting to provide services to travelers and the difficulty of progressing services that make it difficult to demonstrate the quality of service requires special attention of managers not only to the customer service process itself, but also to factors affecting other services that indirectly provide. Among such factors, we can include the location of buildings and their interior, the convenience and design of equipment and equipment, the appearance and behavior of employees, the order of work of the organization

Quality control of service in hotels becomes more difficult and requires special approaches, since it is considered largely dependent not only on the material and labor factors of the organization, but also on specific customers.

The inability to maintain services is one of the main problems of service management, since it does not allow you to quickly and easily adapt to changes in demand at the expense of creating reserves. This problem is less noticeable when it comes to services with a relatively stable demand: cleaning buildings, repairing audio and video hardware.

However, the unavailability of services storage facilities, characterized by the presence of the highest demand during the day, week or season (transportation, medicine, resort facilities, etc.), leads to a sharp decrease in the efficiency of activities due to the stay of employees and equipment during the period of falling demand and loss of income at the peak of demand. This forces managers to look for ways to reduce the impact of this problem when making management decisions, to use statistical tracking techniques to help determine the volume and structure of demand for services.

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