



TYPES AND PECULIARITY OF SERVICES IN HOTEL BUSINESS

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Abstract. In modern conditions of integration and tourism development organization of hotel service is of great importance. In this article questions of development of hotel services in the countries which are visited especially often by tourists are taken up; the factors influencing expansion of the tourist sphere and increase in demand for hotels are designated, separate data on visit by guests of the well-known centers of tourism, in particular Samarkand are provided. In this regard problems in hotel service are designated, ways of development of hotel economy, including due to studying and introduction of the international experience in this direction are planned.

Key words: hotel service, tourist objects, tourist season, service personnel, management of hotels, tourism purposes, rational planning, placement

Nowadays increasing of hotel is developed in every cities and villages where many sightseeing existed. Hotels are being required from year to year. There are some reasons. They are as follows:

- 1) In consequence of increasing of people's life and income so they need to travel;
- 2) People have interests to spend their free time enjoyable;
- 3) Increasing of people's education, esthetic taste and intellectual levels and they have to know the world;
- 4) People have opportunity to travel, put into practice of fast trains, having an own car in each family.
- 5) The democracy of abroad exit and entry, visa obtaining system.
- 6) The deepen of globalization and integration process in the world and necessity of going to another country from one.
- 7) Economy, morality and ongoing of integral process in scientific sphere and to rise qualification of personnel among them, such as improving of exchange experiences.

On these grounds increase requirement of hotels in each country and territory. Present days the requirement to be estimated. There should be a strategic level in each administration of district and city that when and how many hotels to be built.

It is important to develop effective usage existent hotels. It is important in progress of hotels sightseeing together with forming of appropriate infrastructure.

It includes the way lead to the sightseeing and hotels of place and there must be required daily service, pit stops and shops on the way along.

The attention of government effects to hotels progress as an important effective factor.

They are following as:

- The attention of government to the tourism progress as an important theme;
- To have documents due ruling the system;
- Service of travel agencies that helps guests' relax and enjoys inside and outside of country;
- The guarantee safety of tourists;
- To have measure the sphere of tourism and certificate and license that appointed in legislation;
- Opportunities to develop tourism and reach them on the base of territorial programs;
- Privileges and accommodations to tourism in custom service and tax.
- Researches to develop and improve tourism and services;

All of these methods serve as a abasement of tourism and hotel progress. It is clear everybody that tourism and hotel business connected to each other. It is impossible attitude them with shallow mind. That is why there must be single program that to develop both of them.

Hotels have peculiarity service to be done depended on guests' will. So this type of enterprises considered as hotels.

Services of hotel divided into three groups: main, extra and assistant services.

Main service consists of services which accommodation and occupation of guests

They are: reservation, pick up from airport and drop off to airport, check in and preparation available rooms to guests. They pay occupation of rooms and excellent service presented by employees of hotel.

Extra services present up to guests' will. For example: if guest asks for phyto bath, chemical cleaning, washing and ironing clothes, of course they to be done on time. But guests pay such kind of services as a extra payment.

Assistant service will be present for the sake of guest in order ensure spend time enjoyable. For example: registration foreign guests, translation or interpretation, shopping, massage, connecting international calls. Several this type of services will be included into room rate.

There are different opinions due types and peculiarities of services in hotel business. Because various tourists visited from various countries over the world. Therefore traditions are various as well. Usually hotel services present to guests for another goal. They are such kind of subjects where held meetings, conferences and tourists 'enjoy, besides that bring profits to businessmen and society.

Services at hotels are peculiarity. We may look through some thinks about them. We summarized as follows:

- to keep services is limited;
- demanding for hotel services is seasonal;
- Customers changed very often;
- Each guest has different taste;
- Tourism and hotel business are combined;
- Clerks of hotel must serve guest any way;
- Clerks service should be done on time and clearly;
- Room rates depend on other cases (communal bills, price of meal)
- Hotels have their own limited occupation and appointed time;
- Hotel services are not similar with good that produced then waiting for sale;
- Property of services is not constant.

Analysis and description peculiarities of hotel services are one of the update issues. Because, guests may stay at the hotel once in several years. We have to present excellent service and they pay our service of course. If guest asks anything to be done by clerks, thereafter he or she did not satisfied with service as a result hotel may lose great incomes.

One of peculiarity of hotel services is they seasonal. There is a period off seasons a lot of tourists visit to our country and they stay at any hotel. However sometimes their visit on business: cause of any scientific conference, symposium, seminars and official delegation regarding with important issues.

Hotel business is constant business. So it distinguished from other kind of business. For example: whether need for hotel service falls in it is impossible to move other place or serve there. That is why the coefficient of hotel occupation is different in different period of season.

Let's look through analysis which checked out hotels where situated in Samarkand, results confirm our terms which spoken above. Results showed us that on May and June the coefficient of hotel occupation is 80-97%, on July and August it is 72-80%,

on September and October it is 82-89%, the rest months it showed 10-50%.

It should be mentioned, the coefficient of occupation never fallen in few hotels, however at few hotels this coefficient fallen in up to 10%.

Hotels which situated near resorts of our country occupied within 6-7 months of a year. The rest period they tried not to bear the expenses. There are few hotels in big cities such as Tashkent and cities of Tashkent region; it is hardly seen decrease in occupation. The average coefficient of occupation is more than 60%.

On the grounds analysis of hotels of our country we come to conclusion that they do not obey tendencies of market economics. For example: they could decrease the room rates during off season and give advertisement to announce discounts in rates. But it impossible to see in practice.

In off seasons room rates may fallen in up to 20-30% in international practice. The coefficient of occupation of hotels is 57,4% in Russia and at other famous hotels in the world this level is 85%.

For example: in Ritz Carlton Hotels Group it is 70% and 9% more than level of this sphere. In order to share practice of the hotel particular books are published. The coefficient of occupation of economy suite hotels is 62,3%, at luxury hotels it is 68,9% in Europe.

Results of service depend on capacity of requests at hotels because expenses of exploitation is main expense all of them. In off seasons hotels hotel little expenses as well. However having few guests' expenses that communal bills and salary of employees remain as usual. It makes hotel owners to attitude expenses carefully.

In accordance few experts' works peculiarity of hotel services characterized with people's desire of travelling and they are not combined to each other. For example: N.I.Kabushkin and G.A.Bondarenko found that people visit foreign countries not to see their hotels, in order to have a rest, to go for sports, to have treatment and swimming and etc. People are going to go abroad in vacation, at first they want to see sightseeing of the country. Hotel is in second level to them. But this consecution does not go on always. They may have another choice, if they like stay at certain hotel, they may reserve a room beforehand.

One more peculiarity of hotel services is they do not need usage huge machines or technologies as industry. Hotel business based on labor of staff clerks. Experienced clerks are very important in hotel business and property of service is not constant, therefore it is impossible to put them into one standard.

On the grounds of them it is known us that we have many problems to be solved in hotel business.

A group of experts who under the leadership of S.D. Ilenkova analyzed it with another way. They said that guests want to be served excellently, not only them. They want their neighbor guests should be served excellently too. It is clear that comments of guests may effect to hotel status.

According to the works of experts who analyzed peculiarities of hotel services, problems which during serve, will be solved as soon as possible.

According to the affirmation of N.D.Kabushkin and S.A.Bondarenko quality of number of hotel services measured by short periods, even minutes.

S.D.Ilenkova determined this peculiarity of hotel business and affirmed that hotel services are combined with offers of guests. Guests wait for an excellent service by them.

Scientists of our country M.Q.Pardayev, G.H.Kudratov, B.H.Turayev, I.S.Tukhliyev, A.H.Khalilov, Kh.M.Mamatqulov, Q.J.Mirzayev worked on peculiarity of hotel services as well. We can see the same peculiarity in their works. Services and accepting them occurred simultaneously.

Such kind of services that should be done on time. But always it is not the same process. This kind of services will be done without attending guests and they do not see the process But it is the duty of hotel clerks and responsible present guests excellent service. There are a lot of requests that to be asked by guests. For example: whether hotel gives breakfast to them all thinks to be prepared a day before. Clerks of hotel staffs such as housemaids, porters and other staff clerks should ready 24 hours and they must not leave their workplaces at work time.

Rooms are not occupied every time. That is why it is no good to keep employees on off seasons of the year. But there is way out.

According to the practice of hotels in our country and in foreign countries they usually train employees group by group and then an employee can do many functions simultaneously.

There is a problem to check property of service of the hotel. All employees of hotel would not do their duties the same. That is why we can see clearly property of their services by their behavior, conversation with guests and how their attitude to their duties.

So, we come to conclusion bases of facts given above, profit of hotels depend on how guests spend their free times, they enjoyed or not, they have good impression after leaving country where they visited.

That is why it is great honor and duty to develop tourism of our country.

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