

The Importance of Developing Hotel Services in the Digitalized Economy

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ABSTRACT

In this article, the significance of the growth of developing hotel services in the context of Uzbekistan's economy's digitization is discussed, and the reforms and current initiatives in the country's tourism industry are underlined. On enhancing the organizational, economic, and methodological directions of the growth of the digital economy, in particular the tourism and hotel industries, a number of study works from foreign nations and our national scientists were also reviewed.

KEYWORDS: *tourism, tourist companies, tourist organizations, tourism potential, destination, foreign tourists, tourist resource, digitization of hotel services, digital content and online platforms, digital service services, digital transformation of tourism*

INTRODUCTION

Special recognition of the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan", which can significantly improve the development of the tourism sector need¹. This decree introduces favorable economic and organizational-legal conditions for the quick development of tourism as a strategic sector of the nation's economy, more fully and effectively utilizes the enormous tourism potential of the regions, fundamentally improves the management of the tourism network, creates national tourism products, and their introduction was done to promote in international markets and to create a favorable image of Uzbekistan in the tourism sector. It should be emphasized that, in contrast to many developing nations, "Tourism" has been granted the status of a key economic industry. This in turn is unequivocal evidence of greater focus on the tourism industry.

Also, the third goal of the development strategy of New Uzbekistan for 2022-2026, approved by the Decree of the President of the Republic of Uzbekistan No. PF-60 on January 28, 2022, "On the development strategy of New Uzbekistan for 2022-2026" "Ensuring rapid development of the national economy and high growth rates" "Tourism is recognized as a driver of the national economy" in the priority direction, in which the number of local tourists to increase from 12 million and the number of foreign tourists visiting the republic to 9 million within the

¹ O'zbekiston Respublikasi Prezidentining "O'zbekiston Respublikasining turizm sohasini jadal rivojlantirishni ta'minlash chora-tadbirlari to'g'risida"gi 2016 yil 2 dekabrda PF-4861-sonli Farmoni

framework of the "Travel Uzbekistan" program, 35 priorities were set separately.

These days, the issues of the digitalization of the tourism sector, the development of the digital tourism market, and the digital transformation of the information delivery channels for tourism are of the utmost importance and call for extensive scientific study, the updating of the conceptual framework, and particularly the creation of cutting-edge scientific approaches to the dissemination of information to the hotel sector.

Literature Review. A number of research works have been carried out in foreign countries to improve the organizational, economic and methodological directions of the development of the digital economy, in particular, tourism and hotel industry. In particular, from foreign scientists: M.A. Morozov, E.O. Ushakova, G. Abrate, S. Bennett, K. Bruno The scientific research of scientists like Erbetta is important. I.S. Tukhliev, B.Sh. Safarov, M.T. Alimova, B.B. Sobirovlar and others' research works²

However, the scientific literature has not yet fully examined the digitalization of hotel services, therefore study and a methodical approach are needed to address the difficulties related to the creation of a system for informing the travel and hospitality sectors.

Methodology. The importance of developing hotel services in the context of digitization of the economy in Uzbekistan has been considered. The work being done and the reforms made in the Uzbek tourism industry were emphasized, and the scientific foundation for utilizing the industry's potential in Uzbekistan was researched. When the relationship between the outcome and the factors is functional, other methods during the research included analysis and synthesis, induction and deduction, cause and effect, place and time, systematic approach, economic-mathematical and statistical methods. Additionally, the comprehensibility of scientific conclusions is ensured through systematic approaches.

Results. Some academics wrongly believe that the hospitality and hotel businesses are identical in terms of

²Тухлиев И.С. Абдухамидов С.А.Туризм: назария ва амалиёт.Дарслик (Учинчи нашр) –Т.: «Fan va texnologiyalar nashriyot-matbaa uyi», 2021. 424 бет.; Досчанов Т., Сафаров Б.Ш. Миллий туризм хизматлар бозорини инновацион ривожлантиришнинг методологик асослари. Монография.-Т.: 2016.-184 б.; Алимova М.Т. Худудий туризм бозорининг ривожланиш хусусиятлари ва тенденциялари. Монография. Т.: 2015. -300б. Собиров Б.Б. Туристик худуд рақобатбардошлигини оширишнинг методик асосларини такомиллаштириш.2020.

their originality. The main distinction is that although the hotel industry is an allinclusive phrase that includes services linked to the housing or accommodation of guests, the hospitality industry includes a number of other industries³.

The hotel sector accounts for half of the more than 10% of the travel and tourism sector that today makes up the global GDP. Strong hotel industry fundamentals, an abundance of capital, and rising investor confidence have all contributed to an increase in global investment in the hotel industry⁴.

The worldwide hospitality business is anticipated to increase greatly by 2025 as a result of the coronavirus's elimination, but overall, it is anticipated to expand from \$8 trillion in 2017 to \$10 trillion in 2025.

Today, the development of the tourist industry is primarily driven by the introduction of digital technology, which has a growing impact on nearly all of the product's components by lowering transaction costs and raising participants' knowledge of digital services and platforms.

The country's tourist industry is now developing and will continue to do so with the help of digital platforms. As the tourism sector recovers from the pandemic, digital technology will be crucial this year and in the years to come.

The State Statistics Committee of the Republic of Uzbekistan's data (Table 1) will help us learn more about the services offered by the organizations that offer tourist-excursion services, which we feel should be included in the primary indicators of tourism development.

Table 1 Dynamics of indicators on the number of hotels in Uzbekistan⁵

Indicators	Years							
	2014	2015	2016	2017	2018	2019	2020	2021
Number of hotels and similar accommodation facilities (facilities)	613	661	750	816	916	1051	1156	848
number of places, units	32969	34898	37795	39833	40788	46671	50408	43504
Number of visitors, thousand people	1271,9	1325,2	1513,1	1714,2	2125,9	2193,4	702,8	1217

Based on the data in the table, it is clear that by 2021, there will be fewer hotels and other types of lodging (objects) in Uzbekistan due to the corona virus epidemic that has spread around the globe.

If we examine the number of hotels and other forms of lodging throughout the four-year period from 2014 to 2020, we can see that 2020 has climbed by 1.9 times over 2014, which represents a gain of 543. If we express this growth as a percentage, we can see that the indicator has grown by 72.2%. Unfortunately, by 2021, this indication had dropped back down to 308 from 2020 by 1.3.

The number of rooms in hotels and other similar types of lodging (objects) increased by 1.3 times in 2021 compared to 2014, which equals an increase of 10,535 units. The percentage has climbed by 75.7%, if we look at it.

As is well known, the pandemic, which has had a detrimental effect on not just the tourism industry but also on all other sectors of the economy, is the primary cause of the decline in such tourism metrics.

If we look at the number of tourists that came to our nation in 2019 and used tourist excursion services, we find that there were 6748.5 thousand visitors, of which 3530.0 thousand were men and 3218.5 thousand were women. These indications were 1881.3 thousand people in 2021 as a result of the global pandemic, of which 924.6 thousand were men and 956.7 thousand were women (Table 2).

Table 2 Number of arrivals to the Republic of Uzbekistan tourist purposes, thous. persons⁶

Indicators	2015	2016	2017	2018	2019	2020	2021
Arrivals of foreign citizens to the Republic of Uzbekistan	1917,7	2027,0	2690,0	5346,3	6748,5	1504,1	1881,3
female	1056,1	1128,3	1496,5	2830,5	3530,0	738,7	924,6
male	861,6	898,7	1193,5	2515,8	3218,5	765,4	956,7

Conclusion. Recognizing that a State program was created for the growth of tourism in our nation and in each of its territorial entities is important. The goal of very large programs is to meet the given parameters. This is being done by every state and non-governmental body. Due to this, the development trend of tourist excursion services has also undergone beneficial modifications. Future developments for these services will likewise be quick. This area has received a lot of attention, and as a result, the necessary infrastructure has been built and is being developed. All of this presents a fantastic opportunity for the future growth of tourism.

³ Богомазова, И. В. Цифровая экономика в индустрии туризма и гостеприимства: тенденции и перспективы / И. В. Богомазова, Е. В. Аноприева, Т. Б. Климова // Сервис в России и за рубежом. - 2019. - Т. 13. - Вып. 3. - С. 34-47.

⁴ Морозов, М. А. Новая парадигма развития туризма и индустрии гостеприимства в условиях цифровой экономики / М. А. Морозов, Н. С. Морозова // Вестник Российского нового университета. Серия: Человек и общество. - 2018. - № 1. - С. 135-141.

⁵ Prepared based on the information of the State Statistics Committee of the Republic of Uzbekistan

⁶ Prepared based on the information of the State Statistics Committee of the Republic of Uzbekistan

The magnitude of the reforms and the effort being put forth to promote tourism in Uzbekistan are unparalleled. The abundance of national tourist resources, which allows the flow of visitors to our nation to employ tour and excursion services, is our biggest accomplishment.

In light of the aforementioned research, we provide the following advice and scientific suggestions:

it is necessary to constantly study the experience of countries with developed tourism;

it is necessary to increase the wide promotion in the world tourism conferences with an emphasis on nationality in ensuring the realization of hotel services.

Фойдаланилган адабиётлар рўйхати.

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