

STATISTICAL ANALYSIS OF HOTEL DEVELOPMENT (BUKHARA REGION)

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Abstract: The article mainly analyzes the development trends of the hotel industry in a statistical direction. Bukhara region was chosen as the main destination. In recent years, with the development of tourism, the hotel industry remains one of the developed sectors. Because two-thirds of every tourist coming to a tourist destination does not use the accommodation service. Depending on tourism segmentation, they often choose hotels as well. In this article, the foreign experience of hotel development trends is also shown as an example, and ways of applying it to Bukhara are suggested. In addition, scientific works of scientists working in this field were analyzed, and the main results were shown as examples.

Keywords: hotel, services, main and basic services, statistics, development, touristic destinations, accommodation.

INTRODUCTION

In recent years, the hotel business has been recognized as one of the developed areas. Because if we divide the services in the field of general tourism, accommodation is one of the main services. Nowadays, most tourists choose hotels that offer comfortable and convenient services. Therefore, the development of this industry is recognized as a key task in any developed region. Therefore, in our republic, several government decisions have been issued in the direction of hotels, and the main content of these laws and decisions is to create an environment that provides quality services to tourists.

The hotel economy is seen as a part of the travel and tourism sector. when a result, when tourist grows, hotel chains grow as well. International experience demonstrates that tourism has a role in both the improvement of developing nations and overall growth in the economy. Establishing tourism hubs in these regions is thought to be the primary strategy for economic growth in many nations. The establishment of tourism hubs in rural and mountainous regions will contribute to the development of these areas and raise the population's standard of living.

To the Coordinating Council for the Development of Tourism established by the decision of the President of the Republic of Uzbekistan "On the primary measures for the development of the tourism sector in 2018-2019" No. PQ-3217 of August 16, 2017 Quarterly input of information on the implementation process of hotel construction projects according to model projects. Determine the main tasks of the regional working group:

- providing information on the land plots put up for electronic auction for the construction of hotels according to model projects to the Republican working group;

- ensuring the attraction of foreign and local investors-entrepreneurs to the construction of hotels according to model projects;
- take steps to conduct negotiations and meetings with potential investors;
- to ensure rapid resolution of issues related to the electronic auction of land plots allocated for the construction of hotels according to model projects;
- systematic study of the infrastructure of land plots allocated for the construction of hotels according to model projects¹.

LITERATURE REVIEW

While hotel improvements and other industrial real estate developments share many similarities, they also have distinct features and call for specialized management skills. Hotels are typically "single-use" properties that rely mostly on the service sector for their income. Their market worth is closely correlated with their capacity to produce net income through their operations in the future. Knowing these distinct qualities is key to developing hotel real estate successfully. This article identifies a number of crucial success characteristics for hotel development and incorporates them into a framework for hotel development, thereby creating a useful "road map" for successful hotel constructions. In-depth direct interviews with experts in hotel development have been used to evaluate the viability of the suggested framework for hotel property development².

It might be useful to start with the following broad description of the quality of service when defining the quality of service offered in the hotel housekeeping service. If we do this, we can establish the standard of hotel housekeeping while accounting for the social and economic aspects of the problem. A full suite of services designed to satisfy the needs of clients utilizing hotel services at the highest caliber and provide them with economical material and ethical advantages is considered the quality of the hotel economy service³.

It's crucial to note that as new market niches and increased difference occurred, travelers' attitudes toward travel shifted. The connection is explained by the fact that travelers are now highly knowledgeable about the tourist locations they visit, their traditions and other amenities, hotels, and the services they provide. This is a result of the increased use of technology for communication and information (TIC) by travelers. Hotel firms need to keep up with industry developments and incorporate new management principles into their operations to suit client requests. Nowadays, hotel businesses consider not just their clientele but also the community in which they function. Hotel firms are now interested in environmentally friendly practices, and they are focusing a lot of their attention on the following areas: waste management, application of clean technology, environmental protection, and the like. ICT applications play a big part in

¹ Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated 24.11.2018 No. 954 "On additional measures for the rapid development of the hotel business in the Republic of Uzbekistan"

² Venter, I., & Cloete, C. E. (2007). A framework for successful hotel developments. *South African Journal of Economic and Management Sciences*, 10(2), 223-237.

³ Kholikulov, A. N. (2011). Opportunities to improve service quality and efficiency in hotels. Dissertation abstract for the degree of Candidate of Economic Sciences, Samarkand,

the operations of the hotel business since they facilitate customer communication more quickly and lower operating expenses by using various software programs for reservations⁴.

METHODOLOGY

In the article mainly used the data analysis method obtained in the statistical agency. It contains the results of the last 8 years, and compares the development trends of hotels over the years. In addition, scientific works of scientists from foreign and CIS countries were analyzed. Also, the experience of chain hotels with a booming hospitality business was studied and presented in a new way.

RESULTS AND DISCUSSIONS

The current process of tourism development in Uzbekistan is determined by profound changes in all spheres of social life, which have specific characteristics. The market of tourist services is being formed in the country, and a new state policy for the development of tourism is being developed. From this point of view, marketing in tourism is considered the most effective and necessary type of economic activity, all market processes are carried out through it, it creates great opportunities for both producers and consumers.

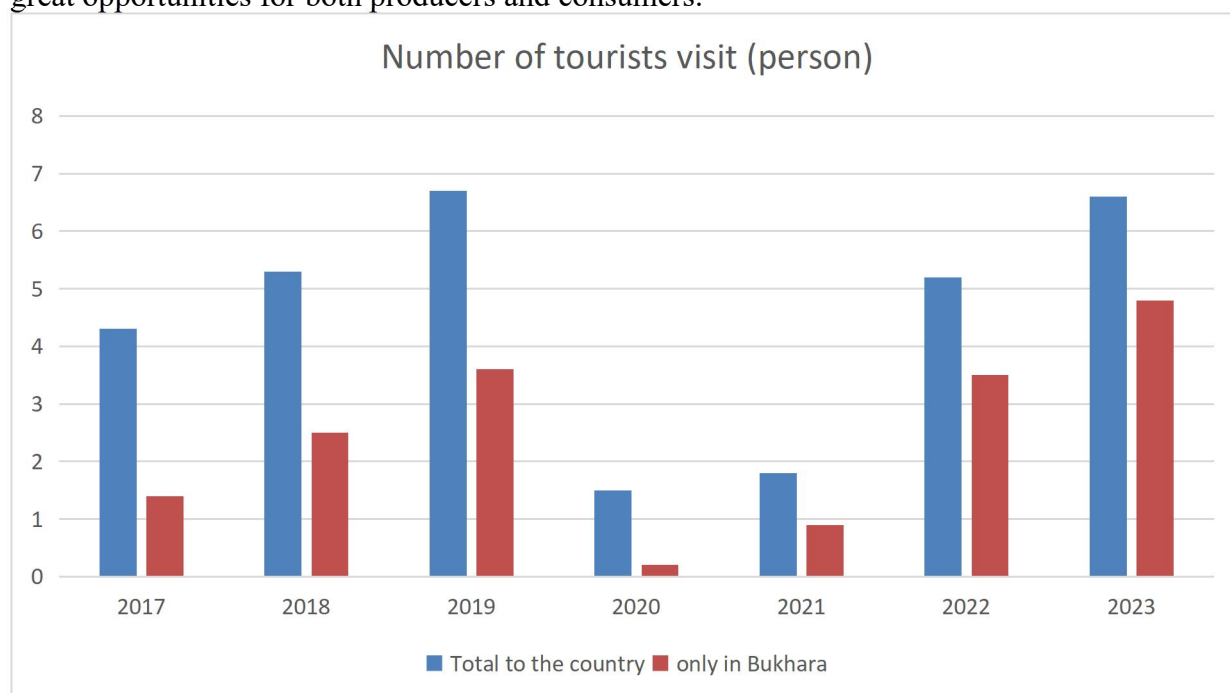


Diagram-1. Tourist visit to Uzbekistan and Bukhara region

If we analyze the diagram below, it shows the arrival of tourists to Uzbekistan and Bukhara in the last 6 years. Over the years, we can be sure that 65% of the tourists coming to the whole republic will come to the Bukhara region.

The hotel industry is a unique complex of enterprises that has a specific production culture, which can have a good or bad effect on, for example, production, relations between workers, their behavior, their personal work. managers rarely seek to resolve service-related

⁴ Bogetić, S., Antić, Z., & Lekić, N. (2015). Analysis of hotel enterprises competitiveness aspects in modern business. *Journal of Engineering Management and Competitiveness (JEMC)*, 5(2), 90-101.

complaints. When such a complaint is received by the client, the main measure is to look for the culprit, not the cause. The knowledge and skills of the head of the hotel enterprise should be wider than the sum of knowledge in some areas of activity⁵.

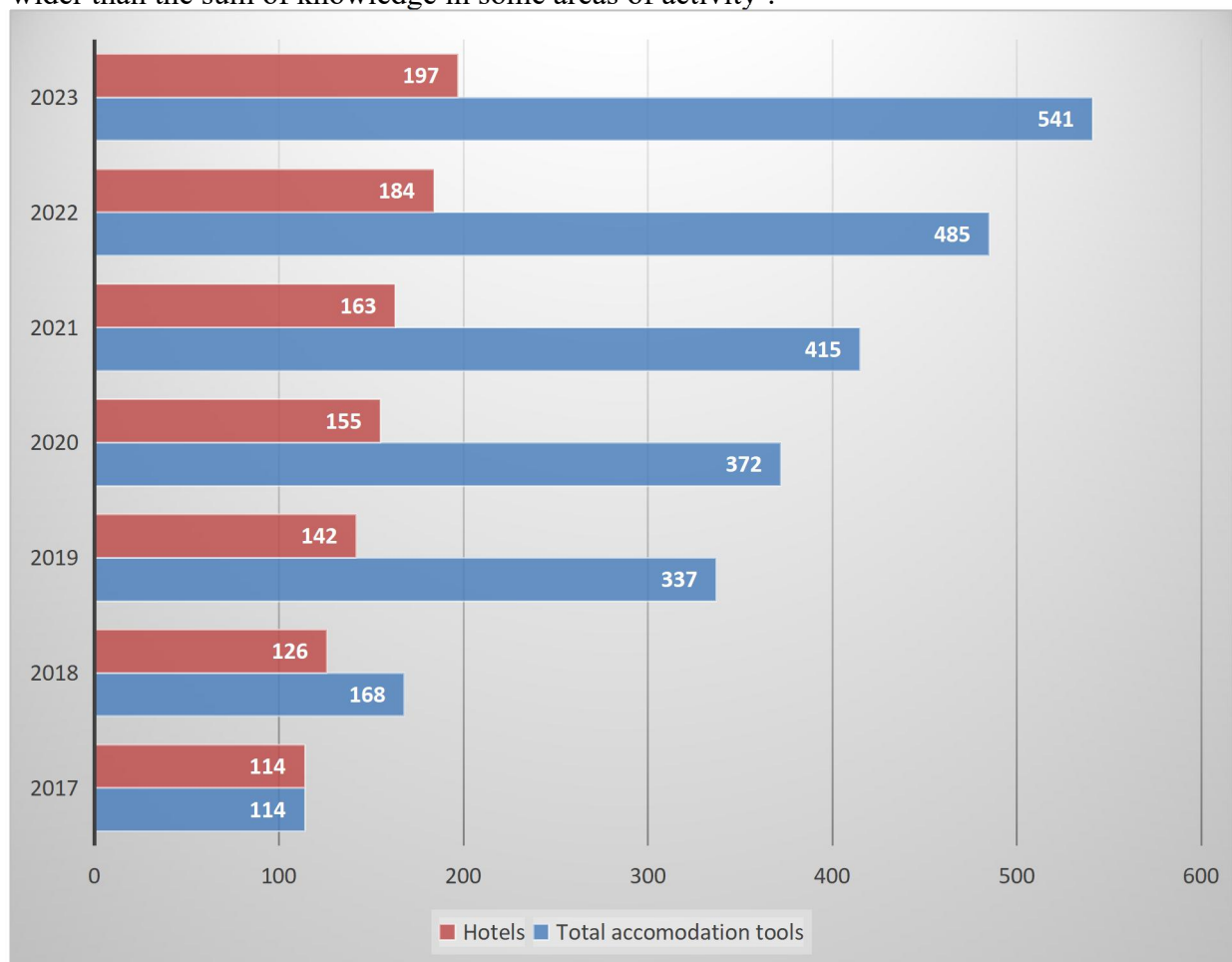


Diagram-2. Total accommodation facilities and hotels in Bukhara region

In the Bukhara region, if we analyze the data given below in terms of years, the demand for accommodation facilities has increased year by year, especially for hotels. In 2017, the number of total accommodation facilities and hotels was 114, in 2018, the total accommodation facilities were 168, of which 126 were hotels, in 2019, the total accommodation facilities were 337, of which 142 were hotels, and in 2020, due to a decrease due to Covid total means of accommodation are 372, of which 155 are hotels, in 2021, total means of accommodation are 415, of which 163 are hotels, in 2022, total means of accommodation are 485, of which 184 are hotels, in 2023, total means of accommodation are 541, of which 197 are hotels. Overall, the hotel business has grown by an average of 1.07% over the years.

⁵ Khudaiberganov D. (2016). "Tourism and hotel marketing". Text of lectures. Urgent. 8-10.

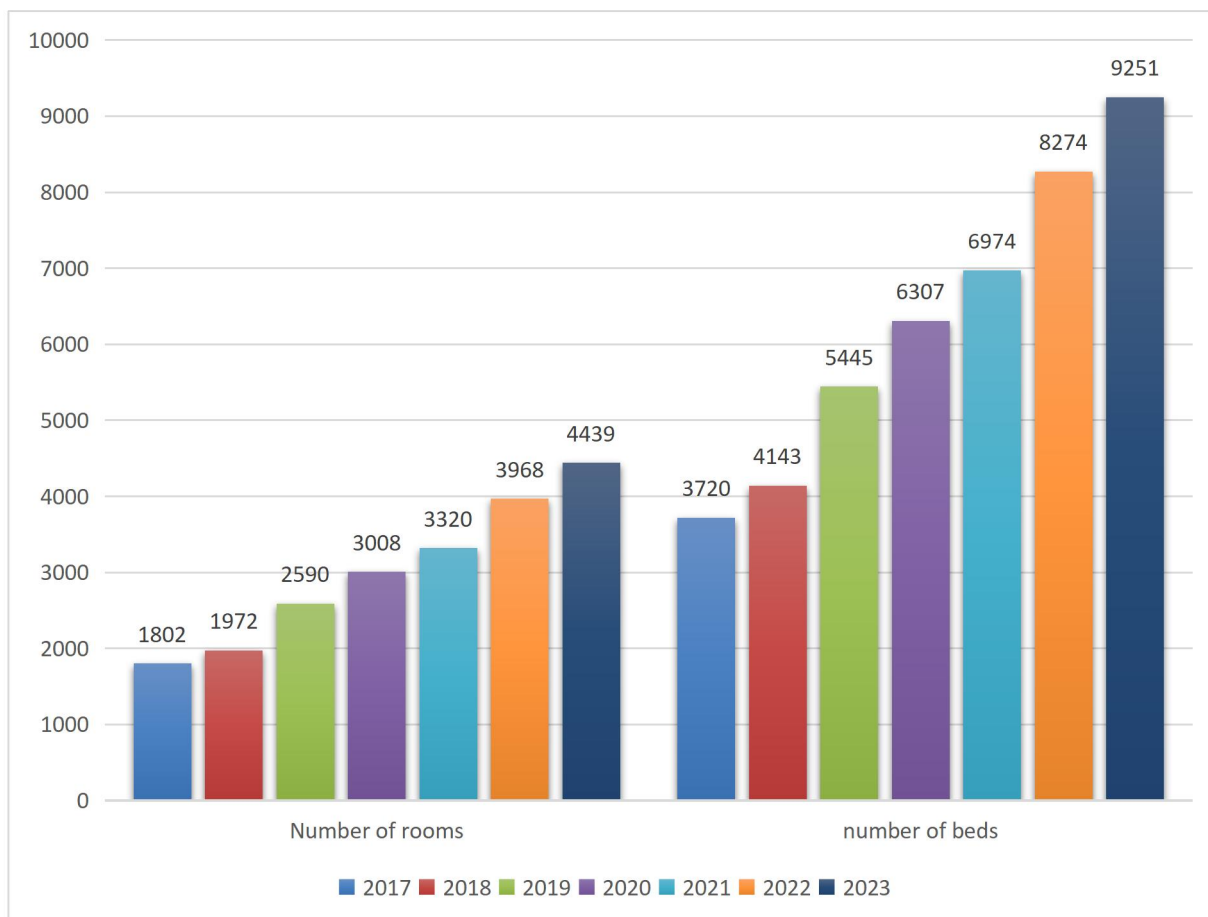


Diagram-3. Number of rooms and beds in the hotel

Also, in the following diagram, we can see the number of rooms and beds in the Bukhara region in recent years. In 2017, the total number of hotel rooms is 1,802 and the number of beds is 3,720. In 2018, the total number of hotel rooms is 1,972 and the number of beds is 4,143. In 2019, the total number of hotel rooms is 2,590 and the number of beds is 5,445. the number of hotel rooms is 3320 and the number of beds is 6974, in 2022 the number of hotel rooms is 3968 and the number of beds is 8274, and in 2023 the number of hotel rooms is 4439 and the number of beds is 9251.

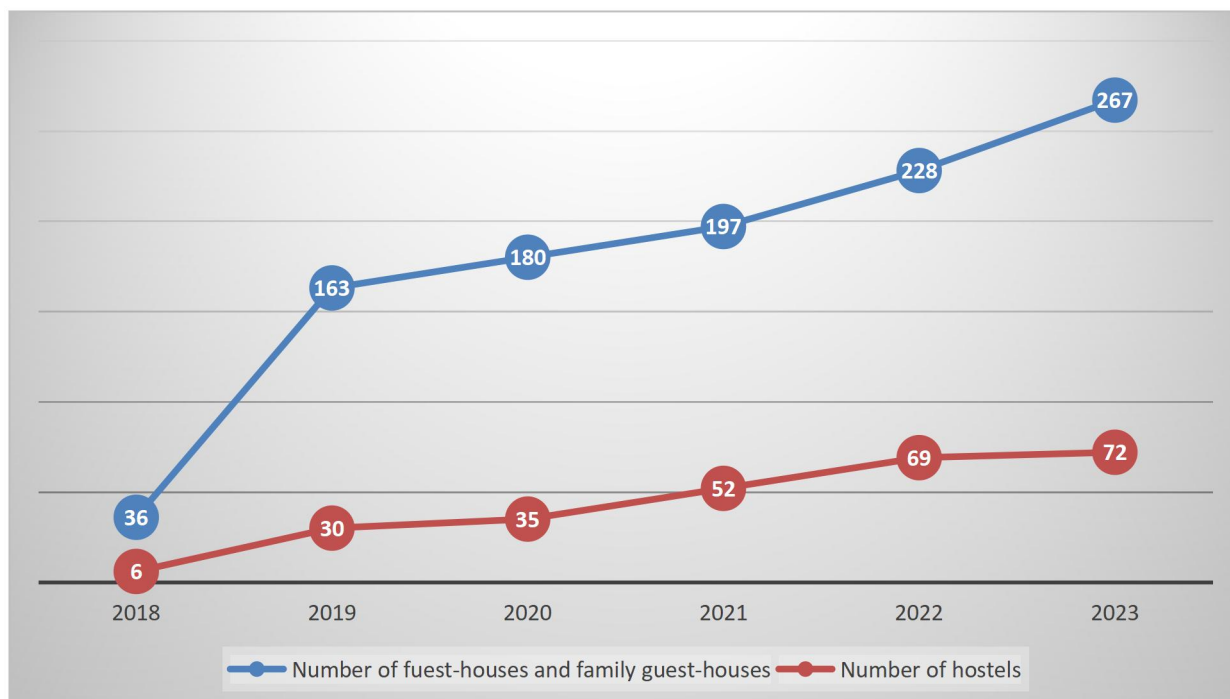


Diagram-4. Other types of accommodation tools

In the next diagram, we can see an indication of other types of placement tools in Bukhara. If we analyze these trends over the years, the average growth rate of guest houses over the years is 1.8%, and hostels are 1.6%. Also, if we analyze in terms of numbers, in 2018 there are 36 guest houses and family guest-houses, 6 hostels, in 2019 there are 163 guest houses and family guest-houses, 30 hostels, in 2020 there are 180 guest houses and family guest-houses, 35 hostels, 197 guest houses and family guest-houses in 2021, 52 hostels, 228 guest houses and family guest-houses in 2022, 69 hostels, and 267 guest houses and family guest-houses in 2023, 72 hostels reached.

CONCLUSION

If we analyze all the statistics given above, the hotel business is increasing year by year. However, there are still several things that need to be done to further develop this area. As services provided mainly by hotel enterprises, increasing additional services for customers, correcting the hotel management structure, paying special attention to hotel employees (motivation, retraining and training, proper management) will have to be the main goal.

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