

THE ROLE OF ADDITIONAL SERVICES IN IMPROVING HOTEL SERVICE

Mir-Jafarova Aziza Javahirovna

SamIES, assistant of the department of “Tourism”

Abstract: This article describes the place and role of additional services in the development of the hotel industry

Keywords: T hotel, basic services, additional services, tourist services, price policy, range of services

Introduction. Tourist service is a set of purposeful actions in the service sector that are focused on ensuring and satisfying the needs of a tourist or excursionist, meeting the goals of tourism, the nature and focus of the tourist service, tour, tourist product, not contradicting the universal principles of morality and good order

The tourism industry is a unity of all firms and organizations cooperating with each other, each of which performs its own specific functions aimed at meeting the specific requirements and needs of tourists.

The following sectors operating within the tourism industry are distinguished:

- the sector responsible for tourist accommodation (providing accommodation, food and drinks);
- a sector whose work is aimed at entertaining tourists;
- sector responsible for coordinating tours and wholesale trade;
- a sector whose work is aimed at promoting and distributing specialists;
- coordination sector (supervision of the work of other sectors, management);
- the sector responsible for providing goods and services to tourists.

Despite the fact that hospitality is included in this definition as a sector, the hospitality industry is still considered as a full-fledged industry, since its task is to satisfy not only tourists in the narrow sense, but also consumers in general.

The hospitality industry includes those industries that provide lodging, alcoholic beverages, food and entertainment.

Thus, the hospitality industry includes the following industries:

- provision of housing, accommodation;
- bars;
- restaurants and cafes;
- licensed clubs;
- casino;
- the shops;
- hotel animation.

A hotel is a commercial enterprise that produces and offers its “product” on the market, a product in the form of a set of services, among which the main ones are accommodation services and food services.

When considering hotel services as a product, three levels of services are distinguished:

- individual services and groups of services;
- product “hotel” as a set of services;
- “hotel” product as a set of services + additional services.

A service is the result of direct interaction between the performer and the consumer, as well as the performer’s own activities to satisfy the consumer’s needs. The concept of “service” has a universal meaning, it is intangible and cannot be stored, a service cannot be measured, it can only be assessed.

An important feature of the hotel service is the impossibility of its storage and accumulation. It is also impossible to exceed the natural capacity of the room stock when accepting applications and checking in, while unoccupied rooms and places objectively lead to the loss of beds. Thus, a hotel service is an organized interaction between a guest and hotel staff, continuously influencing the guest throughout its entire duration. This product exists only during the guest’s stay, and during this time there is a constant dialogue between the guest and the hotel; it cannot be programmed or created a certain standard or service algorithm. Consequently, the hotel service in each specific case is individual in nature.

The variability of hotel services is influenced by groups of factors:

- organizing work with hotel staff;
- individual characteristics of service consumers, requiring a personal approach and comprehensive systematic study of the client. Industry professional standards and standards are being developed to reduce service variability.

Dependence of sales volume of hotel services on a number of factors. The sales volume of a hotel product is influenced by:

- location of the hotel. This factor determines the ease of access to the hotel and the attractiveness of its surroundings (developed infrastructure) for the guest, which is largely determined by the purpose of the visit (leisure or business trip);
- ease of maintenance. This factor is accessibility for guests and differentiation in types, sizes and prices of bedrooms, restaurants, bars, etc.;
- the level of service is characterized by the range of services provided, the presence of various types of amenities, their style and quality;
- The hotel's image provides a favorable (or unfavorable) perception of the hotel known to customers. The image as a whole consists of the location of the hotel, the services and amenities offered, the external perception and internal atmosphere of the hotel, the qualifications of the staff, etc.;
- price, this factor reflects the cost of service;
- the range of services provided by hotels is very diverse. These are temporary accommodation services, catering services, hairdressing services, beauty salon services, sauna, etc. Today, without leaving the hotel, you can get a haircut at the hairdresser, take a steam bath in the sauna or play billiards. And although the bulk of the hotel's revenue comes from accommodation fees, additional services also bring in considerable income.

To operate effectively in the market, hospitality industry enterprises must have a well-thought-out product strategy. Strategic actions in the field of products and services are of utmost importance in the marketing activities of an enterprise. A well-developed product and effective channels for promoting it in the tourism and hotel services market enable hospitality industry enterprises to occupy their niche in the market and receive predictable income.

A product strategy is a set of marketing decisions and actions aimed at creating products with specified consumer properties that are able to satisfy customer needs, providing enterprises with a certain place in the market for goods and services.

References:

1. Suyunovich, T. I., & Erkin, G. (2022). Possibilities to increase the multiplicative efficiency of tourism through digital technologies in new uzbekistan. *Web of Scientist: International Scientific Research Journal*, 3(8), 74-80.
2. Suyunovich, T. I., & Adhamovich, A. S. (2019). Directions of activation of innovative activities of higher education institutions in forming innovative economy. *ВВК: 75.81 Т, 88*, 235.
3. Болтабаев, М. Р., Тухлиев, И. С., Сафаров, Б. Ш., & Абдухамидов, С. А. (2018). Туризм: назария ва амалиёт: дарслик. Тошкент: Фан ва технология.
4. Dilrabo, M. (2024). Scientific and practical bases of concepts of service quality and efficiency in hotel business. *Information Horizons: American Journal of Library and Information Science Innovation (2993-2777)*, 2(1), 223-226.
5. Shirinboyevna, M. D. (2023). MAMLAKATIMIZDA MEHMONXONA BIZNESINING HOLATI VA RIVOJLANISH TENDENSIYALARINING TAHLILI, MAVJUD MUAMMOLAR VA ULARNING YECHIMLARI. *Экономика и финансы (Узбекистан)*, (2 (162)), 10-16.
6. Rahimova, N. (2023). SUSTAINABLE TOURISM OBSERVATORY-PATH TO BETTER ANALYSIS OF THE TOURISM SECTOR. " *Экономика и туризм*" *международный научно-инновационный журнал*, 3(11).
7. Eshburiev, U. R., Rahimova, N. A., Kizi, O. Z. A., & Mukhtarova, G. A. (2020). The experience of developed countries in implementation of digital economy prospects of digital economy in Uzbekistan. *Journal of Critical Reviews*, 7(11), 518-520.
8. Pratt, T., & Amiriddinova, M. (2023). Tourism Food Tourism. Food For Enjoyers and Survivors. In " *ONLINE-CONFERENCES*" *PLATFORM* (Vol. 1, pp. 557-561).
9. Amiriddinova, M. (2024). The Influence of Length of Stay on Traveler Purchase Decisions for Franchise Fast Food Establishments in South Korea. *Information Horizons: American Journal of Library and Information Science Innovation (2993-2777)*, 2(1), 200-206.
10. Kadirova, S. I. (2023). STRATEGIC MANAGEMENT AS A KEY TO ENHANCING THE ECONOMIC POTENTIAL OF INDUSTRIAL ENTERPRISE. *RESEARCH AND EDUCATION*, 2(7), 32-37.
11. Shakarbekovna, N. S. (2022). METHODS OF ASSESSMENT AND THE MAIN INDICATORS OF THE EFFECTIVENESS OF ADVERTISING ON THE INTERNET. *Journal of marketing, business and management*, 1(4), 82-85.
12. Shakarbekovna, N. S., & Savlatshokh, S. (2022). TOOLS FOR IMPLEMENTING MARKETING INTERNET TECHNOLOGIES IN BUSINESS. *Journal of marketing, business and management*, 1(2), 42-45.
13. Гуломхасанов, Э. М., Каримов, К., & Лазизова, М. (2021). РАЗВИТИЕ ЭКОНОМИКИ НА ТЕРРИТОРИИ БУХАРСКОЙ ОБЛАСТИ ПОСЛЕ КРИЗИСА COVID-19. *Scientific progress*, 2(5), 474-478.
14. Maftuna, N. (2023). The Importance of Tourism Education. *Information Horizons: American Journal of Library and Information Science Innovation (2993-2777)*, 1(10), 84-87.
15. Sukmana, H., Irianto, J., Rodiyah, I., & Shamsidinovna, N. M. (2023, April). Transforming Family Planning to Prevent Child Marriage: Effective Strategies Uncovered. In *International Conference on Advance Research in Social and Economic Science (ICARSE 2022)* (pp. 485-492). Atlantis Press.
16. Shukurov, F. T., Sh, M. N., & Rahimova, N. A. (2022). E-commerce in Uzbekistan: opportunities and challenges. *Экономика и предпринимательство*, 1(138), 658-660.

17. Kadirova, S. (2023). THEORETICAL AND METHODOLOGICAL PRINCIPLES OF MANAGEMENT OF ECONOMIC POTENTIAL IN INDUSTRIAL ENTERPRISES IN THE CONDITIONS OF INNOVATIVE DEVELOPMENT OF THE ECONOMY. *Science and innovation*, 2(A5), 31-36.