

"HOTEL" AND THE ESSENCE OF THE CONCEPT OF "INNOVATION"

Talibova Aziza Yusufbekovna

SamIES, Assistant teacher of the department of "Tourism"

Abstract: This article is devoted to the role of innovation in hotel business development.

Keywords: innovation, hotel business, club hotels, sports hotels, congress hotels, hospitality industry.

Introduction. The infrastructure and industry of tourism also lead to the development of a number of industries related to tourism. In addition, the development of tourism helps to solve another big problem, unemployment. According to statistics, every 20 tourists who visit the country contribute to the increase of 1 new job in the direct tourism sector and 2 in other sectors of the national economy dependent on tourism. At the same time, it has a positive effect on the development of local regions, including the sale of agricultural products, local industrial products, and national handicraft products.

Tourism is an important component of the economy of many countries, it provides employment of local population, filling of hotels, restaurants, entertainment events, inflow of foreign currency. The economic nature of tourism requires that the tourist spends his money in the country he is visiting. Tourism is based on the exploitation of local tourism resources, and in return this region or country should benefit.

Before considering the types and description of hotel services, it is purposeful to clarify the concept of "services".

Today, there are many definitions of the concept of service. In particular, F. Kotler believes that "a service is any measure or actionable benefit that one party can offer to another party, which is mostly intangible and does not give a sense of ownership."

S.I. Ojegov defines in the dictionary of the Russian language: "service is the act of benefiting or creating household comfort for another person."

R.A. Fathutdinov defined that "service is a mutually agreed upon activity of the provider and the consumer, and is the result of the activity of the provider in satisfying the needs of the consumer."

J.M. Kurbanov, one of the scientists of our country, defines that "service is a special act in society, the act of doing good to a person, which is considered a philosophical category in its implementation, should benefit both parties."

E.S. Fayziyev gave the following definition of service: "service is an activity aimed at satisfying the needs and demands of people. This activity is embodied in a product (tangible services) and manifested as a useful result of labor consumed in the labor process itself (intangible services) "Lady...".

So, service is understood as a certain work of one person that is done by another person. Services can also be classified according to the level of communication with the consumer. If the communication between the employee offering the services and the consumer is close, in addition to the necessary technical training of the employee for the high-quality performance of the service, there is a need to train him in interpersonal relations. Therefore, if the quality of services is the same, the consumer will choose the offerer who has a good relationship with him. A service is different from a good, and at the same time,

it has its own price and value, like a good.

An accommodation facility is defined as any facility where accommodation is provided regularly or occasionally, and it forms the basis of the tourist industry. Its share is 65% of people employed in the tourism sector, and about 68% of the income from tourism. The construction of new settlements significantly increases the attractiveness of tourist destinations. Increases tourist flows. Providing a high level of service in accommodation is also one of the psychological aspects of tourism, which makes tourists highly satisfied when organizing a trip to this or that country.

The hotel industry as a type of economic activity includes the provision of hotel services and the organization of short-term accommodation in hotels, campsites, motels, school and student dormitories. This activity also includes restaurant service. All basic definitions apply to hotel services, which to some extent identify them with tourist services and services in general. However, they also have their own characteristics.

The first word "Hotel" appeared in the history of the hotel industry in the 18th century. In France, the first hotels were called "multi-room buildings". The rooms are rented for a month, a week, or even a day. Soon this term was also common in America. Many taverns there quickly began to be called "hotels". According to these owners, the USA, which gave them a European (French) look, is considered the homeland of many innovations in the field of technical equipment of hotels. The need for hotels in this country has become very large due to the continuous flow of emigrants, that is, a group of people who have come to live permanently from other countries. Due to the fact that they felt the need for timely accommodation, it allowed the hotel business to rapidly develop and demand for it to increase sharply.

A hotel is an enterprise where complex technological processes take place around the clock, in three shifts, twenty-four hours a day, and the services offered there should be comfortable and safe for tourists. The hotel is an enterprise that offers a set of services depending on the number and category of specific rooms equipped as a means of individual and collective accommodation.

It is a large branch of the service industry, and it is a hotel industry. Usually, the hotel industry includes hotels, hostels, motels, and camping sites.

The main indicators of hotels' work are their accommodation possibilities and the number of bed-days used in a year.

Simultaneous placement is determined by the number of permanent beds installed in all rooms and common rooms. The number of calendar bed-days is calculated by multiplying the number of beds in the hotel by the number of days in this period.

The coefficient of use of hotels is determined based on the actual provided bed-nights. Factors affecting hotel occupancy are taken into account for a certain period of time when determining the occupancy rate of hotels.

Nowadays, any hotel cannot account for the universality of demand. The large segmentation of the market of hotel services requires targeting not one, but several target segments. There is a great specialization of hotel enterprises. The following can be distinguished from them.

Tourist hotel. The task of such a hotel is to provide necessary services for tourists, to create conditions for rest and recreation.

This hotel is for business people. The task of these hotels is to create necessary conditions for work and rest for businessmen.

Congress Hotel. It is a part of congress centers or has the ability to hold various congress measures.

Resort hotel. It provides an opportunity for such clients to use treatment-health services in balniological or climatic centers.

Sports hotel. Examples of them are ski centers, as well as hotels in large sports facilities.

Club hotels. These are private hotels belonging to various clubs or societies.

Transit hotel. They have a very limited number of minimum amenities and services. These are

mainly places to eat and sleep.

Every hotel must guarantee certain standards and service conditions in order to attract and retain customers. They should be understandable and attractive. These standards are attached with a classification system. They are developed by relevant state bodies or business associations.

By their nature, providing unique services, hotels play an important role in providing services to foreign citizens of the country. That is, it provides them with temporary accommodation and household services. For these purposes, buildings with material and technical means, equipment, supplies are exploited. In this process (production and sale) are combined, that is, service is performed in the process of production of services. This feature provides for the unique working rhythm of hotels.

The hotel market has its own characteristics, hotel services are not considered ordinary goods. The hotel number cannot be moved during the sale. In fact, it is not the number that is sold, but the right to occupy it for a certain period of time. In most of these simple cases, the hospitality industry is about offering services, providing and receiving them.

Another aspect of hotel activity is that not only employees, but also customers must know the mandatory conditions under which services can be provided. In this regard, misunderstandings often occur between guests and employees who do not know about this. Managers organizing hotel services must manage not only their employees, but also customers. Such unique features of the hospitality industry are reflected in the inseparability of the source of services from the object of service.

The hospitality industry is characterized by its variability. Their content depends on who showed them and under what circumstances. A unique feature of hotel services is their non-permanence.

There are several reasons for this change. First, these types of services are provided and received at the same time, thereby reflecting the possibilities of their quality control. The temporary instability of demand creates the problem of maintaining the quality of services in periods of high demand. Much depends on the situation during the provision of services. One person will give you good service today, and bad service the next day. The reasons for such service can be different: bad mood, illness, family conditions, problems in it. Variability in service quality is a major cause of customer dissatisfaction with the service industry.

Services are not available. Since they do not have the opportunity to save and accumulate the results of operation, hotels depend on the current demand in their work. Therefore, they are obliged to work continuously.

A feature of hotel services is the speed of their provision. A special feature of the hotel service is that it does not like slow movement. Any operation in the hotel should not take up customers' time.

The demand for hotel services is uneven and seasonal, therefore, hotels should have the necessary reserves of fixed assets for the time when people will come a lot. Since hotels serve other city and foreign guests, they should provide not only accommodation, but also a complex of additional services of a domestic nature.

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. *BBK: 75.81 T*, 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.