

HOTEL SERVICE IN TOURISM

Fayzulloyeva Oysha

Student of Karshi state university

Abstract: Hotel service means renting of rooms, houses, or other lodging accommodations for a fee, including all services offered at the hotel, including, but not limited to, business centre services, massage service, swimming pool fees, laundry services, etc., whether paid by a guest of the hotel or a visitor to the hotel.

Keywords: Hotel, Guests, Hospitality, Reservation, Front desk.

Introduction. Hotel service refers to the provision of accommodation and related services to customers in the hospitality industry. It involves offering room accommodation for individuals who are on vacation, attending meetings, or traveling for work . Hotel service can include various aspects such as building infrastructure, hotel functions, location, and services provided to guests . In order to compete and attract customers, hotels need to offer unique value and effectively communicate their strengths to the community . Hotel service systems can also incorporate third-party services, allowing consumers to access a variety of services through a single platform . Additionally, hotel service systems can provide convenient and rapid access to hotel information, enabling travelers to easily find and reserve rooms based on their needs . Personalized services can also be created for customers based on their historical behavior and preferences, improving customer loyalty and satisfaction .

Hotels are definitely one of the fastest-growing sectors in the tourism sector and it is truly justified as accommodation is the key part in the development of any country or region's tourism. Tourism and Hotel Industry always go hand in hand and the presence of enough hotels also adds value and quite a lot of factors and punches it within the region's economy. The Existence of a Hotel isn't enough to single-handedly boost a region's tourism but they also give out a symptom of health tourism.

The growing tourism industry and hospitality industry has emerged as one of the prime growth factors and Hotel business adds much value to it. Its culture and heritage have also added much value to the Tourism sector in India. It has tremendous potential considering its rich variety in ecology, terrains and scenic wonders spread across the country. Tourism is also a potentially large employment opportunity and Hotels are a major part of this Hospitality Sector. During 2018, FEEs from tourism increased by 4.70 percent* year-on-year to US\$ 28.59 billion. FEEs during January 2019 were US\$ 2.55 billion.

Let us explain to you some of the recent developments and emphasis of the Hotel Industry in the Tourism sector of India. It has not just enhanced the tourism sector but also created employment opportunities, foreign money transactions, making India the third-largest foreign exchange earner and the Industry with the help of hotels are just booming. Here is some new advancement in this business!!

Hotel and its efforts to Tourism have now created a significant boom in India. This growing economy has become an employment generator, a significant source of foreign exchange for the country. Tourism in India is the amazingly the third-largest foreign money exchange of the country. The booming tourism industry has had a cascading effect on the hospitality sector due to its increase in occupancy rates

and average room prices

- World travel and tourism Council declared that India as one of the hottest tourist destinations from the year 2009 and will continue to be one of the favorite tourist destinations. Further, the hotel industry has also flourished due to this and vice versa. Similarly, the Hotels also add some spark into the Tourism industry as well.
- The tourism and hotel industry sector are among the top 10 sectors in India also attracting the highest Foreign Investment (FDI) and World Tourism from around the world. The hotel and tourism sector attracted around US\$ 10.6 billion FDI from 2000 to 2017.
- The Indian hotel industry has been actively contributing to the nation's economic growth. This trend is expected to grow gradually and in turn boost or add meaning to the tourism of any place. Hotels and its Industry are clearly helping the domestic economy towards improving, the domestic travel volume.

Hotel services, their number and the amount of people engaged in them depends on the size of the hotel as well as on its status. Typically, the basic hotel services include reception guests, room service, food service, including restaurants in the hotel, and security. Sometimes in the small hotels the duties of security, a cook and a cleaner are performed by the owner himself. Other services offered to guests of the hotel, can be considered as bonuses. These are the laundry service, massage room, fitness gyms, conference rooms, lock boxes for valuable assets and many other things. These services can be included in the price of the room or paid separately.

Recently, the hotel industry trends towards separating the services sector between hotels. Many hotels nowadays offer recreation for a particular group of tourists. Popular family hotels, hotels for the newlyweds and hotels for people with disabilities – each of them has its unique set of services. For example in the family hotel clients are offered services of child care and game rooms. In the hotel for the newlyweds there is a special service for weddings. In the hotel for disabled persons there is medical support service. Among the services that are indirectly related to the customers, that means that they are not involved in direct care of guests, are marketing service and bookkeeping of the hotel. Reservation, once considered one of the main hotel services, today has become an anachronism. Nowadays, in order to book a hotel clients use services of the major tour operators. Online booking through the numerous tourist online services is getting increasingly popular.

Often the responsibilities of some hotel services are assigned to the other companies. In the United States and Western Europe the network of special hotel firms, which offer their services to the hotels, is widely developed. Typically, if the hotel uses the services of such companies, the price of the rooms will be slightly lower than in a hotel that provides a full range of hotel services on its own.

FUTURE PROSPECTS

In the long term, the demand-and-supply gap between the Hotelier and Tourism industry in India and there is an urgent need for more hotels as time goes by. The tourists are naturally falling shortage of available hotels and the need for standard budget hotels are a must. There is now an urgent need for budget and mid-market hotels in India that adds more budget stay options for all kinds of tourists and also add value to the countries Tourism sector. People book tours to have a fun and hopefully unforgettable experience. A successful tour guide knows how to balance providing quality information with listening to the group. Tour guides must be able to provide information in a way that everyone in the group can understand. They need to project their voices, speak clearly, and be willing to repeat information as needed. After all, they're the ones providing direct customer service to your clients on a daily basis. Effective communication skills are key to providing the kind of customer service that turn one-time guests into repeat customers. If your guide isn't great at communication with others, your guests will feel lost

and disconnected from the tour. When you're interviewing a guide, pay close attention to the way they carry themselves in a conversation. Do they have great public speaking skills? What about their presentation skills? Does the conversation flow naturally? These are great indicators that a guide will keep your guests engaged and provide them with excellent customer service.

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