

Efficiency of Hotel Activities and Ways to Increase

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Abstract: *It is obvious that the economy of the hotel industry depends, first of all, on economic factors (general state of the economy, average per capita income, unemployment rate, local currency exchange rate, tax rate, bank lending). percent, etc.). At the same time, socio-economic factors in the development of the industry, such as: distribution of income by income level, education level, lifestyle, age structure, urban-rural population ratio (more urban population), crime rate, tourism development, etc. also plays a big role.*

Keywords: efficiency, hotel industry, economy rate, management, marketing, advertising, service quality

Introduction

The economic performance of a hotel is influenced by internal factors, such as the adopted management and control system (especially the cost control system), the level of services provided, as well as labor relations. Therefore, the hotel management should always pay attention to improving the working conditions of the employees, reducing the dissatisfaction of the workforce and improving the environment in the work team.

An incorrectly chosen fare system can also affect a hotel's economic performance. The following basic hotel tariff systems are used worldwide.

1. The tariff includes room only. It is also known as the European Plan.
2. The tariff includes accommodation and breakfast (continental plan). There are three types of breakfast included in the tariff:
 - continental breakfast (juice, coffee or tea, bun, jam);
 - English breakfast (ham with infusion);
 - buffet (cheese, sausage, bakery products, fruits, jams, juices, honey, coffee, tea are served on a self-service basis). Nowadays, this tariff is especially common.
3. Half board (Half board, demi-pension, modified American plan). The fare includes accommodation, breakfast and lunch or dinner. The tariff applies to some resort hotels and hotels that serve tourists traveling for educational purposes, as well as businessmen. Tourists staying in these hotels tour the city, have lunch there and return to the hotel in the evening. As for tourists living in resort hotels, they prefer to have lunch here, and in the evening to eat in various restaurants and cafes.
4. Full pension (en pension, American plan). The fare includes accommodation and three (or four) meals. It is used in resort hotels, especially in areas with poor public catering.
5. "All included". The tariff includes accommodation, multiple meals (in one of the few restaurants chosen by the customer, all (or most) of the entertainment, drinks in the bar (except for imported drinks)). Usually used in resort hotels separated from strangers. Hotel occupants are given certain signs to prove that they belong to the same hotel, for example, they wear an unbreakable bracelet [15].

Materials and methods

The effectiveness of the provision of hotel services is considered from the economic structural point of view. That is, a "goal tree and criteria" are formed depending on the level of consideration (state, region, enterprise). The system of indicators characterizing the efficiency of hotel services is shown in concrete examples.

Efficiency is the degree to which a set of tasks is consistent with performance.

Economic efficiency is the economic activity characterized by the economic efficiency of economic programs and activities, the cost of resources, factors associated with the conditions of this result. Achieve greater production using a certain amount of resources.

Consideration of economic efficiency at the macro and microeconomic levels has been adopted. Cost-effectiveness in the field of hotel services is determined on three main levels:

- hotel service at the national level;
- providing hotel services to the population of the region (city);

- The process of service in a particular hotel business.

The economic efficiency of hotel services is a component of the overall efficiency of public labor and is expressed in certain criteria and indicators.

Criteria) is a sign that is used to evaluate a process or event, to classify something, to determine its size. The economic criterion characterizes the quality of the decision made and is used to evaluate and compare the effectiveness of public labor. The need for criteria arises because it is necessary to know exactly how to approach the calculation of the efficiency of the production-service process in the hotel industry. According to the theory of optimal efficiency of economic efficiency for a particular "plot" should be evaluated from the standpoint of general efficiency, that is, the specific criterion of efficiency should correspond to the global criterion, from which "should arise."

The general criterion for the efficiency of social production is to achieve more results in the public interest at a relatively low cost of manpower and resources.

It is expedient to consider the problems of efficiency in the field of hotel services using a systematic approach, which involves the establishment of different indicators and criteria for different levels of management and for specific purposes in accordance with the appropriate performance criteria.

The organizational structure of hotel management consists of a number of links:

- The hotel industry as an interdisciplinary diversified complex at the state level;
- hotel industry as an independent link in the city or region;
- separate business entity (hotel).

Therefore, it is necessary to consider the problem of determining the criteria for the efficiency of the hotel services in three aspects: the national economy of the country as a whole, the region, at the level of individual hotels.

In order to form a whole system of criteria for the efficiency of the hotel services industry, it is necessary to show how the general goals of the systems fit into the specific goals of individual subsystems at the community level. This is done using a method called 'goal tree and criteria'.

In it, each goal meets a certain criterion that represents those measures, with the help of which it is possible to hope that the goal will be successfully achieved.

The revival of the hotel services industry at the state or regional level is characterized by a system of economic indicators, which are reflected in the quantitative volume and quality of hotel services, as well as economic indicators of production and economic activity of the hotel enterprise.

Indicators are criteria that allow for quantitative assessment and are used to make judgments about certain processes, objects, and events. The system of indicators of development of the hotel services industry and its efficiency can be divided into 3 groups:

- indicators of the volume of hotel services;
- Intensity and development of the use of resources in the field of hotel services, indicators of the state.
- Indicators of the financial condition of hotel enterprises.

Quantitative expression of economic efficiency - if it can be measured in money, it is very difficult or impossible to measure general and specific indicators in the social sphere. It is all about satisfying employees and their ability to adapt to the internal and external environment. In this way, the company achieves its goals through the integration of the activities, ethics, social environment of its employees, the effective use of the potential of these employees, strengthening mutual trust between them and other factors. These and other aspects of social effectiveness will be explored in other courses. It is worthwhile to consider two aspects of hotel industry management. Since most of the requirements for social efficiency are related to the human resources management system, the main task of management is to create good working conditions and professional development of their employees, to build an effective tourism structure that will improve the living standards of these employees .

It is known that the whole process of management (information movement and management decision-making) takes place within a certain organizational system. Therefore, we consider the formation of an effective organizational structure in two ways - on the one hand, to determine the signs of the effectiveness of the organizational structure of tourism management in general, and on the other hand to the effectiveness of management decisions. It should be borne in mind that it is difficult to find a correlation between the organizational structure of management and the results of management activities. In the vast majority of cases, the effectiveness of the organizational structure is assessed by the performance of the managed object. All work in this direction will take into account the qualitative indicators of its development and the requirements for it when designing or improving the organizational structure. These requirements can be stated as follows:

- repetition and termination of work;
- Enlarging firms and enterprises and defining their area of activity;
- specialization and unification of management functions by levels and organizational and economic units;
- reduction and reduction of management staff;
- economy, stability, flexibility and reliability of the organizational structure.

Taking these requirements into account allows you to design an effective structure of hotel management, the right management decisions are the factors that lead to its results.

The efficiency of firms in terms of personnel management is achieved as follows:

- correct selection of staff;
- maintaining the optimal staff to achieve the goals of the enterprise;
- the use of universal remuneration and incentives and significant protection of each member of the workforce;
- involvement of employees in management.

Conclusion

In order to involve employees in management, it is necessary to refer to the full scope of the tasks to be performed by each employee, and not just some of the responsibilities for their implementation. Once a clear plan has been developed over time, the tasks developed should be assigned to employees based on their abilities. Duties and responsibilities should be delegated over a long period of time, and a leader should only interfere in day-to-day, well-known activities. If necessary, the manager can advise. All employees should be constantly informed about all important events taking place in the company. The position of employees of the enterprise should be considered as the most important socio-economic result of personnel management. Professional development planning is the most important link in the personnel management system and is made up of many other parts. These include personnel selection, career guidance and adaptation, job placement, staff training, performance appraisal and promotion or demotion, and more.

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