



## IMPACT ON THE EFFECTIVENESS OF MARKETING SERVICES IN HOTELS DETERMINING FACTORS AND THEIR DETERMINATION

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### ABSTRACT

In this article, the attraction of tourists to our country, promotion to the international level, development of hotel service, development of private entrepreneurship, improvement of the quality of service and services were considered.

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Nowadays, we had to study some of our national characteristics in the marketing of furniture

One of the important measures to deepen the reforms implemented in our country and solve the issue of employment of the population is the development of the service sector. The focus on service isn't just a new thing. It is known that on May 10, 2017, the decision of the first President of Uzbekistan "On measures to accelerate the development of the service sector in the Republic of Uzbekistan in 2017-2021" was announced. This decision was one of the practical measures aimed at clarifying the previous work and deepening the reforms in the country. Based on this decision, the State Program for the development of the service sector in 2017-2021 was adopted.

The reason why the service sector has been lagging behind for many years in our country is that it has been considered as a secondary sector in the conditions of the planned economy. This situation also affects the structure of consumption expenses of the population. The share of services in the structure of consumption expenses of the population of our country is only 15.4 percent. However, the amount of this indicator is 50-60 percent in developed countries.

In the program, prospects for 9 main types of services are defined. These include:

- trade and catering services;
- transport service;
- communication and information service;
- banking and financial services;
- tourism and travel services;
- hotel management service;
- utility services;
- car and other technical equipment repair service;
- such as wellness and children's sports development services.

If we analyze the above types of services, all of them are expected to have a sharp increase. Our country currently provides thousands of services by state and non-state organizations. Some of them are services provided to the population, individuals, families, communities, regions, and the state, and some are services provided by these entities to each other. Based on our topic, we will consider hotel service indicators separately.

Tourist services are among the most promising types of services in our country. Its contribution to all services may be somewhat less today, but its contribution will continue to increase in the future. For this reason, their rapid growth is expected during these years. There is a great potential for the development of tourism in our country. Our cities such as Samaraqand, Bukhara, Khiva, rich in historical monuments, Tashkent city, which can be proud of independence buildings, Fergana valley, famous for its beautiful landscapes, are all places and objects that attract tourists.

It can be concluded that the regions have great potential and opportunities for tourism development. However, it should be noted that in the program developed by the Samarkand region, it is planned to ensure that these indicators are fulfilled much more than the mentioned parameters. The region has sufficient scientific and practical potential for this. In general, a program has been developed for the development of tourism in our country and in each of its territorial divisions, and all activities are engaged in fulfilling the parameters provided for in these programs.

Hotel service is a major factor in the development of tourism. This sector is currently experiencing a phase of rapid development mainly due to the private sector. It is planned to achieve great indicators for the rapid development of this field in the near future. One of the unique features in the development of this promising industry is that the new hotels are being implemented to meet the requirements of international standards. Along with their high quality, their price is also slightly cheaper. This is one of the important factors for attracting tourists to our country. The reason for raising this issue to the international level is that it is aimed at the development of international tourism in our country.

Development of hotel services is not only a factor of tourism development, but also factors of development of private entrepreneurship, improvement of quality of service and services, improvement of welfare of family households. Rapid development of hotel services is envisaged in our country, which has a large tourism potential. It was noted that the development of hotel services in 2018-2021 was 2.4 times in our country, while in Samarkand region its volume increased by 2.5 times.

It can be seen that during the studied period, the price of services provided in hotels has increased, and the number of days guests stay in our country has also increased. This situation allows to increase the efficiency of hotel services.

In our country, which has a great tourist potential, this industry is expected to develop rapidly. Because the country in this field Our president and government are also paying great attention to it. In 2017-2021, although the total volume of the service sector will increase by 2.0 times, the volume of tourism services is expected to increase by 2.3 times. If we analyze it by regions, we can see that some regions have a high growth rate planned. In particular, it is planned to increase this type of service by 2.3 times in

Samarkand, Kashkadarya, Navoi, Syrdarya, Tashkent regions and Tashkent city. This corresponds with the level of the Republic.

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Hotel service is a major factor in the development of tourism. This sector is currently experiencing a phase of rapid development mainly due to the private sector. It is planned to achieve great indicators for the rapid development of this field in the near future. In particular, in 2021, compared to 2019, the development of hotel services is set to increase by 2.4 times. Yearly growth of this industry service is also set. For example, in 2021, it is set to achieve a growth rate of 125%. One of the unique features in the development of this promising industry is that the new hotels are being implemented to meet the requirements of international standards. Along with their high quality, their price is also slightly cheaper. This is one of the important factors for attracting tourists to our country.

Development of hotel services is not only a factor of tourism development, but also factors of development of private entrepreneurship, improvement of quality of service and services, improvement of welfare of family households. Rapid development of hotel services is envisaged in our country, which has a large tourism potential. As noted, the development of hotel services in 2020-2022 was 2.4 times across the country, and it is planned to increase its volume by 2.5 times in Samarkand region.

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