Study of the Competitive Situation in the Hotel Market of Samarkand

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Annotation: This article discusses the marketing strategy, knowledge of marketing distribution channels, available methods of advertising and information work, as well as the size of the estimate. Such a program is usually designed for 3-5 years. The types of promotional and informational events held over the years and their estimated cost in travel companies are shown.

Keywords: Market, tourist, company, hotel, object, classification, complex, analysis.

One of the main tasks of strategic marketing in the market of tourist products of Samarkand is to show its place in the market of travel companies and hotel services. This will require an analysis of the tourism market.

To date, there are 195 subjects of tourism law in the Samarkand region that have the right to engage in tourism activities, i.e. 90 (including 71 operating) tourism companies and firms, as well as more than 4600 guests (including 3907 places that can be used in practice). 105 hotels with capacity.
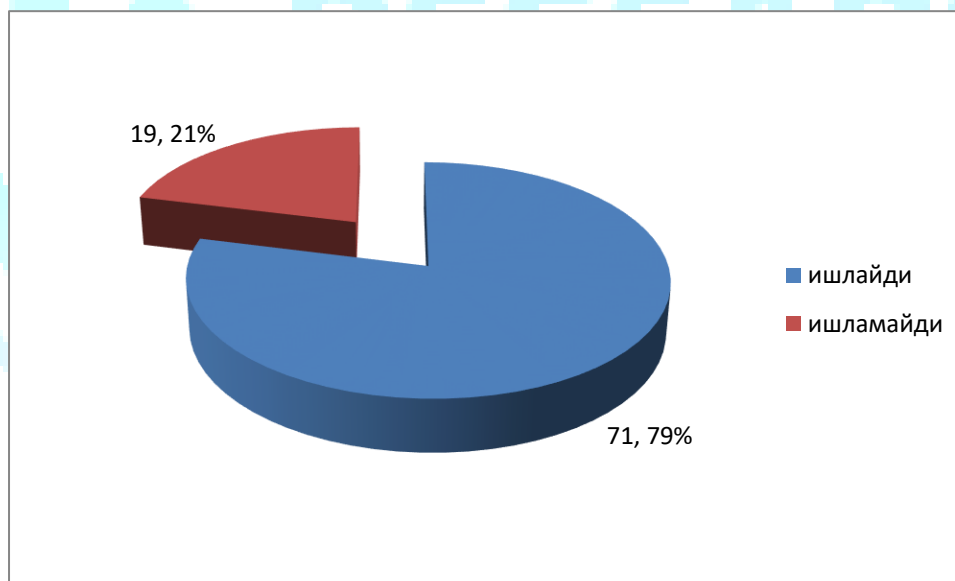

Figure 1. Analysis of the activities of tourism companies in Samarkand.

Of the existing hotels, 98 are in operation, the remaining 7 hotels do not work due to repair or reconstruction (large hotels: Afrosiab Palace, Samarkand)
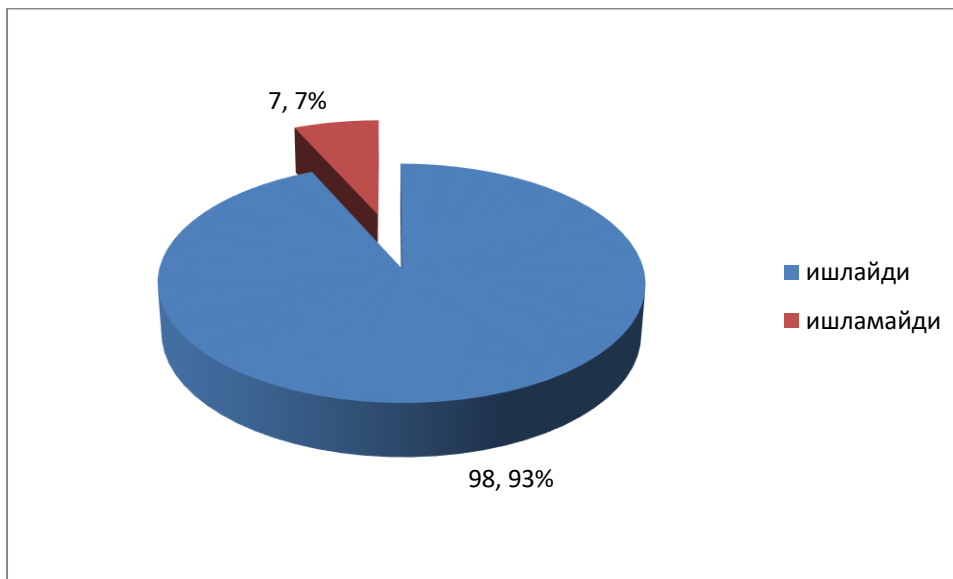
Figure 2. Analysis of the work of hotels in Samarkand.

If we classify these 98 hotels according to their composition and capacity, then we can see the following situation.
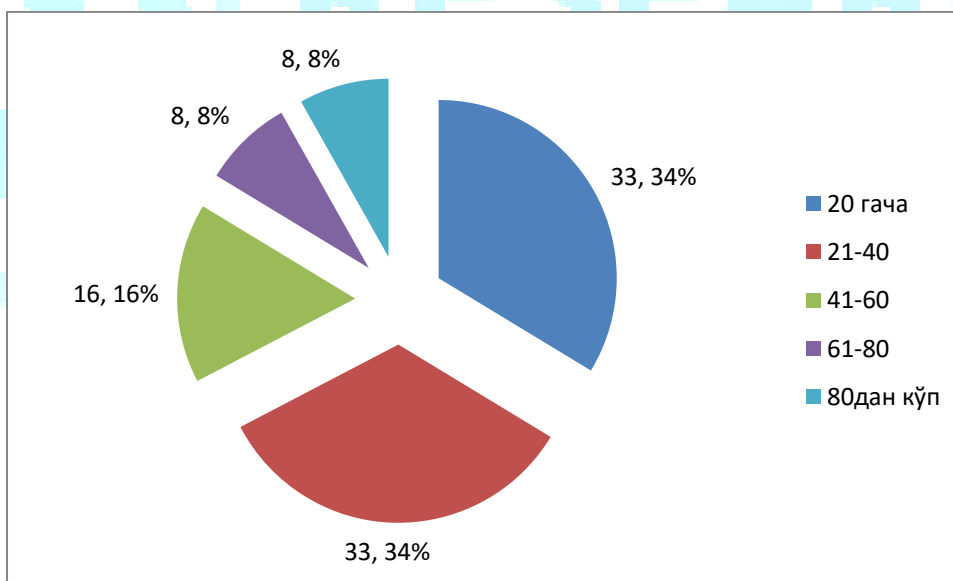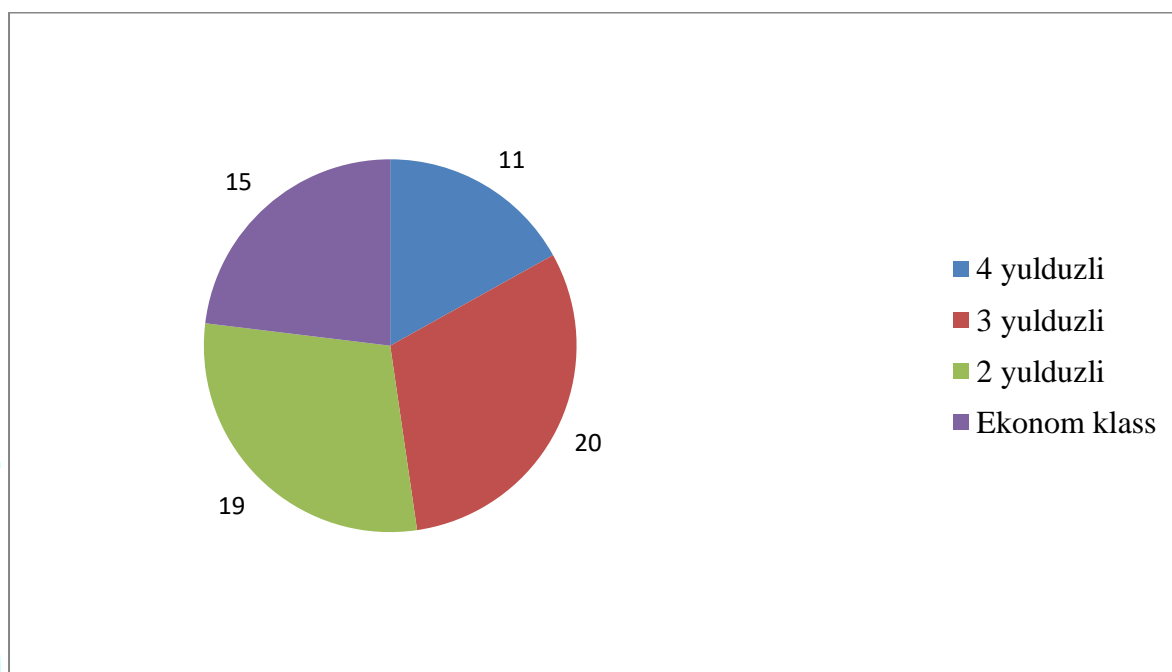

Figure 3. Classification of hotels in Samarkand by capacity.

In this classification, we have divided hotels into 20 beds, 21 to 40 beds, 41 to 60 beds, 62 to 80 beds, and more than 80 beds. It can be seen that most of the hotels in Samarkand belong to very small and small categories (34% each). In second place are medium-sized scattered hotels (16%), and the smallest number are large and very large hotels (8% each).

In order to identify the main competitors in the hotel market, we decided to classify Samarkand hotels into different categories.

A total of 67 hotels were surveyed.

When we analyzed the hotels by category, we found that 11 of them are four-star, 20 are three-star, 19 are two-star and 15 are economy class.

Rice. 4 Classification of Samarkand hotels by categories.

According to the results of this study, we came to the conclusion that the main competitors of hotels are economy class hotels offering services at low prices. At the same time, it was found that it can be concluded that the list of competitors will include hotels with low capacity and a small number of places.

It is known that today in our country there are many difficulties in providing tourist services to tourists, as aspects of international tourism that meet international standards are still developing. This is due to the fact that relations between small businesses operating directly in the tourism sector are not well established. Below we would like to express our opinion on ways to solve this problem.

Currently, travel agencies working on organizing trips for foreign tourists visiting our country are trying to expand their activities through such tourism resources. However, in this regard, there are many obstacles due to the fact that the interaction between travel agents and other small businesses in this area is not built in accordance with modern requirements.

To do this, it is necessary to resolve the issue of the relationship between small private companies conducting market research and travel agents. Due to the fact that travel agencies are newly created, due to the small number of staff they serve and the lack of experienced marketers, they face difficulties in finding out which tourist products are needed by tourists, as well as in advertising these tourist products to tourists. . This would be a solution if marketing research agencies offered their marketing services to travel agencies.

Tourism marketing is important for every country or region. Through marketing, potential tourists will have information about what the area has to offer and then they will want to visit the area. Market planning should

be understood as an element of the overall process and its relationship to the development of a tourism product.

It covers several areas of marketing activities. These include setting marketing goals, developing a marketing strategy, developing and implementing an advertising and information program, and creating a tourist information service. Market planning can be carried out separately or jointly with international and domestic tourists.

In a comprehensive and integrated planning process, marketing objectives take the form of market objectives in terms of the types and numbers of tourists attracted. Market targets are usually set over a five-year period and are expressed in terms of the type of tourists, the average duration of visits, the approximate number of visits given the country or international regions that sent them, and other characteristics. Target segments of tourists should be consistent with the concept of tourism product, tourism and expected types of tourism.

Marketing objectives in developed tourist centers may be related to changing market types (eg adaptation to higher quality or specialized markets).

Such objectives need to be adapted to relevant changes in the tourism product related to attractions, amenities and services.

Marketing strategy expresses the principles of achieving market goals. Such a strategy includes, inter alia, the following elements: Marketing is aimed at tourists with a general character, common interests or specific types of tourism markets.

There are a number of elements at the heart of a tourism promotion program. These include marketing strategy, knowledge of marketing channels, available publicity methods, and budget. Such a program is usually designed for 3-5 years. Shows the types of advertising and information activities carried out over the years, and their estimated cost.

In addition to the content and characteristics of tourism services, a number of specific factors affect the competitiveness of tourism companies. These factors can be divided into two large groups: internal factors and external factors. An example is the Grand Hotel Panorama on Gagarin Street in Samarkand.

The Panorama Grand Hotel attracts tourists with its location. This hotel is located in the Bogishamol district of Samarkand, right next to the train station. Due to the large number of rooms, the hotel has all the conditions for a family holiday.

The hotel has 51 rooms, all with all amenities. The hotel complex consists of several buildings. The main building has three façades, plus a stand-alone building with four one-story high-rise buildings. The composition of the rooms is as follows: 29 double rooms, 6 junior suites, 8 suites and 4 suites. Another feature of the hotel is the presence of a separate park with an area of 6 hectares. In some cases, the hotel was also used as a boarding house.

Amenities included as standard include two large beds, a trainee, large bathrooms, private lockers in a safe, and more.

For events and meetings, the hotel has a separate meeting room and a conference room for 70 people. The conference hall is located on the third floor of the hotel and is equipped with all audio, video and office equipment.

Panorama Grand Hotel has three restaurants.

Restaurant "Silver Falls" is located in the main building, 100 sq.m. Here you can order joimo European and national dishes.

In addition, the Sitora restaurant, decorated in the national style, attracts attention. The restaurant offers quilts, national music, live performances and a taste of national cuisine.

Restaurant "Uch-Kuduk" is located in the courtyard of the hotel and offers meals in the daytime and in the evening according to separate programs.

In addition to restaurants, there is a Platan bar in the main building of the hotel.

The activities of the restaurants are constantly enriched with a variety of musical programs.

It can be said that "Panorama Grand"The hotel was a success in 2016 and received and served 1998 people in a year. In May, they were visited by more than in other months - 230 people. The main seasonal months lasted from April to November. The number of guests received in January was 65 people. From these data, we can conclude that the greater the number of received guests, the higher the income. As you can see from Figure 2, the change in revenue will depend on the number of visitors visited. The number of visitors received in January is small, and the profitability is also small. "Panorama Grand"Hotel reception figures are shown in the charts below.
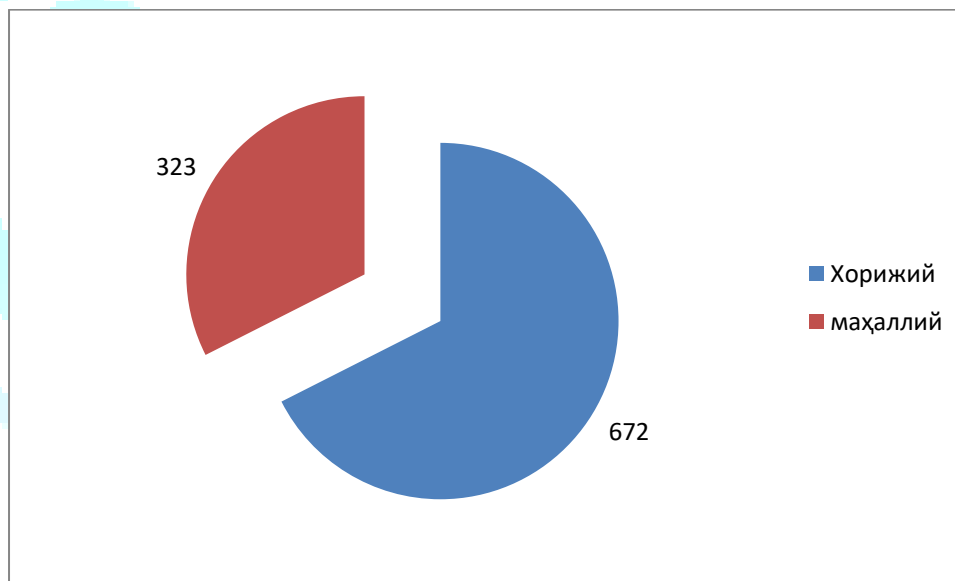

Figure 7. Classification of guests received by Panorama Grand Hotel.

As you can see from this picture, the hotel did not use its potential effectively. In addition, most of the visitors are foreign tourists.
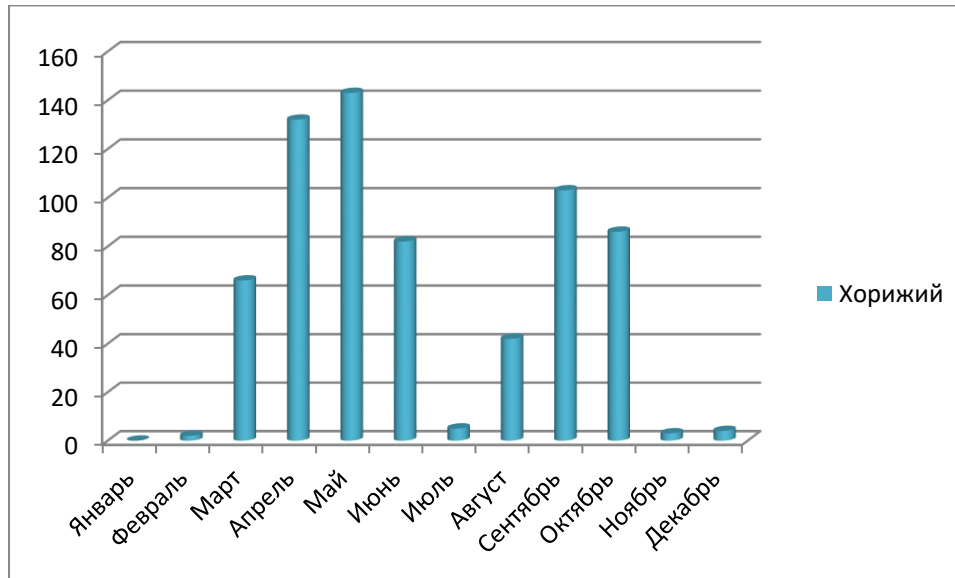
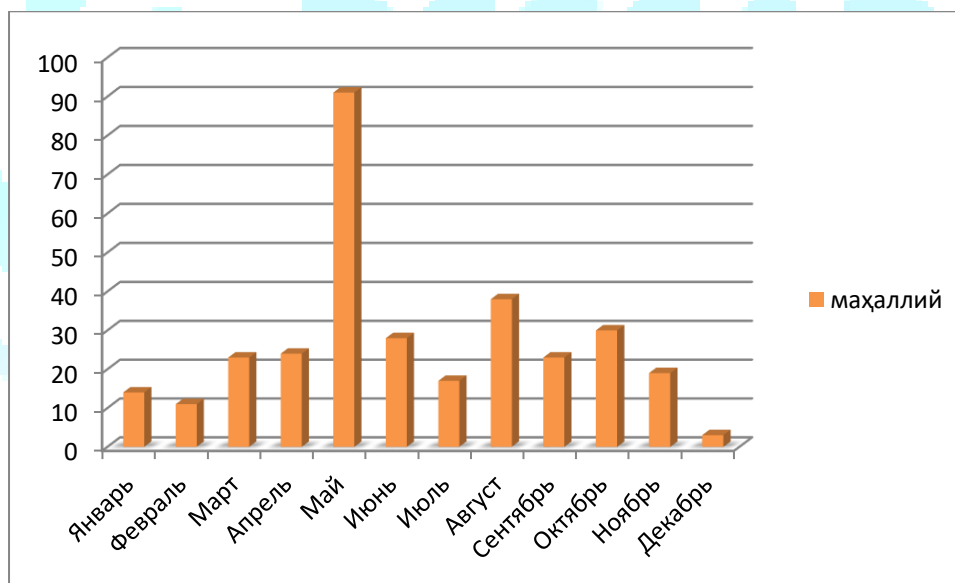Figure 8. Reception of foreign tourists by months.

Figure 9. Reception of local tourists by months.

These diagrams show that the hotel is mostly open for tourists in May-June. This situation indicates the presence of some problems in the marketing strategy.

Since the hotel is an independent economic entity, its activities in the market should be characterized primarily by economic indicators. Therefore, we will need to analyze the financial statements to determine if the management of the hotel is organized.

To do this, consider Form 1, which is the main form of annual financial statements, i.e. the company's balance sheet. "Panorama Grand"During our internship at the hotel, we reviewed the company's balance sheet from its 2020 annual report.

To conduct a financial and economic analysis, we first determine the ratio of the individual parts of the hotel's balance sheet. In this case, it is necessary to consider the composition of balance sheet assets and liabilities separately.

Table 1. "Panorama GrandGrouping by hotel balance sheet items

balance asset	2020in year		By the end of 2020		Change	
	min amount.	%	min amount.	%	min amount.	%
1.Total assets	347532	one hundred	387366.7	one hundred	39834.7	111.4
1.1. Long term assets	256695	73.9	265025.2	68.4	8330.2	103.2
1.2. including working capital	90837	26.1	122341.5	31.6	31504.5	134.7
1.2.1. Stocks	2004	0.6	2039.8	0.5	35.8	101.8
1.2.2. Debt on accounts	71067	20.4	113819.6	29.4	42752.6	160.2
1.2.3. Cash	17766	5.1	6482.1	1.7	-11283.9	36.5

As can be seen from this table,Panorama Grand"hotel assets increased over the year by 39,834 thousand soums or 11.4%. This situation testifies to the development of the hotel. We can observe an increase in almost all assets: long-term assets by 8330.2 thousand soums, working capital by 31504 thousand soums and so on. Only the monetary item is reduced.

Changes in the composition of liabilities can be seen in the table below.

Table 2. "Panorama Grand"Grouping by balance sheet liabilities of hotels

Liabilities balance	2020in year		By the end of 2020		Change	
	min amount	%	min amount	%	min amount	%
I. Total commitment	347532	one hundred	387366.7	one hundred	39834.7	111.4
1.1. Own funding sources	307581	88.5	373410.5	96.4	65829.5	121.4
1.2.. Long-term liabilities	0		0		0	
1.3. Current responsibility	39951	11.5	13956.2	3.6	-25994.8	34.9

This table shows that in 2019, own sources of financing amounted to 88.5% of the total amount of liabilities. In 2020, 96.4% of assets will be equity. This "Panorama Grand"Evidence of a very low level of debt in the hotel. During a year "Panorama GrandThe hotel's own funds increased by 65829.5 thousand soums, while liabilities decreased by 25994.8 thousand soums.

The next stage of the analysis is devoted to the calculation of financial stability ratios.

Financial stability is the degree of independence of the enterprise from external funds, this is the coefficient of independence,the ratio of borrowed and own funds, the ratio of own funds and the ratio of current and long-term assets.

In order to calculate these coefficients, you must first collect the data involved in the calculation in a separate table (Table 4).

Table 3Panorama Grand» Data for calculating the financial stability of the hotel

Indicators	One thousand soums per year	Thousand soums by the end of the year	Absolute change (+,-), thousand soums	Rate of change, %
1. Total assets,minsum	347532	387366.7	39834.7	111.4
2. Sources of own funds, thousand rubles.	307581	373410.5	65829.5	121.4
3. Current liabilities, thousand soums	39951	13956.2	-25994.8	34.9
4. Long-term liabilities, thousand soums				
5. Total commitments,minsum	39951	13956.2	-25994.8	34.9
b. long-term assets,min. sum	256695	265025.2	8330.2	103.2
7. Current assets,min sum	90837	122341.5	31504.5	134.7
8. Stocks,min sum	2004	2039.8	35.8	101.8
9. Own working capital, thousand soums	50866	108385.3	57519.3	213.1

After the data is ready, we calculate financial ratios based on formulas and summarize them in a table.

Table 4Panorama Grand"Calculation of coefficients reflecting the financial stability of the hotel

Odds	Optimal quantity range	In fact		Absolute change (+, -)	Rate of change, %
		Year per	By the end of the year		
Independence (K.)[2:1]	> 0.5	0.885	0.964	0.079	108.9
The ratio of own and own funds (Kz / s) | 5: 2]	<1	0.130	0.037	-0.09	28.8
Self-sufficiency (Co)[9:7]	> 0.6	0.560	0.886	0.326	158.2
Ratio of current and long-term assets (Km/i) [7:6]	-	0.354	0.462	0.108	130.4

Analyzing this table, we see that the value of the independence coefficient has increased. This coefficient significantly exceeds the norm, which indicates a positive economic situation in the hotel. The ratio of attracted and own funds shows the degree of dependence on foreign investment. In yearPanorama GrandIf the condition of the hotel is worse than the norm, then by the end of the year it will be restored. If the self-sufficiency rate is 0.6 "Panorama GrandThe actual condition of the hotel is much better, reaching 0.886.The ratio of current and long-term assets of hotels is also much better, since the main wealth of hotels lies in equipping buildings and premises.

Internal factors consist of resources and advantages that make up the potential and uniqueness of the firm. The internal factors of competitiveness of Panorama Grand Hotel are:

➢ Panorama Grand Hotel employs experienced and highly educated staff. They are well aware of the goals set for the firm, and work hard to achieve them.

➢ Goals and strategies of the Grand Hotel Panorama in the tourism market;

➢ Contracts concluded by Panorama Grand Hotel and partners involved as a result;

➢ Services offered by Panorama Grand Hotel. The fact that the hotel offers a variety of additional services to tourists and partners during its tourism activities contributes to increasing its credibility.
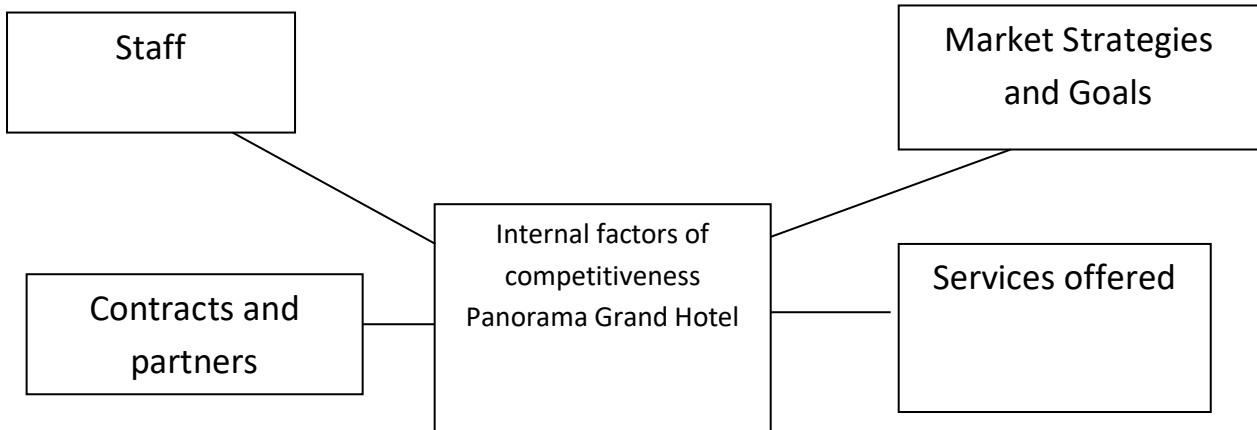
Figure 10. Internal factors of competitiveness of Panorama Grand Hotel

External factors of the competitiveness of the Grand Hotel Panorama are associated with the development of the tourism market of Samarkand and the Republic and reflect the state of the marketing environment around the company (Figure 12).
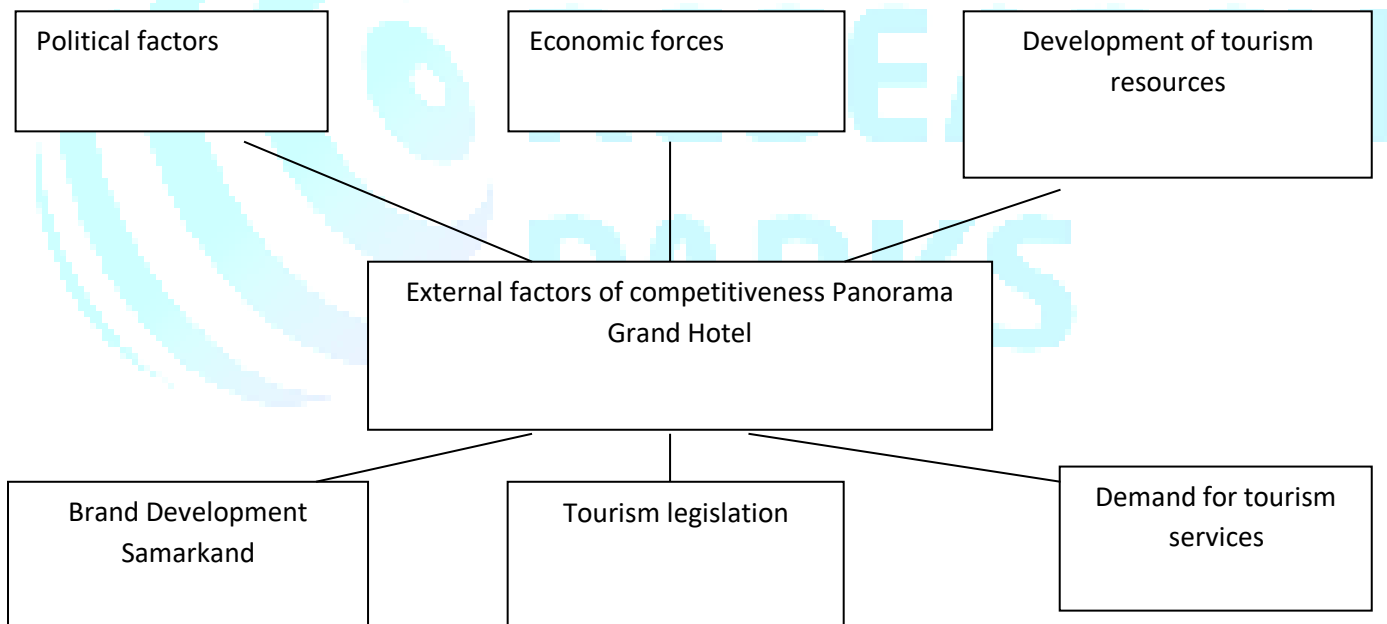
Figure 11. External factors of competitiveness of Panorama Grand Hotel

➢ Political factors include political stability, peace and harmony in Uzbekistan, political and social reforms in our country. It is political movements and peacekeeping that drive the flow of tourists to Uzbekistan.

➢ Economic factors can be cited as an example of improving the welfare of the people, developing the economy, including the rapid development of the service sector.

➢ The development of tourism resources means increasing the attractiveness of our country for tourists. The expansion of tourism resources in various tourism destinations is a major part of these factors.

➢ Development of legislation in the field of tourism. These include incentives for tourism organizations and support for tourism businesses.

➢ The growing demand for tourism in the world is also an important external factor. It is known that in connection with the global financial and economic crisis in 2016, the flow of tourists to Uzbekistan exceeded 2.0 million people. Currently, the number of tourists in the world is growing again.

➢ The brand of Samarkand has a positive impact on all travel agencies, so this factor has the same impact on all travel agencies in Samarkand.

Since a diversification enterprise is a complex of these separate businesses, when creating a strategy for a diversification enterprise, it is necessary to analyze more information than the strategy of a firm engaged in a single business.

The application of the diversification strategy opens up great opportunities for the Panorama Grand Hotel.

While the management of firms engaged in the same business must study a single network environment, the management of diversified enterprises must study the environment of all sectors of their types of business. The management of a diversified enterprise should create a multi-industry strategic action plan. Analysis of the level of competition and economic conditions in these sectors plays a key role.

The opportunities for diversification are clearly visible in the experience of the hotel as a boarding house. In this we can see the material and technical base, location, the need for places of recreation in the city and much more.

At the same time, the Grand Hotel Panorama will have to increase cooperation with medical institutions and, if necessary, create a diagnostic and treatment center.

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