Organizational principles of number fund management in improving service in hotel farming

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ABSTRACT

This article describes the role of hotels in travel services, features of the use of the hotel fund for hotel services and the principles of managing the number of rooms.

Keywords: fund of hotel rooms, room management service, administration, telephone service, night audit, concierge, Swiss, transport, security, organization, warning, principle of operation.

1. INTRODUCTION

The country has a great potential to solve the most important socio-economic tasks in the near future, such as the creation of new jobs in the development of tourism, diversification of the economy, rapid development of regions, increasing foreign exchange earnings, increasing incomes and living standards. Consistent measures are being taken.

One of the important factors is the development of the hotel industry, which is one of the main sectors of tourism in the country. Because the hotel industry has a special role to play in meeting the basic needs of tourists.

Since independence, our government has invested heavily in renovating world-class tourist hotels and building new modern hotels.

Particular attention is paid to the comprehensive development of tourism in our country, increasing the flow of foreign tourists visiting our country, improving the quality of services. In recent years, measures have been taken to build a modern tourism infrastructure, the state program for tourism development, the provision of benefits to hotel complexes with foreign investors, the development of hotel business in the country, training of qualified personnel for tourism, accelerating the development of services - measures have been developed.

In this regard, the adoption of the Resolution of the President of the Republic of Uzbekistan "On priority measures for the development of tourism in 2018-2019" is a logical continuation of the policy pursued by the state in the field of tourism. Creating a favorable economic, administrative and legal environment for rapid development, introducing the most effective order, expanding the economic potential and income base of the regions, creating new jobs, increasing the flow of tourists to our country, as well as national tourism products, aimed at active and comprehensive promotion in the market.

In countries where the tourism industry is developing rapidly, special attention is paid to hotel services, which are the mainstay of the industry. Service management is an important factor in modern hotel enterprises. This includes the development and implementation of quality standards, staff training, control, adjustment and improvement of service in all aspects of hotel operations.

Although the hotel industry is at different levels in terms of its types of services, but mainly in all hotels: reception and accommodation, trade, engineering, security, procurement, catering and other services will be set up. Of course, the type of such services can be reduced or expanded depending on the type, capacity, level of the hotel. For example, a booking service can be separate or combined with commercial work, a shopping service can be a financial service, a banquet service can be a catering service.

Depending on the level of the hotel, new types of services will be organized: business center, fitness center, medical, SPA services, recreation and other services.
The hotel's reception and accommodation service is called "Reception" in English and is part of the Front office, which is the hotel's command post and is the face of the hotel, a place for guests to meet and say goodbye to the hotel. It includes a concierge, a porter, a baggage handler, a waiter, a telephone operator, a hotel manager, a cashier and, in many cases, a booking service.

Clerks from such a service are good psychologists who need to be able to quickly communicate with guests and learn (for example, whether the guest likes silence or entertainment).

At the reception service, the staff provides all the information about the hotel (description of rooms, disadvantages and advantages, all places of service and their mode of operation), attractions in the city, routes, transport schedule, theaters, museums and so on should know.

The main function of the reception and accommodation service is to register visitors, divide them into rooms, accommodate them, schedule customer departures and provide various additional services. This service is available 24 hours a day. The number of workers in the evening shift may be slightly less than in the daytime.

The front office collects and stores customer information (what they like, birthdays). At the same time, they are in regular contact with their service partners (tour agencies, car rental companies, travel agencies, etc.).

Booking is also important in the reception and accommodation service. Because in this case, by various means of communication (e-mail, fax, telephone, telex) orders are received in the number fund, and on the computer or in the magazine their last name, address, number of people, what number, term and payment guarantee by whom (special wishes) will be recorded. Each order is assigned a unique number. After receiving such information, an analysis of the prospective client is carried out. Information on whether he has lived in the hotel before or not will be reviewed. If the order is for multiple numbers, a special staff member will be assigned.

Customers will be notified of available hotels and bookings will be confirmed. It shows the date of location, type of room, length of stay, order number. If no stay is specified, the room will be booked for one day only. The client must arrive at the hotel before 6 pm, and if he arrives late, he must be notified in advance. In general, an order is a written contract.

Clients are asked to cancel their bookings 48 hours before the end of their stay. In practice, it is known that 10% of customers cancel the booking, 5% do not arrive on time. That's why hotels book 10% more than they need. Such cases are resolved by the hotel administration on the client's side.

Such situations in foreign hotels: confirmation of the reservation, late arrival, reservation - overbooking, finding a place in the hotel at the expense of other hotels - farm out, comparison of data with the data of the economic service - said housekeeping.

At the reception, the booking method is a two-way relationship between the hotel and the customer. This way, if the hotel plans its activities in advance, customers will not have to worry too much.

Welcoming customers in hotels is one of the most basic services. This task is performed by the registration department. But there can also be organizational mistakes. In small hotels, the port also registers, processes documents, checks tourist procedures, and liaises with the room fund service. Such formalities and long waits prolong the stay of tourists. In practice, it is clear that the number of tourists in hotels and the number of ports should vary depending on the season. As you know, one of the organizational shortcomings is that people gather at the registration desk. Hotels within the travel agency should be fully informed about the number of visitors and their number to avoid any problems that may arise. The level of professionalism of the hotel management is known in the process of minimizing the unexpected. Queuing due to staff shortages creates an unhealthy psychological environment.

The environment around us falls into this category of socio-spiritual, cultural-organizational disciplines and shapes the personal happiness in this person. Disruption of the social environment leads to mental discomfort. The hotel business is an organization designed to ensure the safety and
accommodation of guests. Every hour and day spent in the hotel should bring peace of mind. Achieving this level of service depends on the number fund management service. Organizational principles of hotel room fund management are: alertness and speed. In the analysis of these principles, the basic concept of “location” is important. This normative category is an important link in the socio-cultural and economic spheres. This service is especially smooth and consistent when all numbers are busy. A small mistake can cause a conflict situation. There is also an economic downside to this situation. The increase in the number of security guards, the preparation of rooms for the new tourist group, will lead to a decrease in the quality of prevention of the use of sanitary equipment. According to the normative requirements, if the number service providers and security guards want to achieve speed and information in their work, they should know the following:

- Poor professional training leads to organizational and preventive errors, damages the reputation of the hotel, increases the level of risk in the service;
- Insufficient information on the frequency (duration) of placement leads to errors in the distribution of numbers, rapid breakdown of equipment (broken locks, lack of chairs, narrowness of the interior).

Figure 1. The structure of the room fund management service in hotels
Number fund service should have flexible social technologies. This service is the first organizational link between the customer and the hotel service. They quickly resolve surprises on this floor that are not of interest to everyone. (Example: the guest arrives earlier than scheduled or the room is booked in advance but is not ready yet, the housewives have a lot of work to do, and there is a lack of seats). In this case, the number fund service should have reserve equipment to relieve psychological pressure. Ignoring these situations can make customers feel worse. Customers should try to leave a good impression about the hotel as soon as possible. The organizational skills of the number fund service are the face, the basis of this management. The "as much as we can" principle does not apply here. The purpose of the Number Fund service is to handle all contingencies on a "here and now" basis.

2. CONCLUSIONS AND SUGGESTIONS

It should be noted that the use of marketing functions in the commercial activities of our local enterprises, the practical application of marketing activities is insufficient. We can see that marketing functions are effectively used in the practice of enterprises operating only on the basis of foreign investment. One of the important issues is the introduction of the following

Preparation for a room for placement is a responsible step that requires the proper organization of the service of the department and various departments. Staff must be highly trained and qualified to accommodate and serve guests accurately and in a timely manner.

The technology of meeting and accommodating guests includes the following activities:

1. Availability of a computer in the reception service with a database of all categories of rooms, passport data of guests, accounting data (accounts with the guest). The administrator on duty enters the data on the computer.
2. Availability of information sheets (information list-chess) to be filled in on each floor. This document is issued by the duty officer on the floor. The chessboard shows all the information about those who are on the floor (total number of busy rooms, number of occupants in each room, time of arrival and departure, number of reserved numbers).
3. Carrying out cleaning of the hotel room and public facilities. The head of the room oversees the preparation of the room for accommodation, the placement of guests on the floor and the quality of cleaning work performed by the waiter.
4. Execution of applications for repairs and troubleshooting received by the engineering and technical service of the hotel.

Carry out a certain cleaning (radically, after the guest leaves, the reserved number).

REFERENCES

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