



## **Factors Affecting the Quality of Services in Hotels**

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***Abstract:*** This article provides information on the organization of a hotel cluster and factors affecting the quality of services in hotels.

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Organization of work on quality management of hotel complex services. Defects are divided into simple and important. What requirements should be specified in the application to the tourist organization. In general, all services have common features that distinguish them from goods and should be taken into account in the activity.

1. Intangibility or intangibility of services, their intangibility. This feature means that they cannot be displayed, stored, packaged or inspected prior to receiving these services. Unlike tangible goods, services cannot be tasted, touched, seen or heard until they are directly consumed. For example, before boarding a plane, a tourist will only have a travel package and a promise of travel services from a travel agency. When the guest leaves the hotel, nothing remains from the hotel, except the paid bill. In this regard, it can be noted that the person who buys the service can leave empty-handed, but with new impressions. To reduce the uncertainty associated with the intangible nature of the service sector, it is important to evaluate the quality of these services before the customer turns to them. looks for specific items for For example, when approaching a restaurant, the visitor first sees its appearance, according to which the first opinion can be formed about how the management manages this institution. You can increase the accuracy of the service - if, for example, a specialist in plastic surgery if he draws what the patient's face looks like after the operation. You can emphasize the importance of the service - if, for example, the secretary of the admissions committee of the University can provide information to applicants not only about the specialty, but also about how students have fun, how university graduates can get a job after graduation.

2. Continuity, continuity of production and consumption of services. A service is inseparable from its source and, unlike a product, cannot be produced in advance. You can serve when an order arrives or when a customer shows up. From this point of view, the production and consumption of services are inseparable, for example, the provision of medical services.

3. Instability or variability of service parameters.

Such instability of service parameters is due to several reasons: first, services are provided and consumed simultaneously, which limits the possibility of controlling their quality; secondly, fluctuations in demand make it difficult to maintain the same level of service quality, especially during peak periods when demand increases; thirdly, to a large extent, the quality of customer

service directly depends on the current status of the service employee; fourth, the individuality of consumers also implies the individuality of services, for example, individual tailoring, hairdressing, etc.

To reduce the variability of services, the following are used:

A) certain mechanization that reduces the complexity of work, for example, mechanical car washing;

B) certain service standards are a set of mandatory rules for customer service, for example, the service time at McDonald's restaurants does not exceed 5 minutes.

4. Services may not be permanent or maintainable.

"Momentary" is an important distinguishing feature of the Services. Services cannot be saved for further sale, such as unsold concert tickets, empty hotel rooms, empty hair salons, bathrooms, etc. Thus, if the supply of services exceeds the demand, the profit is lost. Accordingly, if the demand for services exceeds the supply, this cannot be corrected, for example, in trade or industry, because the increase in the number of people who want to stay in a hotel does not lead to an increase in the number of places. In general, these specific features and characteristics of services make the management of operations in the field of socio-cultural services much more difficult in terms of ensuring their effectiveness than in industry and trade. The most important problem of the economy of the socio-cultural sector is the classification of services. Different criteria are used to classify services, but as an example, consider a classification based on the idea of to whom (how) the services are directed and whether they are tangible or intangible.

- 1) sudden deterioration of health or death of the tourist, his family members or close relatives;
- 2) military registration and receiving a draft for military service;
- 3) the need not to leave the place of residence due to participation in court proceedings;
- 4) refusal to obtain an exit visa (if the tourist has fulfilled all the requirements for processing documents);
- 5) other reasons specified in the contract.

The price of this type of insurance policy is calculated based on the price of the voucher.

The insurance indemnity is described in the insurance contract, and in the event of an insured event, the company fully reimburses the costs incurred by the tourist in connection with the unsuccessful trip (payments in the event of the death of the insured). made to relatives).

Help. This is a special type of insurance. The assistance contract concluded between the insurer and the insured person is a list of services provided in cash or in kind by providing medical, technical or financial assistance in necessary cases. Insurance companies independently or through an intermediary provide medical and other they sign a contract with a foreign company that organizes the provision of services. Thanks to the support system, a tourist abroad has the opportunity to receive quick and competent help from a local organization. The described types of insurance are in the world practice of insurance services for tourists traveling abroad is the most popular. An insured traveler has a number of advantages over an uninsured traveler. Such benefits include the possibility of obtaining insurance, assistance in an unfamiliar country, etc. At the same time, international emergency response services are being created all over the world. A tourist with a certain type of insurance can contact the operator of this service by phone in the event of an insurance event and receive instructions on further actions. Service quality system. sociological research. One of the important issues in the field of tourism is the quality of services. Quality requirements are the most important factor in evaluating any service. Material services provide the restoration (change,

preservation) of consumer properties of products or the production of new products, as well as transportation of goods and people. Social and cultural services include health care and providing rehabilitation, spiritual and physical development of a person, improving professional skills. Tourism services are classified as socio-cultural services. It is necessary to define not only tourist services, but also excursion services. Thus, in accordance with clause. Regulation of the quality of tourist services. Tourism service is an intangible product that can be stored, transported or consumed. It is complicated by the fact that it cannot be returned for reconsideration if it does not meet the requirements of the owner. A specific consumer - a tourist receives the tourist service in the form in which it is produced. Therefore, the most common complaints and claims of consumers of tourist products are complaints about the wrong performance of promised services. not one service, but a set of services is understood: these are transportation, accommodation, excursion services, etc.

Tourist services may include:

- 1) organization of excursions;
- 2) guidance services

Accordingly, the tourist service quality indicator is a general indicator of all services provided during the trip. The provided tourist services meet the various needs of the consumer for food, transportation, accommodation, entertainment, etc. during the trip. must satisfy. Tourist service is considered high-quality only in order to satisfy all the needs of all components of the service. the consumer is served with high quality. Each enterprise of the tourism industry provides its own service, and for each of them there are indicators that describe the quality of its activity. Thus, the criterion of the quality of tourist services is the system of quality indicators of various services in the field of tourism. "Turistlar va sayyohlar xavfsizligini ta'minlashga qo'yiladigan talablar".

In accordance with these standards, mandatory requirements for the quality of tourism services provided by tourism enterprises are as follows:

- 1) safety of life and health;
- 2) preservation of property of tourists and excursionists;
- 3) security environment;
- 4) taking into account the interests of tourists.

In addition to the mandatory requirements, there are a number of recommended requirements. These include:

- 1) expediency;
- 2) accuracy and timeliness of execution;
- 3) complexity;
- 4) ethics of service personnel;
- 5) convenience;
- 6) aesthetics;
- 7) ergonomics.

To collect information about the quality system of services, the consumer of this service can be asked to fill out the following form or conduct a survey.

Assessment of the quality of services provided by the travel agency. Depending on the route, program and services provided, this form is set to correspond to a certain set of services. used to increase its competitiveness.

Service organization:

- 1) check and determine the service according to documented procedures;
- 2) determining the compliance of the service with certain requirements using methods of regulating technological processes and management processes;
- 3) ensuring self-management of service personnel as an integral part of the control process;
- 4) ensuring the priority of the consumer in evaluating the quality of services;
- 5) introducing the practice of regularly assessing the level of satisfaction of service consumers by conducting sociological surveys.

### **Conclusion:**

Comparison of consumer and service provider evaluations should be done continuously to assess the compatibility of the two quality indicators and to take corrective measures to determine how the service provider's performance meets the consumer's requirements.

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