

# Analysis of the Quality and Efficiency of Hotel Management in Samarkand Region

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**Abstract:** This article is devoted to the areas of application of "kpi" in the management of higher education institutions. KPIs are specific indicators that companies use to measure how well they are achieving their goals and implementing their strategy. Today, along with the need to improve the efficiency of higher education institutions, there is an increase in demands placed on students, teachers, researchers and management bodies. In this context, the use of key performance indicators (KPIs) serves as an important tool in the management of educational institutions.

**Key words:** Key performance indicators, strategic goals, efficiency, management



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## INTRODUCTION

Today, improving the efficiency of hotel management in Uzbekistan plays a crucial role in the development of the national economy and the tourism sector. Tourism is identified as one of the priority areas in state policy, which creates the need to improve the efficiency of the hotel business. In the conditions of Uzbekistan, the efficiency of hotel management is a decisive factor in developing the national tourism potential, providing services that meet international standards, and obtaining economic benefits. Management methods aimed at innovation, digitalization, and quality improvement are the keys to success in this area. In recent years, a number of important decisions and reforms have been implemented in Uzbekistan to improve the efficiency of hotel management. In particular, in accordance with the Resolution of the President of the Republic of Uzbekistan No. PQ-20 dated January 12, 2024 "On measures to develop and promote barrier-free tourism infrastructure in the Republic of Uzbekistan", a number of reforms were introduced, including: "...A procedure shall be introduced according to which, from April 1, 2024 to April 1, 2026, a subsidy shall be allocated to business entities providing hotel services at the expense of the amount of tourist (hotel) fees transferred to the Tourism Support Fund at the end of the relevant quarter."

## LITERATURE ANALYSIS ON THE TOPIC

Many scholars have worked on this topic, including: Gulomova, F. R. (2020). Effective management of hotel activities: theoretical and practical aspects. This book teaches the theoretical approaches and practical skills necessary to increase efficiency in hotel management. Detailed information is provided on the basic principles of hotel management and methods for assessing the quality of service. This work is a very useful resource for effectively managing activities in hotels in the Samarkand region. Yusufov, T. M. (2018). Quality management systems in the hotel sector. The work focuses on areas such as quality management systems for hotel services, namely, meeting customer needs, improving staff skills, and improving technical infrastructure. Detailed explanations are given on ways to assess quality in hotel management and its continuous improvement. Karimov, M. A. & Tursunov, Z. I. (2022). Economic foundations of tourism and hotel business. This work covers the economic aspects of tourism and hotel business, with particular emphasis on economic efficiency, profitability, and financial management. It contains practical recommendations for improving economic efficiency and

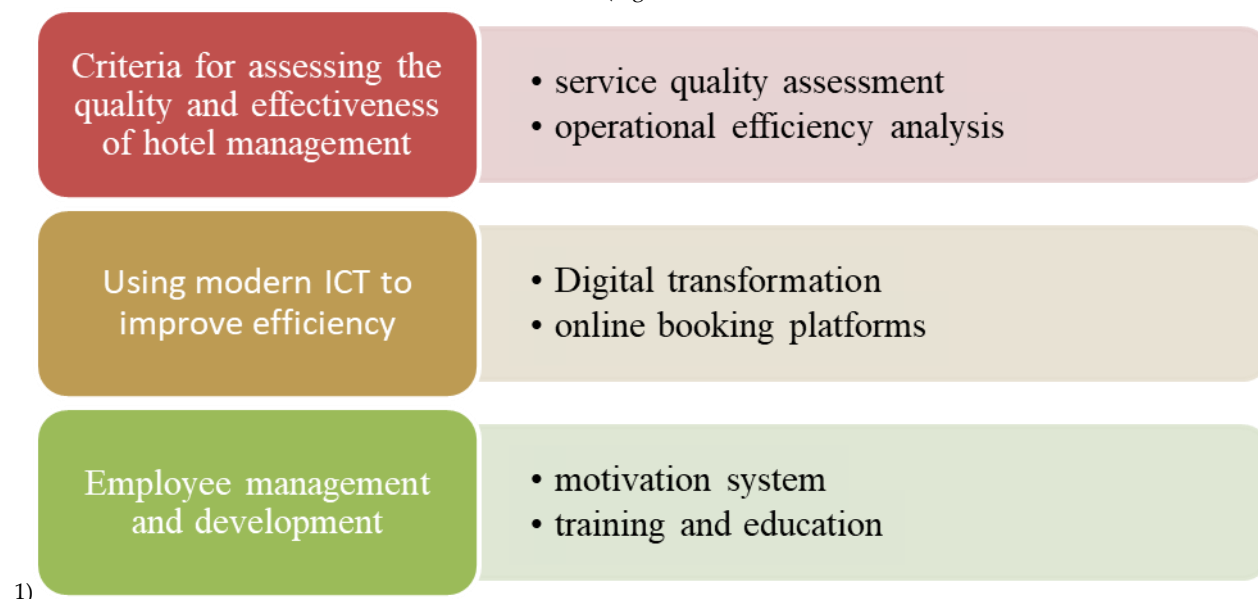
strengthening competitiveness in the hotel industry. This book will be useful in analyzing economic issues in hotel management in the Samarkand region.

## RESEARCH METHODOLOGY

The methodological analysis of improving the quality and efficiency of hotel management in the Samarkand region requires studying important aspects that affect the development of the tourism sector. We can cite the main methodological approaches and analysis criteria in the following area; Figure 1

**Methodological approaches and analysis criteria in hotel management**

(Figure



1)

As can be seen from the above figure, the hotel sector in Samarkand region can make a significant contribution to the development of tourism by introducing modern management methods, providing competitive services, and adapting to the level of international requirements.

## ANALYSIS AND RESULTS

Analysis of the quality and efficiency of hotel management in Samarkand region is a very important issue, which is of great importance for the development of the tourism industry and the hotel sector. Ensuring efficiency and quality increases the competitiveness of hotels and contributes to the economic development of the region. The following are the main aspects of analyzing the quality and efficiency of hotel management in Samarkand region:

### 1. Assessment of the Quality of Hotel Management:

To assess the quality of hotel management, it is necessary to take into account several key factors. These are:

Quality of services: The services provided in hotels (service, reception, cleaning, catering, recreation, and other services) must meet standards and customer requirements.

Staff qualifications and training: For effective management, employees must be well-trained and qualified. Special courses and trainings should be held for employees in hotels in Samarkand region.

Customer service: Keeping in touch with customers, understanding their needs and providing prompt service helps to increase the quality of the hotel.

Hotel infrastructure: The hotel's buildings, equipment, technical services and other infrastructure are important. Creating good conditions satisfies guests and increases the quality of services.

### 2. Ensuring Efficiency:

To ensure the efficiency of the hotel's activities, the following factors must be taken into account:

Economic efficiency: Analyzing the hotel's income and expenses, ensuring effective management to increase profitability and profitability. This is done, for example, by optimizing resources, making payments on time, and increasing sales.

Customer demand and market trends: The effectiveness of hotels depends on their customer service and understanding of the market. To develop hotel services in Samarkand region, it is important to introduce new services in line with local and international market demands and trends.

**Marketing and Advertising:** It is important to develop effective marketing strategies to promote hotel services and build a brand. Hotels in Samarkand region can attract new customers by activating online marketing and social networks.

**Technology and Digital Services:** Accepting orders via the Internet, online payment systems, mobile applications and other digital technologies can increase the efficiency of hotel operations.

### 3. Key Problems in Hotel Management:

Some problems faced by hotel management in Samarkand region:

**Timely renewal of infrastructure and services:** Some hotels may have old infrastructure and insufficient technical services.

**Low staff qualifications:** The quality of service provided in hotels, lack of staff qualifications and training, make it difficult to manage profitably.

**Adapting to customer needs:** Some hotels may have difficulties in diversifying services in accordance with customer demand.

### 4. Development Paths and Suggestions:

**Staff Training:** It is necessary to involve hotel employees in regular training and training courses. This will help improve the quality of services.

**Introducing innovative services:** Hotels can become competitive by introducing new services, such as spa, wellness, restaurants and other recreational opportunities.

**Strengthening Marketing:** To attract visitors to hotels in the Samarkand region, it is necessary to strengthen marketing and advertising activities, widely disseminate information about the hotel on online platforms.

**Developing local tourism:** Promoting tourist attractions in the Samarkand region, showcasing local culture and creating tourist programs will help make the activities of hotels more effective.

Several tables can be provided to analyze the quality and efficiency of hotel activities in the Samarkand region. These tables help analyze various aspects of hotel activities.

#### 1. Hotel Performance Quality Assessment Table

Evaluation Criteria	Responsible Party	Evaluation Criteria	Current Status (1-5)*
Quality of Services	Employees, management	Evaluation of the quality of services: speed, quality, conditions	4
Staff Qualifications	Human resources management	Qualifications and experience of staff, availability of training	3
Customer Service	Reception, service	Speed and competence of customer service	4
Cleaning and Sanitation	Service provision	Cleaning standards, sanitation, hygiene	5
Technical Maintenance and Infrastructure	Technical staff	Technical services, condition of equipment that meet the criteria	3
Security	Security service	Hotel security, theft and fire risk	4

**Note:** The "Current Status" column in the table is rated from 1 to 5 (1 - very bad, 5 - very good).

#### 2. Hotel Performance Evaluation Table.

Efficiency Criteria	Fundamentals of Analysis	Current Status (1-5)
Revenue and expenses	Profitability, profitability, operating costs	4
Number of customers	Number of guests visited, booking rate	3
Market share	Comparison with competitors, market segmentation	4

<b>Technology and automation</b>	Online booking systems, mobile applications, digital marketing	4
<b>Marketing and advertising</b>	Advertising strategies, online and offline marketing efforts	3
<b>Employee efficiency</b>	Employee performance, human resource management	3

### 3. Table of Problems in Hotel Network Operations Management

<b>Problem</b>	<b>Description</b>	<b>Necessary Measures</b>
<b>Obsolete infrastructure</b>	Buildings and equipment may be old, maintenance may be inadequate	Implementation of reconstruction and repair work
<b>Low staff qualifications</b>	Employees may not have sufficient knowledge and skills	Organization of special trainings and seminars
<b>Uncertainty in customer service</b>	Customer service may be slow, quality may be poor	Optimization of the service process, periodic evaluation
<b>Difficulties in marketing and brand development</b>	Inadequate advertising and marketing strategies	Effective use of social networks and online platforms
<b>Lack of tourism infrastructure</b>	Local tourism may be underdeveloped, places may not be advertised	Promotion of local tourism, creation of new routes

These tables help to identify the relationships and problems for use in analyzing the quality and efficiency of hotel activities in the Samarkand region. By implementing each criterion and proposal into practice, the development and competitiveness of the hotel industry can be increased.

#### CONCLUSIONS AND SUGGESTIONS

In conclusion, in order to improve the quality and efficiency of hotel management in the Samarkand region, it is necessary to improve the quality of services, train personnel, and introduce digital technologies. In order to be competitive, it is necessary to develop effective management and marketing strategies.

Table of Suggestions for the Future Development of Hotel Operations

<b>Proposal</b>	<b>Description</b>	<b>Implementation</b>
<b>Staff training</b>	Conducting special trainings and education for employees	Organize regular trainings and seminars
<b>Introducing new services</b>	Development of spa, wellness, restaurants and other services	Introduce new services and offer them to customers
<b>Strengthening online marketing</b>	Advertising the hotel website and social networks	Strengthen advertising and marketing strategies on online platforms
<b>Upgrading infrastructure</b>	Repair of buildings, updating technical services	Continuously update rebuilding and technical support
<b>Understanding customer needs</b>	Individual approach to customers and identification of their needs	Continuously study customer opinions, organize surveys

These processes are interconnected and help make the hotel industry of the Samarkand region more competitive and efficient. The introduction of high-quality services, innovative approaches, and advanced technologies will give a great impetus to the development of the hotel industry.

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