

## **Peculiarities of Mechanisms for Quality Assurance and Evaluation of Services in the Hotel Industry**

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**Abstract:** This article discusses the concept of quality and its related terms, its types and specific features, which are relevant today. There will also be a discussion on how to combat competition in hotels, improve the quality of services and how to promote it to consumers.

**Keywords:** quality, competition, hotel, tourism, economic struggle, commodity, competitive struggle, consumption level, monopoly, intra-industry competition, economic struggle, consumer, quality management.

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Currently, one of the fastest growing sectors of the country's economy is tourism. Sustainable development of tourism requires increasing the competitiveness of each of its subjects. In our opinion, the competitiveness of enterprises operating in the field of tourism means the breadth and prospects of their activities compared to competitive entities, the strength of the ability to make more profit by targeting costs.<sup>1</sup>

Quality (in philosophy) is a philosophical concept that expresses important features of an object. Quality refers to the stable relationship between the components of an object, which is the specific aspect that distinguishes one object from another. At the same time, quality refers to the generality of objects of the same type. The concept of quality was first analyzed by Aristotle. He describes quality as an accident to things. Ibn Sina, on the other hand, considered quality to be an integral part of things, not to exist in itself. In the philosophy of the new period, the concept of primary and secondary qualities was formed. Hegel defined quality as the certainty of being. According to him, with the loss of quality, the object itself disappears. As things in the objective world change and evolve, they have a relatively stable integrity and are manifested in the appearance (quality) of a particular object or thing. The quality of something is its quality. S. represents the internal essence of the object, the unity of internal and external relations. Quality is closely related to the quantitative properties of the object<sup>2</sup>.

One of the main factors in the development of a market economy is competition<sup>3</sup>.

To evaluate a service, you need to follow its definition. However, this issue is not sufficiently covered in the economic literature. The results of our observations and research have shown that the interpretation of the quality of service should be aimed at meeting not only the economic but also the social needs of consumers. Based on this theoretical conclusion, the quality of service can be described as follows:

Quality of service is a flawless set of services aimed at fully meeting the needs of society (people, businesses, government, etc.) at a high level and providing them with appropriate material and spiritual benefits at low cost.

In this definition, the relevant aspects are included to fully express the quality of service. These include:

Firstly, the definition of the service is reflected in the consumers of the service, and secondly, the need for services should be fully met at a high level. Third, any quality can be effective for the owner if it is done at low cost. As a result, the definition also includes a set of features that are equally beneficial at low cost. Most importantly, service quality means one hundred percent flawless service. Apparently, it covers all aspects of the definition of service quality. In this sense, it can be considered as a definition that meets today's requirements.

In the context of market relations, the quality of services is controlled by government agencies through the issuance of licenses and certificates. Because now services, like other goods, are licensed and meet certain requirements. But in the process of consuming it, the consumer will be able to control himself. This shows how important it is for the life of the person who consumes the service and for the owner who organized it, as well as for the state and society that is interested in it, and the need to assess its quality is very important.

<sup>1</sup> <https://eprajournals.com/viewjournal.php?jid=4863>.

<sup>2</sup> [https://uz.wikipedia.org/wiki/Sifat\\_\(falsafa\)](https://uz.wikipedia.org/wiki/Sifat_(falsafa))

<sup>3</sup> <https://hozir.org/reja-raqobatning-mohiyati-raqobatning-iqtisodiy-asoslari-va-ma.html>.

Assessing the quality of services is different from other industries. If the same standards are applied to the goods produced, different evaluation methods and indicators can be used depending on the type of services. This is directly related to the services provided by the hotel business. There are several examples of this. For example, you can provide different services depending on the needs of your guests. One wants tea and the other wants coffee. So, the hotel industry may require several new types of services in one day. Because of this, it is also important to evaluate its quality. To do this, it is advisable to develop a definition of this category as well.

It is advisable to follow the general definition of hotel service in the definition of the quality of service provided in it. If we follow this, the quality of hotel services can be described as follows, taking into account the socio-economic aspect of the issue.<sup>4</sup>:

The quality of hotel services is a set of flawless services aimed at fully satisfying the needs of customers for various services at a high level and providing them with appropriate material and spiritual benefits at low cost.

One of the important factors in the development of the level of service in all aspects of the hotel business is to build a free civil society and a prosperous life in our country.

At present, great opportunities are being created in our country for the development of tourism. The level of service for tourists to visit the existing tourist attractions is also improving.

Compared to previous years, the number of visitors to our country is growing sharply. This required a major overhaul in the tourism industry. This is because the period demanded the need to improve the quality of hotels that meet the basic needs of tourists.

This increases foreign exchange earnings to the state budget and at the same time provides employment<sup>5</sup>.

It should be noted that despite the comprehensive legal framework aimed at creating the comfort of the hotel business, in practice there are various problems associated with this issue. Let's talk about some of them.

1. The integrity of the production and consumption of services, product quality management is manifested as a certain contradiction in the solution of tasks. This is a really big problem. At the very least, minor deficiencies in the proportion of humanitarian technology allowed by a hotel or restaurant housekeeper can lead to an independent protest in general. Tourism professionals often say, "Hospitality is the art of the little things." Work is equally important in the process of providing hotel services to every employee. It is impossible to allocate more or less salary to ensure the quality of service.

2. At a high level or quality duration of service reproduction. The solution to this problem is an unbearable task for many services or even entire hotels, which often drastically reduces the competitiveness of the entire enterprise. There are many reasons for this. This can be due to the low quality of the work of the employees, the lack of ergonomic work and the lack of generalization of the whole and playfulness of the workers or the lack of generalization of the interaction between the employees of the whole enterprise.

<sup>4</sup> Холикулов, А. .; Юлдашева, Н. . Концептуальные направления повышения качества обслуживания в гостиницах и научно-теоретические и методологические вопросы его оценки. ОИ 2021, 2, 76-86

<sup>5</sup> <https://hozir.org/mehmonxonalarda-xizmat-korsatish-va-ularning-turlari.html>

3. Relativity (subject) of qualitative perception. The specificity of the resort product is that the product is fully or partially reported and the service effects are assessed by the consumer depending on a number of factors, including such subjective characteristics of the tourist:

- educational features;
- age;
- cultural traditions of the people represented by the guest;
- comfort conference;
- habits;
- health or psychological condition at the time of receiving the service;
- Physiological properties of the body and other things.

All this leads to an understanding of the quality of service of the hotel business, depending on the individual characteristics of each tourist, and therefore subjective and technological to create psychological comfort for each guest. In addition, there are some factors that contribute to the service of hotels, which mainly affect the creation of a quality product that meets the most demanding business needs.

The production of hotel services is focused on creating a product quality system as a service. Quality of service is the key to commercial success. Regional hotels, which often accept the same material base and targeted business travelers, differ from each other only in the quality of service they are competing with. In any case, it is important to demand the experience of professionals and the strengthening of professional management campaigns, hotels, investors, trade unions and associations.<sup>6</sup>

At the initial stage of implementation today, it is necessary to create a normative and methodological framework for quality management at the regional level, to use the necessary and methodological framework for quality stabilization of activities aimed at creating quality and methodological framework. The implementation of this phase should be carried out in parallel with the process of shaping the organizational environment and the formation of regional quality management infrastructure (second phase). In fact, they complement each other. In terms of costs, the measures for the first and second stages fall into the category of small and secondary costs. Table 1 shows the stage of formation of the quality management system of hotel services.

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<sup>6</sup> <https://dropt.ru/uz/raschety/problema-temy-kachestvo-obslyzhivaniya-v-gostinichnyh-predpriyatiyah/>

**Stages of formation of system quality management system:<sup>7</sup>**
**Table 1**

	<i>Develop a structural, regulatory and methodological framework for quality management of hotel services</i>	<i>Building an organizational quality management environment for the organization</i>	<i>Ensuring effective quality management of hotel services in the long run</i>
<i>Components of the enterprise involved in the implementation</i>	Competent state and local state authorities, the Association of Manufacturers, the Association of Manufacturers and large executive bodies of consumers of hotel services	Regional and local governments, business entities, supreme executive bodies of consumer associations, supreme executive bodies of consumer associations and hotel manufacturers	Competent bodies of regional and local branches, supreme executive bodies of business entities
<i>Prognostic management and socio-economic impact</i>	<ol style="list-style-type: none"> <li>1. Stabilization of the structure of hotel enterprises for services;</li> <li>2. Regulation of the ideology of high quality care;</li> <li>3. Integrity of modern resource base;</li> <li>4. Horizontal and vertical cooperation of quality management entities;</li> <li>5. Methodological and methodological unit of quality management.</li> <li>6. Establishment of hotel services quality management infrastructure.</li> </ol>	<ol style="list-style-type: none"> <li>1. Growth in terms of hotel quality;</li> <li>2. Improving management efficiency;</li> <li>3. Strengthening responsibility for service quality;</li> <li>4. Minimize resource consumption;</li> <li>5. Increasing the attractiveness of hotel services for tourists;</li> <li>6. Stabilization of the economic situation of business entities;</li> <li>7. Prospective growth of the hotel budget.</li> </ol>	<ol style="list-style-type: none"> <li>1. In general, to develop tools to change the management of this related hotel;</li> <li>2. market research of the hotel industry satellite industry;</li> <li>3. Stabilization of the socio-economic situation in the region: <ul style="list-style-type: none"> <li>- Business organization;</li> <li>- improving the living standards of the population;</li> </ul> </li> </ol>
<i>Murakkablik mezoni</i>	Organizational and legal measures: <ul style="list-style-type: none"> <li>- create a convenient mode for topics,</li> <li>- Joint participation in software and methodological and regulatory processes.</li> </ul>	Organizational and economic measures: <ul style="list-style-type: none"> <li>- creation of an economic advisory system</li> <li>- Introduction of monitoring system</li> <li>- implementation of joint</li> </ul>	Financial and economic: <ul style="list-style-type: none"> <li>- budget financing;</li> <li>- provision of tax breaks;</li> <li>- Utility order for appropriate quality services</li> </ul>

<sup>7</sup> <https://dropt.ru/uz/raschety/problema-temy-kachestvo-obsluzhivaniya-v-gostinichnyh-predpriyatiyah/>

		marketing; - regulation of pricing processes, tariff differentiation; - preferential lending;	- Development of the system of job creation; provision of targeted budget loans for development. - investment grants for the implementation of quality management measures.
<i>Cost level</i>	Basically lower	Medium, with an upward trend	Long

The burden of expenditure cannot be borne by the state, local government or business entities, but by the nature of parity. In addition, there is now a well-developed regulatory framework that defines the feasibility of their implementation. The burden of direct costs can be shifted to the budget of mandatory items for the mandatory transfer of funds, which is mandatory for the implementation of a single marketing policy of hotels, including a comprehensive policy. Targeted programs for regional development at the regional and national levels may be involved in order to address the regulatory challenges of the system.

In general, the Republic of Uzbekistan today is not effectively using the opportunities to increase the competitiveness of tourism enterprises. We believe that in the context of the logical completion of our tourism reforms, the continuous improvement of the tourism management system, the increase in the amount of funds allocated by our government for the development of tourism, the effective use of Uzbekistan's tourism potential, the country's budget. It will be possible to increase the material and spiritual well-being of private enterprises and the local population.

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