

HOTEL MANAGEMENT IN HOTEL ACTIVITY**Mirzaxadjayeva Shakhzoda Shukhratovna,**

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Abstract: This article discusses the role and importance of the management system in hotel operations. The main functions of hotel management, service quality, effective organization of staff activities and the use of modern management methods are analyzed. Attention is also paid to important aspects of management in increasing guest satisfaction and ensuring the competitiveness of the hotel.

Keywords: Hotel management, hotel operations, service quality, management, tourism, personnel management, competitiveness.

Annotatsiya: Mazkur maqolada mehmonxona faoliyatida boshqaruv tizimining o‘rni va ahamiyati yoritilgan. Mehmonxona boshqaruvining asosiy funksiyalari, xizmat sifati, xodimlar faoliyatini samarali tashkil etish hamda zamonaviy boshqaruv usullaridan foydalanish masalalari tahlil qilingan. Shuningdek, mehmonlar qoniqishini oshirish va mehmonxonaning raqobatbardoshligini ta’minlashda boshqaruvning muhim jihatlariga e’tibor qaratilgan.

Kalit so‘zlar: Mehmonxona boshqaruvi, mehmonxona faoliyati, xizmat sifati, menejment, turizm, xodimlar boshqaruvi, raqobatbardoshlik.

Аннотация: В данной статье рассматривается роль и значение системы управления в гостиничном бизнесе. Анализируются основные функции гостиничного менеджмента, качество обслуживания, эффективная организация деятельности персонала и использование современных методов управления. Также уделяется внимание важным аспектам управления в повышении удовлетворенности гостей и обеспечении конкурентоспособности отеля.

Ключевые слова: Гостиничный менеджмент, гостиничный бизнес, качество обслуживания, управление, туризм, управление персоналом, конкурентоспособность.

Introduction

Today, the rapid development of the tourism industry is leading to an increase in demand for hotel services. The effectiveness of hotel operations directly depends on the proper organization of the management system. In conditions of increasing competition, the preservation of hotels in the market and their successful operation require the introduction of modern management methods.

Hotel management is a complex process aimed not only at creating comfortable conditions for guests, but also at ensuring financial stability, coordinating staff activities and constantly improving the quality of services. Therefore, studying the theoretical foundations and practical significance of hotel management is one of the topical issues today. This article considers the importance of the management system in hotel operations, its main functions and ways to ensure effective management.

Main part

In hotel operations, the management system is the main mechanism that ensures the uninterrupted and effective operation of the hotel. The management process covers all stages, from setting the strategic goals of the hotel to organizing daily operational activities. In modern market conditions, hotel management is not limited only to providing services, but also includes economic efficiency, building long-term relationships with customers, and introducing innovative approaches.[1]

Organizational structure of hotel management. The organizational structure of hotel management is formed depending on the size of the hotel and types of services. Typically, the management structure includes the director, administration, reception and accommodation service, room cleaning department, catering service, technical maintenance, and security departments. Each department has its own tasks, and their mutual cooperation determines the effectiveness of management. A properly organized management structure ensures continuity of services and creates comfortable conditions for guests.

The effective functioning of a hotel is directly related to its organizational structure. An organizational structure is a system that defines the tasks, authorities and responsibilities of all departments and employees of a hotel, as well as their interrelationships. A properly organized organizational structure ensures the continuity of hotel services, the efficient use of resources and the provision of high-quality service to customers. [2]

The director is at the heart of hotel management. The director is responsible for the overall activities of the hotel, performs the functions of strategic planning, financial control, setting marketing policies and coordinating management processes. The administration under the director organizes daily operational activities, distributes tasks between departments and monitors the quality of service and work procedures.

The reception and accommodation department organizes the processes of welcoming, booking and accommodation of guests. This department is engaged in communicating with customers, receiving their complaints and managing their information. The housekeeping department cleans the rooms and common areas, ensures hygiene requirements are met, and ensures that the rooms are ready for use. [3]

The catering department manages the hotel's restaurants, cafes, and bars. This department is responsible for creating menus, monitoring food quality, and ensuring food safety. The maintenance

department monitors the technical condition of the building, equipment, electricity and water supply, heating, and cooling systems, and provides emergency services. The security department ensures the safety of guests and employees, and monitors video surveillance and fire extinguishing systems.

The effectiveness of the organizational structure is determined by the clarity of communication between departments, the decision-making system, and the quality of service and customer satisfaction. In modern hotels, management bodies are integrated with information technology, which speeds up processes, reduces errors, and improves the quality of service.

As a result, a properly organized organizational structure ensures the successful operation of the hotel, customer satisfaction and sustainable development. [3]

Human resource management. The human factor is of decisive importance in hotel operations. The professional qualifications, culture and ability of employees to communicate with guests are among the main factors determining the quality of service. Therefore, special attention is paid to the selection, training and development of employees in the management process. Their labor efficiency can be increased through a system of employee incentives, wages, bonuses and social benefits. Effective human resource management forms a positive image of the hotel.

Quality of service and working with customers. Quality of service is the main indicator of hotel operations. Comfort, cleanliness, safety, courtesy and promptness of staff are important criteria for the quality of service. The management system ensures high quality by setting service standards and monitoring their implementation. One of the important tasks of management is to study complaints and suggestions from guests, analyze them and eliminate shortcomings. Effective communication with customers expands the hotel's regular customer base. [4]

Financial management and economic efficiency. Financial management plays an important role in hotel operations. Planning expenses and revenues, budgeting, pricing policy formation, and increasing profit levels are among the main tasks of management. Financial control ensures the stable operation of the hotel and reduces economic risks. Through rational use of resources, the hotel's profitability can be increased. [5]

Financial management in hotel operations is an important factor ensuring its stable operation and economic efficiency. Financial management includes the processes of planning the hotel's income and expenses, budgeting, determining pricing policy, increasing profit levels, and reducing financial risks.

Effective financial management helps to coordinate the activities of all departments of the hotel. For example, by correctly setting the price of services and controlling costs, profits are maximized, and resources are used efficiently. At the same time, financial control ensures the stable operation of the hotel and makes it possible to plan future development strategies. [5]

Economic efficiency is measured not only by revenue indicators, but also by reducing costs, improving service quality, and improving customer satisfaction. Therefore, financial management and economic analysis should be a constant focus for hotel managers. Regular monitoring and analysis of financial indicators speeds up the decision-making process and increases efficiency.

Also, modern hotels use information technologies in the financial management process. This allows for online accounting, automated financial reporting, and real-time tracking of service revenue. Such an approach reduces errors and significantly simplifies the management process. [6]

As a result, financial management and economic efficiency ensure the smooth and stable operation of the hotel, allows for rational use of resources, and increases its competitiveness.

Marketing and competition strategy. In a market economy, marketing activities play an important role in hotel management. An effective strategy is developed by advertising hotel services, studying market demands, and analyzing competitors' activities. Internet marketing, social networks, and online booking platforms serve as important tools for promoting hotel services. The right marketing strategy increases the competitiveness of a hotel.

Modern technologies and innovations. The use of information technologies is important in modern hotel management. Automated management systems, electronic booking, and customer databases simplify management and allow for quick decision-making. Innovative approaches help diversify hotel services and adapt to customer needs. [7]

Sustainable development and safety issues. Today, much attention is paid to environmental sustainability and safety issues in hotel management. Energy-efficient technologies, waste reduction, and environmentally friendly services enhance the image of the hotel. At the same time, ensuring the safety of guests and employees is one of the important tasks of management.

Today, sustainable development and security issues play an important role in hotel management. Sustainable development involves ensuring the long-term economic, social and ecologically sustainable operation of the hotel. This includes the efficient use of resources, waste reduction, the introduction of energy-saving technologies and the provision of environmentally friendly services. At the same time, sustainable development creates a positive image of the hotel and increases trust among customers.

Security issues are aimed at protecting the lives and health of guests and employees. The security system in hotels is systematically organized: measures such as video surveillance, fire extinguishing systems, emergency evacuation plans and constant monitoring of technical equipment are implemented. Regular training and preparation of employees in safety are also important.

Sustainable development and security issues complement each other. For example, energy-efficient systems not only bring environmental benefits, but also reduce the risk of fire and allow safe operation in emergency situations. Therefore, hotel management should implement strategic and operational planning by combining these issues. [8]

As a result, focusing on sustainable development and security issues ensures the long-term success of the hotel, creates a safe and comfortable environment for customers and employees, and improves the quality of services.

Conclusion

The management system in hotel operations is of great strategic importance, and its effective functioning ensures the continuous operation, quality of service, and economic stability of the hotel. As can be seen from the study, hotel management achieves success by effectively managing human resources, controlling service quality, improving financial and economic indicators, and taking into account security and sustainable development issues.

Also, modern information technologies and marketing strategies simplify the management process, improve service quality, and ensure customer satisfaction. A properly organized organizational structure and an effective management system are the main guarantees for the long-term development and competitiveness of the hotel.

As a result, hotel management serves not only to improve service quality, but also to ensure economic efficiency, coordinate employee activities, and implement a sustainable development strategy. By combining these factors, the hotel creates a comfortable, safe, and high-quality service environment for its customers and operates successfully in the market environment.

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