

COPY RIGHT



ELSEVIER
SSRN

2021 IJIEMR. Personal use of this material is permitted. Permission from IJIEMR must be obtained for all other uses, in any current or future media, including reprinting/republishing this material for advertising or promotional purposes, creating new collective works, for resale or redistribution to servers or lists, or reuse of any copyrighted component of this work in other works. No Reprint should be done to this paper, all copy right is authenticated to Paper Authors

IJIEMR Transactions, online available on 18 th June 2021.

Link: <https://ijiemr.org/downloads/Volume-10/ISSUE-6>

DOI: 10.48047/IJIEMR/V10/I06/03

Title: **MODERN TRENDS IN THE DEVELOPMENT OF THE RANGE OF SERVICES IN THE HOTEL BUSINESS**

Volume 10, Issue 06, Pages: 17-20

Paper Authors: **Musayeva Shoirazimovna**



USE THIS BARCODE TO ACCESS YOUR ONLINE PAPER

To Secure Your Paper As Per **UGC Guidelines** We Are Providing A Electronic Bar Code

MODERN TRENDS IN THE DEVELOPMENT OF THE RANGE OF SERVICES IN THE HOTEL BUSINESS

Musayeva Shoira Azimovna,

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

E-mail: musaeva_shoira@mail.ru

Abstract: The article examines the trends in the development of the range of services in the hotel business, the development of innovative types of services, which is only a modification of the existing one and meets the short-term requirements of customers, the involvement of all employees in the development of a new service.

Keywords: Assortment policy, hotel business, service, development of new services, company, strategy.

Introduction

Assortment policy in hotel complexes primarily involves the constant improvement of existing and the introduction of new types of services. Accordingly, certain requirements for the development and implementation of new types of services are set before the heads of hotels.

1. *The readiness of the leadership*. If management is not aware of the progressive importance of creating new types of services, then the organization will constantly lag behind other firms that are introducing new types of services continuously. Leaders need to understand that new services increase revenues and profits. Therefore, it is necessary to use the potential and expected results from new types of services as an integral part of the long-term strategy of operations.

2. *Development of innovative types of services*. Experience has shown that a new type of service introduced with a high degree of creativity, although more risky, is usually the most successful and worth the risk. Management must resist the temptation to use an idea that only imitates a competitive service that is only a modification of an existing one and meets the short-term needs of customers.

3. *Reducing the time of introducing a new service on the market*. Sellers of new services are constantly faced with the need to reduce the time period from an idea, a new service to its implementation due to the growing demand for a

newly offered service. The company must focus on reducing the time it takes to introduce a new service. For new services that are derived from existing ones, this requirement is especially important.

4. *Refusal in case of failure*. Sometimes a new service is never implemented or the market for its consumption ceased to exist while it was being developed. But at the same time, a certain inertia remained, and the organization does not want to stop the process. In these conditions, the management should take a decisive step and transfer their resources to the implementation of more promising projects.

5. *Achieving high quality during the implementation period*. The imagery and individuality of the service are decisive factors. If the quality of the service leaves much to be desired at the time of entering the market, then the first buyers are unlikely to repeat the purchase until they are convinced that this type of service has been improved. Unlike a product, where the customer can see and feel the benefits of purchasing it as they use it, a new service must win the customer's trust from the very beginning in order to attract loyal customers. The people involved in providing this service, the organization of work and the management system are key factors in ensuring high quality when a new service is introduced to the market.

6. *Provision of the necessary human, financial and technological resources*. The worst-case scenario for a new service project is a

dilemma where companies are spending too little money on developing a new service concept. Sellers of a new service should focus on the level of expected profit from the sale of the service, as well as on the investment required to make a profit. The amount of funds invested in the creation of both services and products increases throughout the entire period - from development to their entry into the market. At the same time, products often require investments in production assets, new services, above all, in new systems, processes, communications and training.

7. *Involvement of all employees in the development of a new service.* Services by their nature, more than goods, require human interaction. The buyer of a new service is not looking for an explanation of the details of its development. But he wants the service provider to convince him that he will get the results he wants. The buyer's perception is influenced by: confidence, enthusiasm, knowledge and personal experience of the seller of a new service. For example, the motivation to buy increases when a buyer knows that his agent himself has an insurance policy that he wants to offer him. The development of a new service depends on the preparation and "dress rehearsal" of the team, which guarantees its high quality. The main task should be to "pull up" the whole team. Confidence in the value of offering a service and a deep understanding of the essence of their work lead to the full commitment of the team in the provision of the service. The full commitment of the team is the insurance policy for successful work.

8. *Development of unique partnership relations with future clients at the stage of service development.* There is a well-known strong relationship between ensuring the success of a new service and the ability to interest new customers in it at the stage of its development. Products are much more likely than services to target a large group of buyers. New services, however, should be focused on a specific market segment and specific customer needs. Thus, the team developing a new service can only define its concept based on the requirements of a certain category of customers. It is with regard to their requirements that these specific problems are

solved and the parameters for solving the latter are established. Customer-focused concepts allow you to more accurately define a new service before a significant investment is made. Evaluation of customer requests helps to finalize the service in the process of its validation in the market. Partnering with the customer provides a huge advantage for a new service when it is introduced to the market, where it must be validated. Partners start using this service immediately, which helps to quickly achieve high sales.

9. Creation of the necessary conditions for employees working on the development of an idea. Successful companies reward and support leaders. The employees involved in the development of the concept of a new service are the main ones within the company, giving impetus to the promotion of a new idea. Moreover, when an idea goes beyond this group of people, they will need to show willpower to break through the bureaucratic barriers that often hold back innovation. Practice shows that one person cannot promote an idea on his own. Therefore, the company often recruits a team of specialists in different fields who are able to promote the development of this idea. A strong interaction between them and a clear understanding of their responsibilities will most likely be established when the contribution of each of them is evaluated and supported from the outset.

Main part

The process of developing a new service consists of several steps, which reflect the necessary combination of adherence to formalities, flexibility and stages required to go to market in order to increase the rating of a new service.

1. Description of the problem
2. Forming an idea
3. Defining the concept
4. Analysis and selection
5. Concept development
6. "Layout" and working check
7. Market testing
8. Formation of infrastructure
9. Market introduction
10. Post-submission check

- **Description of the problem.** Usually a company has no difficulty in coming up with new ideas. Difficulties arise when choosing effective ideas for the further development of the service. A successful approach to the idea of creating a new service begins with determining the composition of customers or needs that exist in the market. In order to bring the idea of a new service to life, it is important to fully understand and describe the problem. This stage is based on market research.

- **Idea formation.** With a clear description of the customer's problems, a group of people sitting in an office can come up with hundreds of ideas. But the company should break away from closed meetings and look for ideas from sources such as salespeople, existing and potential customers, partners, competitors. The team that creates new services, when forming an idea, should focus primarily on the market. This will define the customer-facing concept.

- **Definition of the concept.** The approved idea should take clear outlines, directions for its implementation and achievement of the final goal. This is the stage of defining the concept of a new service. This stage can be very difficult due to the fact that it is not known what problems may arise in connection with the new service. However, in defining the concept, it is at least necessary to identify the potential benefits and describe "what it is". But this can be done only with the help of the client.

- **Analysis and selection.** Before investing money in the concept of developing a new service, spending time, it is necessary to analyze and select the concepts with the greatest potential, corresponding to the strategic goals of the company. The analysis performed allows us to assess potential income and profit, market size, external environment, costs of developing a service and providing it to a client, and, finally, assessing the real capabilities of the company.

- **Concept development.** The assessment of possible internal and external results obtained at the stage of analysis and selection can make changes in the definition of the concept, only after that it is possible to start developing it. The concept development process includes a detailed

description of the components of the service and the benefits from its provision, an assessment of the customer's purchasing capabilities and market size, estimated costs, an analysis of the state of competitors. In addition, all important support systems and processes should be developed at this stage. When preparing a working draft of a new proposal, the development team of a new service can present the concept they have prepared for discussion by other employees, as well as in order to establish feedback with a potential customer.

- **"Layout" and working check.** In addition to the detailed written description, the development team must prepare a mockup of the service delivery process. For example, a well-known hotel system set up a "room of the future" to test new services on it. Most apparel manufacturers and repair companies use mock-ups to determine how new systems work best for their customer service program. This phase provides feedback to assess the value, potential benefits, major barriers and costs of developing a new service. He also prepares the company for market testing.

- **Market testing.** Once the perceived benefits of a new concept have been assessed, service developers often seek to immediately bring the service to market. But rushing to market a new service can threaten its success. Therefore, the opinions of customers about this service are very important before introducing it to the market. For this purpose, the prepared system should be tested. Does the new type of service match the internal capabilities of the company? Will the company be able to take its position in the market? Will she be able to maximize her productivity? Will this strengthen the company's position? Does the service meet financial goals? Will the customer accept it? Before introducing a service to the market, developers must answer these questions.

- **Formation of infrastructure.** If market testing is successful, the company can begin building the necessary infrastructure. To prepare for the production of an industrial product according to quality standards, large investments are often required. When creating the infrastructure of any service, much attention is paid to the structure, systems, process, people -

which also requires significant financial investments. [Investments in training and education](#) in this case, they will pay big dividends in the future.

- **Market introduction.** The quality of the new service at the time of its entry into the market determines whether the new offer will be successful or will fail. To achieve a high level of quality, the company should use a dedicated small team to provide this service, have a limited customer base, sufficient time, direct communication with the main customers and immediate feedback.

- **Checking after submission.**

A company that has introduced its new type of service to the market must determine what additional changes are necessary to maintain competitiveness and successful operation. Reviewing the service's performance over 6-12 months will determine if it meets the financial and strategic goals.

References

1. The Constitution of the Republic of Uzbekistan. - T., "Uzbekistan", 2014.
2. Law of the Republic of Uzbekistan "On Protection of Consumer Rights" April 24, 1996
3. Law of the Republic of Uzbekistan "On Tourism". August 20, 1999
4. Decree of the President of the Republic of Uzbekistan No. PF-4947 dated February 7, 2017 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan".
5. Resolution of the President of the Republic of Uzbekistan "On measures to further simplify the microcredit system for enterprises and the population" dated March 17, 2017 No. PP-2844.
6. Decree of the President of the Republic of Uzbekistan. "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan" December 2, 2016 No. PF-4861.
7. Resolution of the President of the Republic of Uzbekistan. "On the organization of the State Committee for Tourism Development of the Republic of Uzbekistan, December 2, 2016, No. PP-2666.
8. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to

organize the activities of the Guarantee Fund for the Development of Small Business" dated April 10, 2017 No. 198.

9. Decree of the President of the Republic of Uzbekistan "On the establishment of the institution of the Commissioner under the President of the Republic of Uzbekistan to protect the rights and legitimate interests of business entities." May 5, 2017 No. PF-5037.

10. Akbarova Z. Statistics of the market of goods and services. Toolkit. T.: Publishing house of the Literary Fund of the Union of Writers of Uzbekistan, 2004. –144 p.

11. Biryakov M.B. Introduction to tourism. St. Petersburg: Publishing Trade House "Gerda", 2015

12. Durovich A.P. Marketing Research in Tourism: A Study Guide. - SPb.: Peter, 2008. -- 384 p.

13. Ibragimov R. Marketing. Textbook.- T.: Shark.-2002.-256 p. -14.8 b.t.

14. Ivatov I. Restaurant economy in the tourism sector. Study guide -T.: TSUE. 2008. -- 131 p.

15. Kvartalnov V.A. Tourism: Textbook. - M.: Finance and statistics, 2003.-320 p.

16. Kotler F., Bouen Dj., Meykenz Dj. Marketing. Hospitality. Tourism: Textbook for universities. Second edition. - M.: UNITY - DANA, 2002. -- p. 1063

17. Pardaev M.K., Atabaev R., Pardaev B.R. Opportunities for the Development of Tourism. T.: Science and Technology. 2007.32 p.

18. Tukhliiev N., Abdullaeva T. National model of tourism development. –T.: State. Sci. Publishing house "National Encyclopedia of

Uzbekistan", 2006. - 386 p.

19. Urazov K.B. Development of services and tourism: problems and solutions. Monograph. - T.: "Economics and Finance", 2008. Chapter 8. - Pages 219-242.

20. Chudnovsky A.D. "Tourism and hospitality industry", - M: EKMOS, 2015-400 p.

21. Bogolyubov V.S., Orlovskaya V.P. Tourism Economics: Textbook. 3rd ed .. M.: Publishing center "Academy", 2008. - 192 p.