

TYPES AND CHARACTERISTICS OF GUEST ACCOMMODATION FACILITIES

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Abstract. This article examines the theoretical foundations of the development of hotels and family guest houses, their role in tourism infrastructure, and their economic significance. The study analyzes the advantages and disadvantages of hotel enterprises and family guest houses, service quality, management efficiency, and foreign experience. In addition, the importance of digital technologies, marketing strategies, and regional tourism opportunities in the development of the hospitality industry is substantiated. Based on the research findings, scientific and practical recommendations for the development of hotels and family guest houses were developed.

Keywords: Hotel industry, family guest house, tourism, hospitality, service quality, tourism infrastructure, digital technologies, marketing strategy, regional tourism, service activities.

Introduction. Today, the tourism and hospitality industry is one of the most important and rapidly developing sectors of the world economy. One of the main components of the tourism infrastructure is guest accommodation facilities, which serve as temporary accommodation, recreation and additional services for tourists. Guest accommodation facilities are one of the main factors determining the quality of tourism services and play an important role in ensuring the comfort and safety of tourists during their trip. With the development of the hospitality industry, the types of guest accommodation facilities are also expanding. In modern tourism, hotels, motels, hostels, apart-hotels, resort hotels, family guest houses, campsites and other accommodation facilities offer tourists services that meet various needs and financial capabilities. Each of these facilities differs from each other in terms of service provision, infrastructure, pricing policy and target customer segment.

As a result of reforms being implemented in the Republic of Uzbekistan to develop tourism and expand hospitality services, the number and types of accommodation facilities are increasing. Especially in historical cities and tourist areas, family guesthouses, boutique hotels and eco-tourism facilities are actively developing along with modern hotels. This, while expanding the choice of tourists, serves to improve the regional tourism infrastructure.

The specific characteristics of guest accommodation facilities are determined by their level of service, location, types of services, pricing and management system. For example, while hotels are distinguished by professional management and services based on international standards, family guesthouses provide a national atmosphere and an individual approach. Hostels, on the other hand, are convenient for young tourists and students with their affordable prices.

The relevance of this topic is explained by the need to scientifically study the types of guest accommodation facilities, determine their place in the tourism infrastructure and analyze the characteristics of service provision. Also, the issues of developing accommodation facilities that meet the requirements of modern tourism and improving the quality of service are of important scientific and practical importance.

Literature review. The issues of organizing guest accommodation facilities and hospitality services have been widely studied in the fields of tourism economics, hospitality management, and services marketing. Scientific studies by foreign and domestic scientists have analyzed the economic efficiency, service quality, and role of accommodation facilities in tourism development.

Philip Kotler, in his theory of services marketing, emphasizes that hospitality services should be organized in accordance with the needs of consumers. He substantiated that the success of accommodation facilities depends on the quality of service, convenience and marketing strategy.

John Swarbrooke and Susan Horner highlighted the importance of guest accommodation facilities in the tourism infrastructure and analyzed their impact on the development of regional tourism. In their opinion, the diversity of accommodation facilities is an important factor in increasing the flow of tourists and strengthening the competitiveness of tourist areas.

Russian scientists A.D. Chudnovsky and M.A. Zhukova studied the management system, service quality and marketing activities of hotels and other accommodation facilities in the development of the hospitality industry.

In the scientific works of local scientists, the issues of developing tourism infrastructure in Uzbekistan, modernization of the hotel industry and support for family guest houses have been widely studied.

Research methodology. This study used methodological approaches aimed at studying the types and specific characteristics of guest accommodation facilities. The theoretical basis of the study was scientific views on tourism economics, hospitality management and service marketing.

During the research, the role of accommodation facilities in the tourism infrastructure and their interrelationships were analyzed based on a systematic approach. Using analysis and synthesis methods, the characteristics of hotels, hostels, motels, family guest houses and other accommodation facilities were summarized.

Foreign and local experiences were analyzed using the comparative method. Using statistical analysis, the flow of tourists, the number of accommodation facilities and the volume of services were studied. The advantages and disadvantages of accommodation facilities were assessed using the SWOT analysis method.

Analysis and results. The analysis shows that the development of modern tourism is increasing the diversity of guest accommodation facilities. Hotels are distinguished by high quality of service, modern infrastructure and a professional management system. They occupy an important place in servicing mainly business tourists and international guests.

Family guesthouses are becoming popular among tourists due to their national atmosphere and individual approach. They are especially important in the development of rural tourism and ethnotourism.

Hostels are developing as a means of affordable accommodation for young tourists and students. Their main advantage is economic convenience, while their disadvantage is the limited range of services.

Motels are located along highways and are convenient for transit tourists. Resort hotels specialize in recreation and health services.

During the analysis, it was found that the quality of service, marketing activities, and the level of implementation of digital technologies in some accommodation facilities are insufficient. At the same time, changing tourist needs require the introduction of new types of services.

Conclusions and suggestions. As a result of the research, it was found that guest accommodation facilities are an important component of tourism infrastructure. Their diversity is important in meeting the various needs of tourists and developing the tourism services market.

Hotels, family guesthouses, hostels and other accommodation facilities differ from each other in their specific form of service provision and target audience. At the same time, they all serve to create comfortable living conditions for tourists. Based on this, it is appropriate to put forward the following proposals:

- Improving the quality of service based on international standards;
- Widely introducing digital booking systems;
- Upgrading the skills of hospitality workers;

Developing regional tourism infrastructure;

Supporting family guesthouses and eco-tourism facilities.

In conclusion, the development of guest accommodation facilities based on modern management principles will improve the quality of tourism services and strengthen the country's competitiveness in the tourism market.

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