

THE FUTURE OF THE HOTEL BUSINESS

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Annotation: It is important to know how our rapidly growing hotel business will respond to these challenges and what trends it will define for its future. Below are some facts about the impacts on the hotel business and the new era of hospitality. This article also contains information about the attention being paid to the hotel business in Uzbekistan.

Key words: ecological accent, digital technologies, concierge robots, smart devices, smart watches, conscious consumers, social impact, global trends, modern traveler.

It is no secret that the tourism industry is one of the most important sectors of the country. The tourism industry is a very large sector. These include catering, accommodation, guide, and transport services. One of the integral parts of this industry is the hotel industry.

A hotel is a large room in a residential building specifically designed for guests. The earliest buildings date back to Assyria (10th century BC).¹

The age we live in is the age of technology. In recent years, tourists have been demanding personalized service, innovative technologies and environmentally friendly solutions. This is also evident when booking online. It is noted that the number of online bookings by tourists increased by 40%, and when booking, the hotel approached its business activities with an environmental focus. Such species are mostly observed by European tourists.

It is important to us how the growing hotel business will respond to these problems and what trends it will determine its future. of course. Below we will look at some facts about the impact on the hotel business and the new era of hospitality.

The future of the hotel business is being shaped by several global trends and technological innovations. Technology is transforming the hospitality industry through an individual approach to tourists, creating effective and memorable experiences. Digital technology is changing every aspect of the era, from booking to setting up a target hotel.

There are several other technological priorities.

Automation of the process. Self-service: guests can register using special terminals or mobile applications and receive a numbered key themselves. This saves time and allows employees to focus on unresolved internal tasks.

Concierge jobs-intelligent staff provides information about the hotel, the city and the restaurants in it. Performs tasks such as booking seats in restaurants, buying theater tickets.

Smart devices. Smart speakers and TVs in the hotel room allow tourists to control the lighting, temperature and other functions in the room. Building management with the help of systems; provides convenience and efficiency in hotel lighting, automation of climate control. Such

¹ UzNE. Volume One. Tashkent, 2000.

technologies, creating great comfort, further enrich the guest's impression and bring pleasure in the services provided. Reduction of economic costs; optimization of energy consumption, automation of processes lead to a reduction in the number of errors. Further advancement in the competitive arena gives you a great advantage over others. Further requirements are to customize the service. It is the specific guest orientation of the displayed offers. From choosing a hotel room to consulting on various entertainment services.

Booking, check-in and check-out via mobile apps also make modern hotels more attractive. Because a very large part of the world's population prefers to use smartphones in their daily lives, rather than computers or laptops.

Changing customer needs requires the adaptation of the hotel business to new realities. Modern travelers are becoming more demanding. They are looking not only for places to stay overnight, but also for unique experiences, knowledge, and unforgettable experiences.

Conscious consumers. Customers are increasingly choosing eco-friendly hotels. Important factors include the use of environmentally friendly materials, waste sorting, energy conservation, and support for local producers.

Social influence. Travelers want their trips to have a positive impact on local communities. Hotels that support social causes and promote local businesses are becoming increasingly popular. The hotel business is experiencing rapid development, which is determined by new technologies, changing customer needs and global trends.

Boutique hotels, unique designs and interiors that reflect local culture, and offering the opportunity to preview the hotel through virtual reality (VR) can further increase hotel customer engagement.

Here are some facts about the state of the hotel business in Uzbekistan and the attention paid to it by the state.

The tourism and hotel industry in Uzbekistan has undergone significant changes in recent years, which is associated with economic reforms, modernization work and strategic marketing initiatives. As an important component of the national economy, this sector makes a significant contribution to GDP and employment, while serving as a cultural bridge between Uzbekistan and the world community.

Uzbekistan's tourism sector was formed through economic reforms aimed at liberalizing markets and attracting foreign investment. With the acceleration of economic modernization policies, the services sector - especially tourism and hotels - has made a significant contribution to national development. In particular, according to the Statistics Agency, a total of 8.2 million foreign citizens visited Uzbekistan for tourist purposes in 2024. In January-December 2023, 6.6 million foreign citizens arrived in Uzbekistan for tourist purposes.

In addition, Shavkat Mirziyoyev announced that Uzbekistan's gross domestic product increased by 6.5% in 2024, reaching \$115 billion. It is noted that foreign investment increased 1.6 times to \$34.9 billion, 242 large and medium-sized projects worth \$10 billion were launched, and exports reached \$27 billion for the first time.

The expansion of transport networks, including the modernization of airports and railways, has helped improve regional and international connections. With the increase in the number of medium and premium hotels, cities such as Tashkent and Samarkand now serve as centers for business and leisure travel.

In particular, as of January 1, 2023, 1.1 thousand hotels and similar accommodation facilities were operating in the republic. Of these, 1,088 thousand are hotels, 15 are motels and 64 are other places intended for short-term accommodation.

The government has created a number of facilities for entrepreneurs to develop the hotel industry

For example, Kapital.uz Uzbekistan provides subsidies for the construction and renovation of modular hotels. The procedure will be covered by the Tourism Development Fund from October 1, 2024 to December 31, 2026. Subsidies will be provided to newly established modular hotels with a certificate of conformity from October 1, 2024 to November 1, 2026.

Below we will also provide detailed information about the future plans for the hotel business in Uzbekistan.

As of February 1, 2025, the number of business entities in the accommodation and catering sector in Uzbekistan was 26,556. The highest level of entrepreneurial activity is observed in Tashkent city (5,852 units), followed by Samarkand (3,055 units) and Tashkent regions (2,836 units).

From the indicators, it can be understood that the hotel business can be further developed in these regions. In particular, the government has begun to adopt certain decisions.

In particular, as stated in the selector with the participation of President Mirziyoyev, 23 prestigious hotel brands from the world are entering Uzbekistan. Among them are such famous hotels as "Swissôtel", "Sheraton", "Ritz-Carlton", "Novotel", "Pullman", "Marriott", "ibis", "Mercure".

"Next year, the number of guest seats will increase by another 30 thousand. Entrepreneurs are ready to invest 10 trillion soums in this," Shavkat Mirziyoyev noted in the press service.

It was recently announced that the "Chorvak Darvasasi" tourist complex is being built on the banks of the Chirchik River. The project area is 25 hectares and is scheduled to serve more than 5 thousand people.

In Chorvak, Azerbaijani businessman Emin Agalarov, in collaboration with foreign companies, will also build the "Sea Breeze Uzbekistan" international tourism center. This was reported by the Presidential press service.

In particular, business centers, modern hotels and a hotel complex will be built in the Yakkasaroy district. This was reported by the khokim of the Yakkasaroy district Nilufar Allabergenova at a meeting with representatives of "Griffin Development". The complex will include three 16-story business centers, a modern hotel, a consumer service complex and residential buildings with developed infrastructure.

The total investment volume is \$70 million, and the construction area is 0.63 hectares.

From the above facts, it is clear that the development of tourism, including the hotel business, is a constant focus of attention of our state.

We are witnessing how traditional hotels are changing in accordance with the requirements of the modern traveler. The future of the hotel business promises to be interesting and dynamic. Hotels that are able to adapt to new realities, innovate and create unique services for guests may have every chance of success.

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