

## Preparation of Specialists of the Hotel Complex Analysis of the Quality of Services

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**Abstract:** The theoretical foundations of a number of other issues, such as the development of the tourism sector, the training of highly qualified personnel operating in this field, the integration of Higher Education, Science and production and hotel services and their activities, the types and quality of services provided, the hospitality industry, advantages and disadvantages in guest service, problems, issues of cluster and competition market development have been analyzed.

**Keywords:** tourism, consumer, hotel, management, quality.

Modern tourism education is faced with a serious task of improving the forms and methods of training specialists who take into account the growing demands of service consumers on employees and service standards. E.N.Trofimov noted that "it is modern personnel who are able to significantly improve the local tourist product, make it better, more durable and stable."

With the increase in the flow of tourists in the world, the need arose to approach the processes of organizing quality tourist services with greater caution. To ensure customer satisfaction, hotel businesses standardize approaches in the matters of service delivery, management and quality assurance and control of services. In the following years, large international hotel networks in different countries of the world (Hilton, Marriott and others) began to pass the procedures for confirming the compliance of their services with international quality management standards.

Often hotels around the world are certified for compliance with the following international standards:

ISO 9000-Quality Management System;

ISO 10002-Customer Satisfaction Management System;

ISO 14000-Environmental Management System;

OHSAS 18001-Occupational Health and Safety Management System;

ISO 22000 is a Food Safety Management System.

Information about the hotel certificate appears in the media from time to time.

However, information about the availability of certificates of the voluntary certification system is often not available to consumers of hotel services. An analysis of data provided on the official websites of major international and Uzbek hotel networks (Hilton Worldwide, Marriott International, Radisson Hotel Group, Accor Hotels, etc.) conducted as part of this study showed that there is no information about certified services. Perhaps this information is not considered by the management of Hotel Enterprises as a necessary informational influence on the consumer or a competitive advantage that should be published in official sources. The explanation of such a policy is that the quality management system, introduced at the enterprise and running smoothly, makes it possible to standardize and regulate processes, which is manifested in satisfying the needs

of customers. In the field of Tourism and hospitality, more international standards appear every year, and the most prestigious international organizations (IH & RA, UNWTO, ICCA, etc.

The introduction of quality standards significantly increases the requirements for employees of the hotel industry. Thus, in accordance with the recommendations of the UN World Tourism Organization (WTO), a national hotel classification system has been developed in many countries of the world, which provides for the requirements for the material and technical equipment of the hotel and the fund of its rooms. It also makes requirements for hotel employees to provide quality service.

Uzbekistan's hotel classification system provides for the requirements for the mandatory availability of residential premises of higher educational institutions for the heads of the upper and middle divisions. Hotel employees must have at least a secondary professional education. Depending on the category of hotel, the management team is required to have a special education in the hospitality industry. The more hotel stars, the more the share of managers should have a diploma in hospitality management.

In addition, the system provides for regular (once every three years) retraining or professional training of management and maintenance personnel. According to surveys, 66% of specialists regularly believe in the need to improve their professional qualifications, since it is very important to be able to adapt to constantly changing conditions. In addition, senior employees must have at least 3 years of experience in the hotel business. Such an approach by itself does not guarantee quality service to guests, but it indirectly indicates that an informed management team and a constant increase in the qualifications of service personnel can indeed provide effective hotel management and quality service.

An important requirement for employees is knowledge of foreign languages. This factor should be taken into account by specialized educational institutions that train middle-tier specialists, bachelors and Masters for the tourism and hospitality industry. Thus, for low-class hotels, employees usually know enough English to allow them to perform functional tasks.

High-level service and hotels that claim the appropriate category must provide an unobstructed (by language) service to their guests. In five-star hotels, both the head of the hotel and the staff who are in contact with the guest are required to know two or more foreign languages.

The languages of international dialogue are officially established languages of the United Nations. Since 1946, these have been English, Arabic, Spanish, Chinese, Russian and French.

So, managers and employees who have direct contact with the guest in hotels of Uzbekistan should know the other two of those listed, in addition to Russian. It is for this parameter, along with the educational profile, that hotels receive the highest score, which allows them to correspond to higher categories according to the accepted hotel classification system.

In order to ensure the quality of guest services, in accordance with the standards of the classification system, hotels develop and apply the company's internal standards. At the very least, in general and individual cases associated with the nuances of the guest service process at the hotel, it is necessary to introduce standards that make requirements for the appearance of employees and the norms of their behavior.

In any Russian hotel, standards should be adopted that describe safety standards, as well as standards for technologies operating in certain services.

According to experts classifying hotels, this employee assessment is often a “barrier”, which does not allow the hotel to receive a higher category, even if it has an ideal material and technical base.

From this we can conclude that it is necessary to change the current system of training personnel for the tourism and hospitality industry. Despite the fact that about 400 educational institutions in Uzbekistan are preparing specialists for the tourism sector, in the Republic this is not enough.

Scientists say that people who do not have a special education often go to work on tourism, which becomes the basis for the fact that consumers of tourist and hotel services are not provided with quality services.

Currently, the main professional educational programs of specialized educational institutions, in accordance with the state educational standards of the generation of '3++', should form universal, general professional and professional competencies in students, which clearly regulate the requirements of Professional Standards a set of Labor functions, knowledge and skills that a specialist of one or another skill level should have.

Among them, for example, competencies in the field of Tourism and hotel activity technologies, management, quality assurance, marketing, economics, law and service security. In addition, the subjects in the curriculum should also take into account the current conditions inherent for the current time in the market of Uzbekistan and international tourism services.

About 10 professional Standards have been developed and approved in the hotel business, including, for example, "Head / Manager of a hotel complex / hotel network", "head of a catering enterprise", "reception and placement worker", "waiter" / bartender", "servant", etc.

However, it is assumed that in the future, the document on education received after Education will not be enough. To get a suitable job, a graduate of an educational institution will also need to confirm his qualification in one of the Centers of independent assessment of his qualifications, which will allow him to be competitive in the labor market. For this reason, educational institutions must revise their approach to implementing their educational programs by moving to more practice-oriented forms to form the competencies required by employers in students.

Training specialists for the tourism industry is becoming a condition for ensuring the quality of services provided to consumers. Giving a practical character to the process of training future specialists of the tourism industry is possible not only through compulsory internships at enterprises, interns learn the basic requirements and specifics of quality service, but also by involving employees of the field of practice in the educational process as a specialized science teacher.

Such specialists can regularly conduct practical classes or periodically meet students in thematic master classes. Considering that the activities of the teacher in the practical lesson are subject to three main tasks: "the activation of the student's professional thinking, the development of independent working skills and the formation of the student's need for professional development", the involvement of practitioners from the tourism industry is formed. the professional motivation of students and the desire not only to try itself at the enterprise of the tourism industry, but also to develop professionally in it.

Another innovative way to formulate professional competencies of tourism professionals is the use of professionally oriented tasks, which are considered as problem situations based on the professional activities of a travel industry employee and contain the necessary and sufficient information to solve them during conditional repetition during practical training. There are three types of professionally oriented tasks, each of which is determined by the characteristics of the subject under study and is based on the principle of compliance of an employee of a tourism industry enterprise with labor actions. Among them: Management, Production and service professionally oriented tasks.

The advantage of this method of teaching is that the problem situation considered within the framework of a professionally oriented task during the lesson allows the student to conditionally be in the place of a specialist and imitate the performance of his Labor function.

Thus, in order to solve the existing problems in professional tourism education, it is necessary to form close cooperation with specialized enterprises, which will become the basis for the practice of students; to involve industry professionals in the educational process and use more showy and practice-oriented forms in training, which will allow not only to form competencies necessary for the performance of development among students.

In turn, such an approach solves the problems associated with ensuring the quality of service to consumers of tourist and hotel services.

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