

## **Importance of the Quality Staff Training in Hotel Industry (On the Example of Bukhara Hotels)**

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### **A B S T R A C T**

*The article proposes the importance of the quality staff training in Bukhara hotels industry. The scientific article is focused on ways to improve the quality of staff in the hotel industry, it is assumed that the better the quality of staff in the hotel industry, the better the quality of hotel services and the potential growth of potential customers in the future plays important role in competitive hotel market. In addition, author explained about project how to train hotel staff in critic situations.*

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### **INTRODUCTION**

The development of the quality of hotel services depends on the hotel staff, in this regard, the President of the Republic of Uzbekistan in January 5, 2019 PF 5611 to improve the system of training, retraining and advanced training for the network, to improve the system of professional development in the field of tourism through the involvement of foreign experts in the educational process, as well as to organize a system of professional development in the field of tourism, including educational institutions in the regions increase the number; measures such as opening branches of leading foreign universities to train personnel in the field of tourism were highlighted as an important source.

The implementation of the above measures will help to create an integrated system of professional training, improve the quality of education and services, and meet the needs of highly qualified managers, administrators, operators and waiters<sup>1</sup>.

The research article is devoted to the ways of qualitative development of the existing hotel staff in Bukhara based on foreign experience, especially to the solution of the current problem of remote development of staff in a pandemic.

Many tourism companies especially hotels consider employees as an auxiliary component of the company and do not pay enough attention to their management. This is because in tourism enterprises, employees are an integral part of the enterprise, the product, and for this, businesses charge customers. For example, in a hotel, a guest pays not only for accommodation, security, cleanliness, but also for the attention of hotel staff.

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<sup>1</sup> Decree of the President of the Republic of Uzbekistan No. PF 5611 of January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan"

At the same time, great work has been done in the field of tourism in our country to train personnel in the field of tourism. Extensive work has been done in this area to improve the system of training, increase efficiency, train international personnel in the field of services, tourism and hotel business and management. The process of ensuring a direct link between the supply of educational services and the economy's need for these personnel in the training of economists, its scale and proportions will change as the national economy moves towards innovative development.<sup>2</sup>

## LITERATURE REVIEW

Kovaleva N.I., Nikolskaya E.Y., Elyutin I.Y., Jones P.E., Elliot S.M., McCartiny W.E., and others have made significant contributions to the development of this subject.

In particular, Kovaleva N.I., Nikolskaya E.Y. the growing attention to personnel and their responsibilities, as well as the effective interaction between its members, in recent years in the scientific literature has replaced the term "human resources" in the scientific literature. However, there is no clear distinction between the term "personnel management" and the term "human resource management". Foreign experience suggests that the term "human resource management" is outdated, while "human resource management" is a new term that professional HR managers need to work with<sup>3</sup>.

According to Elyutin I.Y, consulting Human potential, leadership skills, goal setting and effective resource management are key to an organization's success. Participate in efforts to improve the quality of service, professional knowledge and skills of hotel professionals, their willingness to work diligently, the formation of corporate ethics and culture, responsibility for the performance of official duties, the quality of services provided is one of the most important aspects of the hotel business. To develop these qualities, hotel staff are advised to carry out professional training through intensive programs, the main purpose of which is to improve the skills of staff and achieve the best performance at work<sup>4</sup>.

According to Uzbek scholars Sunnatova S.A., the purpose of studying personnel in the field of tourism is to teach, the specifics of the organization of staff in tourism enterprises and ways to solve problems that arise in this process, as well as to form in them a passion for leadership and organization. To achieve this goal, the following tasks must be addressed: personnel management in tourism enterprises in a market economy; to further enhance the role of the human factor, to organize and manage the professional development of employees, and to implement personnel innovation, work ethic, staff safety and the organization of personnel management in tourism enterprises on a scientific basis; to develop sufficient knowledge and skills of the staff, etc<sup>5</sup>.

Scientists such as H.Abdurahmanov, SH.R.Kholmominov, A.B.Khayitov, and A.M.Akbarov noted that in the labor market, if the demand for labor, especially skilled labor, exceeds the supply, the amount of wages would be higher. In this case, the organization will liaise with partners who will train a skilled workforce. This usually requires close collaboration with educational institutions, employment centers and employment services. The passive way of meeting staffing needs, in contrast, is explained by the large supply of labor in the labor market. In this case, vacancy announcements are made through the media. Measures will also be taken to fill vacancies at the expense of existing employees of the organization, they said<sup>6</sup>.

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<sup>2</sup> Sunnatova S. A. Q. Turizm sohasida kadrlar tayyorlash muammosi va ularga qo'yilgan talablar //Scientific progress. – 2021. – T. 2. – №. 3. – С. 751-755.

<sup>3</sup> Ковалева Н.И. Никольская Е.Ю. Повышение качества гостиничных услуг на предприятиях индустрии гостеприимства, Научный Вестник МГИИТ, 2015, №3, С. 6-14

<sup>4</sup> Елютин, И. Ю. Эффективное управление персоналом в гостиничном бизнесе. In *ББК Ч 448.0, 466Я4 П 56 Организационный комитет конференции* (p. 248).

<sup>5</sup> Sunnatova S. A. Q. Turizm sohasida kadrlar tayyorlash muammosi va ularga qo'yilgan talablar //Scientific progress. – 2021. – T. 2. – №. 3. – С. 751-755.

<sup>6</sup> Q.X.Abdurahmonov, SH.R.Xolmo'minov, A.B.Xayitov, A.M.Akbarov., "Personalni boshqarish" // Darslik // Toshkent-2013, 89-bet

## METHODOLOGY

Author used in the research paper methods such as analysis and synthesis, comparative analysis, observation, and questionnaire. The findings of the study will play an important role in improving the quality of training in the hotel and will further improve the quality of service in the hotel business in the future.

## RESULTS AND DISCUSSIONS

Today, the tourism industry of Uzbekistan is achieving high results: the number of foreign tourists is growing, domestic tourism is developing rapidly, the industry-related infrastructure is being formed, the export of services is growing. and combines science, education and business. Today, the country is actively working to develop tourism, reform the financial, economic and organizational framework for the development of the tourism industry.

The growing role of tourism in the development of the potential of the country's economy requires a scientific understanding of it, the justification of the ongoing processes, the creation of a clear system of training, mastering modern models of professional tourism education. Because the shortage of highly qualified specialists who meet world standards is the main obstacle to the development of tourism in our country<sup>7</sup>.

To further develop and increase the efficiency of tourism potential of Bukhara city and Bukhara region, to create more favorable conditions for tourists to get acquainted with the unique historical, cultural and architectural heritage sites and to ensure the rapid development of modern tourism infrastructure in the region and to expand the list and improve the quality of transport services: to organize seminars and master classes for teachers of professional colleges, employees of the tourism industry and transport organizations with the wide involvement of foreign specialists and experts in order to improve the quality of tourist services; It is planned to provide training for the tourism industry of the city of Bukhara and Bukhara region.

In addition, the resolution provides for the organization of periodic (at least twice a year) short-term training courses (on a contractual basis) for employees of tourism organizations to train highly qualified personnel in the field of tourism (by the State Committee for Tourism Development (so called in 2017), Bukhara State University). Organization of training and retraining of teachers of professional colleges, employees of the tourism industry in the State Unitary Enterprise "Republican Center for Professional Development and Retraining in Tourism" (State Committee for Tourism Development, Bukhara regional administration), for employees of transport organizations to improve the quality of tourist services organization of free courses (by the Agency for Road and River Transport, the State Committee for Tourism Development, transport entities), the type of participation in the provision of tourist services with the involvement of international experts Measures to organize and conduct seminars and workshops for tourism entities (by the State Committee for Tourism Development, tourism entities)<sup>8</sup>.

Nowadays, knowledge of several foreign languages does not provide 100% service for employees and other staff, but practice shows that minimal knowledge is still required to communicate with customers. Therefore, it is common for many high-end hotels to offer an English teacher who works with all categories of staff. Due to the increase in the flow of tourists, mainly from France, Germany, Spain, Japan and South Korea, hotels offer classes in French, German, Spanish, Japanese and Korean categories of staff.

One of the main features of the trainings is that psychologists in hotels, the purpose of which is to learn to avoid conflicts and to keep a smile on the face of staff even during long hard work, often hold seminars. After all, one of the most common complaints from customers in high-end hotels is the smiling staff.

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<sup>7</sup> <https://m.kun.uz/uz/news/2020/01/10/turizm-sohasi-uchun-kadrlar-yetishtirish-muammolari-muhokama-qilindi>

<sup>8</sup> On measures to accelerate the development of tourism potential of the city of Bukhara and Bukhara region in 2017 - 2019. Resolution of the President of the Republic of Uzbekistan, No. PP-2980 of 19.05.2017.

Prospective employees who have shown themselves during the work will be sent to specialized educational institutions (at the expense of the hotel) for retraining or advanced training. Those who successfully pass the exams will be awarded a certificate or certificates recognized by other chain hotels depending on the number of academic hours.

In addition, skills development programs for hotel employees will be developed in collaboration with specialized educational institutions. In planning the training, great attention is paid to the problems of personnel management, service standards in the hotel industry, the psychology of customer communication<sup>9</sup>.

Thus, the advantages of trainings, in particular:

Impact on employees: increase the level of job satisfaction, contribute to the growth of staff morale, and allow employees to achieve the level of an experienced worker in the shortest possible time, increase the psychological flexibility of employees.

Impact on management: increase profits, contribute to the growth of management, maximize the use of resources, reduce the number of complaints, increase turnover, reduce staff turnover.

Impact on the coach: if the staff is well prepared, it facilitates the work of the department head, the training manager receives fewer complaints from the board and guests, the coach develops his management skills.

Impact for all groups: increases productivity, increases guest satisfaction with services, increases revenue.

In accordance with the requirements of the statement of the meeting of the Special Commission of the Republic of Uzbekistan "On preparation of the program of measures to prevent the entry and spread of coronavirus in the Republic of Uzbekistan" dated May 6, 2020 No 21 "Organization of hotel services in pandemic conditions In connection with the approval of the "Temporary Instruction on the establishment of tourist facilities", as well as measures to ensure safe service in hotels.

In this study, a special project was developed, mainly for Bukhara and other regions. Based on the experience of developed countries in the hotel business, a website with special programs and trainings for hotel staff has been developed. The analysis shows that there are currently no online staff training courses in the hotel business in Uzbekistan. The purpose of this project is not to make a profit, but to improve the quality of staff skills. If the project is successful, it is planned to hold paid online seminars in the future.

In addition, the project will provide a regular Blog of information about the hotel business staff.

After the pandemic, many hotels faced some restrictions on attracting business coaches from abroad, both economically and within time limits. In a special project, hotel staff will have the opportunity to improve their skills by taking these courses independently in any situation.

The purpose of the courses organized in this project is to increase the level of professional knowledge of employees, improve their business skills, update their theoretical and practical knowledge to meet the modern requirements of the hotel industry, master modern methods of solving professional problems.

The following factors should be taken into account when building a hotel training system through special trainings:

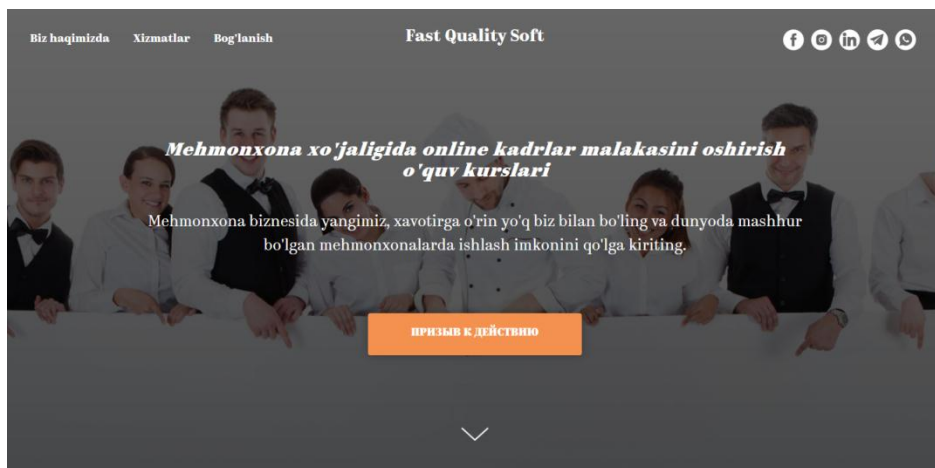
- Training should be linked to the hotel strategy; otherwise, it will not lead to positive results;
- Employees consider special courses and trainings to be an integral part of their work, and to form their perception of them as a privilege rather than a difficult task;
- The need to encourage hotel training;
- Liaise with senior management and department heads to obtain timely information on educational needs;
- Development of a high quality educational product, taking into account the specifics of the hospitality industry and a particular hotel;

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<sup>9</sup> <https://www.radissonhotels.com/en-us/terms-and-conditions>

➤ Monitoring and evaluating the effectiveness of training.

The project consists of the following parts:



Picture-1. Main part of the project







## Loyihamiz haqida

*Bu loyiha asosan pandemiyadan keyin mehmonxona xodimlarining malakasini oshirishga qaratilgan bo'lib, ular masofaviy ravishda o'z tajribalarini oshirishlari mumkin. Bilamizki pandemiyadan keyin ko'pgina mehmonxonalarda malaka oshirish kurslari unchalik ham rivojlanmay qoldi. Bu loyiha maqsadi mehmonxona xodimlar o'z malaka va tajribasini oshirib, mehmonlarga tez, sifatli va toza xizmat ko'rsatishdan iborat bo'ladi.*



Picture-2. Introduction to project

### Bizning xizmatlar

 <p><b>Mehmonxonada administratorlarni tayyorlash kursi</b></p> <p>Mazkur o'quv kursida xodimlar administrativ haqida bilimlarga ega bo'lishlari mumkin. Mehmonxonalar administratorlarni tayyorlash va o'qitish o'quv kurslari asosiy bo'limlarda amalga oshiriladi. Mehmonxonalar sanoati bilan tanishtirish, bron qilish va joylashtirish, ma'muriy xizmat ko'rsatish, mehmonxonalar ichki tartib qoidalarini va mehmonxonalar xodimlari bilan ishlash.</p>	 <p><b>Mehmonxonalarda housekeeping xizmati o'quv dasturi</b></p> <p>Mehmonxonalar xonalarning tuzilishi, mehmonxonalar standartlari bilan tanishtirish, turli tozalash ishlari texnologiyasini, xizmat ko'rsatish odatlari qoidalarini o'zlashtirish.</p>	 <p><b>Restoran va barda xizmat ko'rsatishni tashkil etish o'quv kursi</b></p> <p>Bu kursda xodimlar restoran biznesi bilan bog'liq barcha bilimlarni olishlari mumkin. Asosan kursda mehmonxonalar restoran bo'limida haqida tushunchalarga ega bo'lishadi.</p>
 <p><b>Mehmonxonalar xo'jaligida bugalteriya kurslari</b></p> <p>mehmondo'stlik va turizm tashkilotlarida bugalteriya hisobi, uni amalga oshirish usullari bo'yicha bilimlarga ega bo'lishlari uchun kasbiy qayta tayyorlash, shuningdek, moliyaviy hisobotlarni</p>	 <p><b>Mehmonxonalar biznesida menejerlarni tayyorlash</b></p> <p>Mehmonxonalar menejeri yoki mehmonxonalar boshqaruvi - bir xil kasbning bu ikki nomi personallarni boshqarish san'ati, bir muddatdan ikkinchisiga tezda hal qilib o'tish qobiliyati, iqtisodiy vaziyatni boshqarish va dadil qarorlar qabul qilish oshirish kabi noyab fazilatlariga ega.</p>	 <p><b>Mehmonxonalar qo'shimcha xizmatlar</b></p> <p>Bu bo'limda mehmonxonalar foyda ko'tiradigan bo'limlardan biri qo'shimcha xizmatlar haqida tushunchalarga ega bo'lishadi.</p>

Picture-2. Main services of the project

The pictures above show a brief project structure. And now the design of this website is being developed in such a way that its internal structure is favorable for the audience to master.

So, the main goal of this project is to improve the skills of hotel staff and establish a system of Fast Quality Soft (fast, convenient, clean) for guests.

The courses available in the project include:

**A) *Training of hotel managers and administrators*** - Training and education of hotel managers and administrators is carried out in the following main sections: acquaintance with the hotel industry, booking and accommodation, administrative services, hotel internal regulations and hotel work with staff. Thus, after completing the hotel business courses, the staff is sufficiently prepared to work as a hotel administrator or hotel manager.

***B) Hotelkeeping service training program in hotels***

Course Objectives: Introduction to the design of hotel rooms, hotel standards, the technology of various cleaning operations, the rules of service ethics.

Target audience: Training of qualified hotel staff. Classes are held in the form of lectures, conversations, discussions.

Learning Outcome: An opportunity to start or improve and expand your business!

Duration of training: 11 days. After the data in each stage is assimilated, the information in the next stage is assimilated.

***C) Accounting courses in hotel management***

The purpose of the program is to provide professional retraining of employees in the field of accounting in hospitality and tourism organizations, as well as the formation of practical skills and knowledge in the preparation of financial statements.

**CONCLUSION**

It is advisable to use a comprehensive system of staff training in the tourism enterprise, as it provides the following opportunities: the organization of constant monitoring of the quality and qualification of employees, the creation of a database of their composition and qualifications; staff training throughout the career; create and use teaching materials wisely; personnel selection and their movement planning; prepare the necessary information based on the assessment of staff quality to make sound management decisions on personnel issues.

Under the guidance of more experienced colleagues, each employee undergoes a series of multi-level trainings and then undergoes serious certification. The process of education and training, corporate responsibility and the development of culture continues. For example, special memory improvement programs are widely used in South Korean hotels, where employees learn to remember guests' names, their car numbers, and other information that helps them respond quickly to customer inquiries.

The main principles of working with personnel are: individualization, democratization, informatization, consistency, selection of employees taking into account their psychological suitability, taking into account the wishes of employees in the selection of forms and methods of retraining and advanced training.

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