

ISSUES OF IMPROVING HOTEL AND TOUR GUIDE SERVICES IN THE REPUBLIC OF KARAKALPAKSTAN

Baymuratova Sarbinaz Makhsetovna

Assistant-teacher of the department "Theory and Practice of Translation",

Karakalpak State University

Abstract. *In Uzbekistan, especially in Karakalpakstan, tourism activity has been considered at the level of state policy since the first days of independence. All the necessary organizational and legal mechanisms for the development of the tourism sector were created, important regulatory documents were adopted, and this work is still ongoing. For the development of tourism in our country, it is necessary to create the basis for the formation of the tourism service market to raise it to new levels, to make our country one of the world tourism centers. It should be emphasized that the tourism sector is important for the development of the economy of countries and regions, and that it is one of the priority sectors of the world economy of the twenty-first century. Therefore, the purpose of this article is related to considering the development of tourism in the Republic of Karakalpakstan. In addition, the article focuses on the issues of improving hotel and tour guide services in tourism.*

Keywords: *tourism, tourist, activity, service, Republic of Karakalpakstan, hotel, excursion, tour.*

ВОПРОСЫ СОВЕРШЕНСТВОВАНИЯ ГОСТИНИЧНОГО И ГИД- ОБСЛУЖИВАНИЯ В РЕСПУБЛИКЕ КАРАКАЛПАКСТАН

Аннотация. *В Узбекистане, особенно в Каракалпакстане, туристическая деятельность рассматривается на уровне государственной политики с первых дней независимости. Созданы все необходимые организационно-правовые механизмы для развития сферы туризма, приняты важные нормативные документы, и эта работа продолжается до сих пор. Для развития туризма в нашей стране необходимо создать базу для формирования рынка туристических услуг, поднять его на новый уровень, сделать нашу страну*

одним из мировых центров туризма. Следует подчеркнуть, что сфера туризма важна для развития экономики стран и регионов и является одной из приоритетных отраслей мировой экономики XXI века. Поэтому цель данной статьи связана с рассмотрением развития туризма в Республике Каракалпакстан. Кроме того, в статье рассматриваются вопросы совершенствования гостинично-экскурсионного обслуживания в туризме.

Ключевые слова: туризм, турист, деятельность, услуга, Республика Каракалпакстан, гостиница, экскурсия, тур.

QORAQALPOG'ISTON RESPUBLIKASIDA MEHMONXONA VA GID-EKSKURSOVOD XIZMATLARINI TAKOMILLASHTIRISH MASALALARI

Annotatsiya. O'zbekistonda, xususan Qoraqalpog'istonda turizm faoliyatiga mustaqillikning dastlabki kunlaridanoq davlat siyosati darajasida qaralmoqda. Turizm sohasining rivoji uchun barcha zarur tashkiliy-huquqiy mexanizm vujudga keltirilib, muhim me'yoriy hujjatlar qabul qilindi va bu ish hozirda ham davom etmoqda. Mamlakatimizda turizmning ravnaqi, uni yangi pog'onalarga ko'tarish, yurtimizni jahon turizm markazlaridan biriga aylantirish uchun, avvalo, turizm xizmat bozorini shakillantirishga zamin yaratish lozim bo'lmoqda. Bunda turizm sohasi mamlakatlar va mintaqalar iqtisodiyotini rivojlantirish uchun muhim ahamiyat kasb etishini va u yigirma birinchi asr jahon xo'jaligining ustuvor tarmoqlaridan biri ekanligini alohida ta'kidlash kerak. Shu bois, mazkur maqolaning maqsadi Qoraqalpog'iston respublikasida turizm faoliyatini rivojlantirishni ko'rib chiqish bilan bog'liqdir. Bundan tashqari, maqolada turizm faoliyatida mehmonxona va gid-ekskursovod xizmatlarini takomillashtirish masalalariga ham alohida to'xtalib o'tiladi.

Kalit so'zlar: turizm, turist, faoliyat, xizmat ko'rsatish, Qoraqalpog'iston respublikasi, mehmonxona, ekskursiya, ekskursovod.

Tourism activity in our country has been interpreted as a priority direction of economic development since the first days of independence, and attention to it has risen to the level of state policy. Necessary organizational and legal mechanisms for the development of the tourism industry have been created, relevant regulatory documents have been adopted by the government, and work in this regard is still ongoing [4, 20-23].

Tourist services are a set of actions aimed at satisfying and providing tourist needs, in the field of service, they should respond to the goals of tourism, the nature and direction of the tourist service. According to the requirements of the state standard, tourist services are the product of tourism organizations that are engaged in the activities of meeting the needs of tourists.

In general, tourist services are a kind of invisible goods. The service occurs directly in the process of consumption and does not exist separately, this is the main difference between the service and the material goods. In addition, the goods are brought to the consumer, and in the case of tourist services, the consumer is taken directly to the place where the service is performed. Therefore, the preparation and sale of tourist services is governed by a set of other laws, not on the basis of the laws related to the sale of material goods [3, 6-8].

According to Article 3 of the Law of the Republic of Uzbekistan "On Tourism": "A tour is a set of tourist services in a specific direction (booking, accommodation, meals, transport, recreation, excursion services and other services) provided for specific periods [1].

Furthermore, decision on the approval of the regulation on licensing of tourism activities was adopted by the Court of Ministers of the Republic of Uzbekistan. In accordance with this decision, tourism activities are carried out by providing the following types of tourism services:[2].

hotel services — accommodation facilities (hotels, tourist complexes, tourist bases, recreation areas, boarding houses, camping sites, motels, hostels, national guest

houses and other objects where tourists stay for at least one night) of consumers (renters) services related to providing temporary accommodation and food;

Excursion services - services of organization of excursions accompanied by a guide (guide) on prearranged routes in order to get acquainted with objects capable of meeting the spiritual, intellectual, business and other needs of tourists.

Tourist services include excursions and pokhods. In the Law of the Republic of Uzbekistan "On Tourism": "excursion activity - tourist activity with the help of an excursion leader (guide) on prearranged routes for the purpose of familiarizing with historical monuments, places of interest and other objects" the part regarding the organization of excursions" - it is said. It is said about the guide: "guide (excursion leader) is a physical person who provides excursion - informational, organizational services and qualified assistance to the participants of the tour within the framework of the contract for providing tourist services." Excursion (excursion) can be offered to tourists and excursionists (one-day visitors). An excursion is a tourist service that serves to satisfy the tourist's aesthetic, spiritual, informational and other curiosity needs [1].

Tourism is closely related to excursions. Because the excursion is the intellectual expression of every tourist trip. Usually, when we say excursion, we mean visiting interesting places, visiting historical museums, seeing archeological treasures, etc. Excursions are different and are divided into: [7, 46-53]

1. Excursion tours can be divided into the following classes according to their content: overview, general, multi-plan, thematic, historical, cultural studies, etc.
2. According to the composition of the participants.
3. Venues.
4. Mode of movement.
5. It is divided according to the form of transfer.

The main narrative forms in the excursion are images, sequences, counting and explaining information about objects, revealing the content of interrelationships and connections, interpretation, focusing on the object during the process. The features include guidance, guidance, and guidance on proper object observation. An excursion is an informal form of intercity travel. Relationships are formed during the journey and develop along with its stages. In the process of the excursion, it is important to expand the scope of the relations, the absence of social classes, the attitude of each tourist, and the excursion ensures that these characteristics are conveyed using specific means. Thus, the audience constantly interacts with the guide and objects. And the trip is the result of the relationship between the tour guide, objects and tourists [9, 48-50].

During the tour, there will be signs that separate and unite the audience. The unifying signs are the presence of the relationship between the tourist and the tour guide, seeing, hearing, feeling of commonness, influencing each other (emotion), attraction of common attention, tourists gathered before the trip do not form an audience. Only after attention is drawn to one place, the harmony of the tour audience, good mood in the conditions of their psycho-physiological and social harmony, all of them create the basis for a good excursion. It is known that the concept of excursionists is different. Typological groups are used to determine the level of understanding of tourists: actually tourists are interested in the topic of travel and seek to get the necessary information.

Tourists who not only wait and hear about the trip, but also want to actively participate in it, but for some reason, they come to the trip in a bad mood and are capable of ruining the trip. They came on the trip against their will. These tourists can be called incompetent because they are not very interested in travel. These are the enemies of guided tours. The composition of the tour audience may be the same depending on the profession, age or education. It is determined in psychological processes of thinking, receiving or understanding, memory, meaning and processing and assimilation of information coming from the tour guide to attract the attention of tourists to the trip. Three types of attention are known: with desire, without desire and

after desire. Unwilling attention is focused on thinking about an object, arising without any effort (movement). Attention with desire is the opposite.

A hotel is a building (or complex of buildings) in which a complex technological process takes place throughout the day, where customers are given rooms (or places in rooms), as well as additional services aimed at comfortable, convenient and safe use of hotel products. guaranteed to be displayed.

Factors negatively affecting the development of the hotel system in Karakalpakstan:

- Expensive accommodation prices;
- Lack of qualified staff;
- Inability to fully meet world standards;
- Incompleteness of the hotel's website on the Internet;
- Low employee culture;
- Inability to fully satisfy the needs of customers;
- Services provided in the republican hotel industry are much lower than world standards;
- Infrastructure is not well developed, in particular, the hotel's occupancy rate is low in the regions and lack of modern telecommunication equipment;
- Optimal management and control
- lack of professional services, such as a lack of measures for decision-making.

It is good that the number of hotels operating in our country is increasing. However, it is also important to build these hotels in a modern style and unusual design, to decorate the interior to the extent that visitors will be surprised, and to increase the range of services that satisfy the interest and needs of experienced tourists. For this purpose, it is appropriate to work using foreign experience. For example, the Spanish hotel "Cabanes Als Arbres" fulfills the childhood dream of tourists, that is, this hotel is built in the form of a "hut" on tree branches. Such huts give people the opportunity to rest and relax in nature [8, 339-345].

The following can be suggested regarding the use of hotels from around the world in our country:

- achieving that the existing hotels fully meet world standards;
- careful development of marketing strategy;
- improvement of advertising and promotion work;
- development of constantly updated hotel websites on the Internet and integration into a single network;
- improving the qualifications of hotel staff based on world standards;
- maximum satisfaction of clients' needs, formation of high-level services;
- improvement of the pricing system and so on.

Conclusion. Based on the above information related to the organization of tourism activities, especially hotel and tour guide services, it is possible to come to the following conclusion: the development of tourism activities in Karakalpakstan has an important place in the country's economy. Therefore, it is important to improve this type of activity. It is especially important to improve hotel service in Karakalpakstan, because hotel service includes other types of services. Also, the role of tour guides in showing the nationality of our people to tourists and showing them interesting places in our country is incomparable. Therefore, it is important to improve the service of the line. In general, tourism activity is considered as the main type of activity in introducing the country to the whole world and establishing harmony between nations.

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