



**PROSPECTS FOR THE DEVELOPMENT OF TOURISM AND HOTEL
SERVICES IN THE POST-CORONAVIRUS PANDEMIC**

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ABSTRACT

This article is devoted to the identification of opportunities and the development of reconstruction and diversification, as well as the development of tourism and hotel services enterprises in the post pandemic period.

KEYWORDS: *Consequences Of Coronavirus Pandemic, Tourist And Hotel Services.*

INTRODUCTION

The COVID-19 coronavirus infection, which appeared in late 2019 and early 2020 and is rapidly spreading around the world, continues to have a negative impact on the economy. Not all predictions about the decline of this infection have come true - the spread of infection continues, the second and third waves of coronavirus infection are occurring in many countries, today the fifth wave (Latvia) and reports of coronavirus strains "Britain", "South Africa" and others is increasing, in some countries there are also reports of anti-record cases of coronavirus morbidity and mortality (Russian Federation) in recent days. Recommendations are being made to learn how to live with this disease and to expand the coverage of vaccination against the virus. At the same time, quarantine restrictions remain at various levels and borders between countries remain closed.

From these cases, the conclusion is that a number of processes in the world can not return to the pre-pandemic state, many people save themselves and do not go on unnecessary trips to other countries. This, in turn, will have an impact on international tourism, leading to a decrease in the number of international tourists.

THE MAIN FINDINGS AND RESULTS

It is known that the laws of a market economy work the same in all conditions - demand is the main criterion in the development of this or that industry or, conversely, in the event of a crisis. Therefore, it is very important to develop and implement measures to reduce the negative effects of declining flows of foreign tourists.

Tourism is recognized as a driver of our development in the transition of our economy to sustainable growth. A number of measures, such as comprehensive support for the industry, removal of barriers to increasing the influx of foreign tourists, and promotion of local tourism, are expected to mitigate the effects of the coronavirus pandemic.

This article provides sound recommendations for the development of international and domestic tourism using an analysis of the expected changes in the tourism industry as a result of the negative consequences of the coronavirus pandemic.

Tourism potential of Uzbekistan and opportunities to increase it

In recent years, comprehensive measures have been taken to increase the tourist attractiveness of Uzbekistan. Improvement of the regulatory framework governing the tourism sector, visa liberalization for foreign tourists, landscaping in the areas of tourist routes, positive changes in the tourism infrastructure have served to increase the interest of foreign tourists in Uzbekistan.

At the same time, there are a number of international rankings and indices in the world that assess democracy, the rule of law, and the safety of citizens and visitors. Most ratings are usually published every two years by international NGOs. International ratings and indices are divided into two major groups: socio-economic and political-legal, and Uzbekistan is a participant in most of these rankings. For example, the World Bank's Governance Quality Indicators survey 212 countries around the world and rank countries on 5 indicators; these are indicators of political stability and the absence of violence / terrorism, government efficiency, quality of regulation, rule of law and public opinion, and accountability of public authorities.

A number of indicators that are important for the world tourist community show that the attractiveness of Uzbekistan is growing. In particular, the recognition of Uzbekistan as the winner of the National Geographic Traveler Awards in the field of gastronomic tourism, the inclusion of Lonely Planet in the list of the best destinations in Asia for the first time, the World Tourism Organization (UNWTO) in 2019. The fact that Uzbekistan ranks 4th among the top 20 fastest growing countries in the industry, 46th among 180 countries in the world and 1st among the CIS countries in the ranking of safe countries for tourists is a clear proof of our opinion.

In addition, Uzbekistan ranked 5th in the Solo Travel Safety Report 2019 in terms of safety for tourists traveling alone. Research House of Asia Media has recognized Uzbekistan as the country with the richest history in Asia. At the Grandvoyage Tourism Awards in Madrid, Uzbekistan took first place in the nomination "The best developing tourism destination". The British newspaper The Guardian added Uzbekistan to the list of 40 best countries to visit in 2019.

At the same time, the New York Times added Uzbekistan to the list of the best places to visit in 2019. Tashkent took third place in the annual report of the Economist Intelligence Unit of the Worldwide Cost of Living. India's Best Awards-2019 recognized Uzbekistan as the best tourist destination in terms of cultural and historical heritage. The Guardian has recognized Uzbekistan as the best vacation destination. According to the Global Muslim Travel Index, Uzbekistan is included in the Top 20 countries. Uzbekistan is ranked 8th in the list of most suitable countries for Muslim women's travel.

Halal Travel Frontier 2020 reports that Uzbekistan has set a new trend in the Muslim tourism market by restoring Islamic heritage. The country will rise from 32nd to 22nd place in the Global Muslim Travel Index; it was among the top 10 countries in terms of "the most attractive" and "high level of security and tolerance".

Today, 194 tour operators in Samarkand region are focused on serving foreign and domestic tourists. There are 134 tourist buses, 106 minibuses and 30 modern electric cars to serve tourists. 300 guide-interpreters have been trained to organize the tours of tourists.

Thousands of citizens have worked in the field of tourism and related sectors of the economy, serving the well-being of their families and the development of the industry. With the limitations of the pandemic, these forces have become immobile, and the provision of services has fallen sharply.

Experts predict that it will take 3-5 years after the spread of coronavirus infection and the opening of borders to bring the influx of foreign tourists to pre-pandemic levels.

In Uzbekistan, tourism is recognized as one of the growth points and drivers of our economy. Restrictions on the coronavirus pandemic, which provide comprehensive support to businesses operating in the tourism sector, began in the early days and continued into the post-pandemic period. A number of benefits provided to entrepreneurs operating in this area during the pandemic have been extended until the end of 2021.

The creative work carried out in the regions, the transformation of cities and districts, villages, repair of access roads to tourist facilities, beautification of historical monuments and shrines, the organization of new public transport will increase the flow of tourists.

The initiatives of the President of Uzbekistan from the rostrum of the United Nations, the world's most influential and highest, and the guarantees of the stability of positive and democratic changes in domestic policy have undoubtedly increased the interest of the world community and foreign citizens in Uzbekistan. At the same time, regional cooperation with Central and South Asian countries will lead to an increase in the flow of entrepreneurs and tourists from neighboring countries.

In addition, organizations, agencies and khokimiyats responsible for the development of tourism in the country have taken a number of measures to increase the tourist attractiveness of the country, the full use of our tourist potential, the development of pilgrimage tourism, medical and other types of tourism.

We believe that in the context of strengthening the large-scale cultural, educational and patriotic feelings in Uzbekistan, it is very important to know the motherland, its history, to promote the traditions of the regions, especially in educational institutions, government agencies and communities. Through these events, on the one hand, a great impetus to the development of local tourism, on the other hand, serves to strengthen the sense of patriotism in our youth, our citizens, which is very important for our development. We believe that it is necessary to form a continuous and growing social opinion on the importance of traveling and getting acquainted with the countries of Uzbekistan, large and small, to study the traditions of different regions and to strengthen it in various ways and means.

In Japan, South Korea and a number of other developed countries, any leader who knows his country well, its history, has risen to the level of pride for a citizen, young and old in their conversations talk about a trip to this or that city, historical monument or shrine. If you go to the shrines in these countries, you will see many times more local tourists than foreign tourists. In all the museums, you will see schoolchildren in groups getting acquainted with the exhibits with the help of a guide and a teacher. Local tourism has been a priority for tourism development in these countries for many years, supported by the state, political parties and public organizations. This approach to patriotism is strengthened by a sense of pride in their country.

In order to accelerate the development of domestic tourism in Uzbekistan, inter-regional groups of tourists have been introduced flights, discounts on rail transport, compensation for hotel services. However, it should be noted that there is currently no significant increase in the flow of local tourists. At the initial stage, we believe that such actions to attract tourists can be quite effective when combined with activities in conjunction with educational institutions, youth affairs officials and organizations.

In our opinion, the following proposals should lead to the development of the tourism industry, making it a growth point for each region and steadily increasing the share of the industry in the regional economy.

First, attracting foreign tourists to Uzbekistan should remain a priority. We believe that as the pandemic's restrictions soften, tour operators working with foreign tourists should focus their services on travel abroad, from those seeking to see new countries to the business community, to their governing bodies. Overseas, the coronavirus pandemic continues to be a limitation, while the sectors of the economy continue to suffer.

We believe that as restrictions become softer, foreign entrepreneurs will naturally seek to resume their activities, export their products and services to other countries, and enter the market of Uzbekistan, which has a developed economy, even in a pandemic. Moreover, in the pre-pandemic period, the majority of foreign tourists were elderly, and it is natural that their travel to other countries after the pandemic would decrease sharply. Because this segment of the population is at high risk of contracting coronavirus, they prefer to stay in their homes and countries in terms of self-care.

We think that it is expedient for tour operators currently working abroad to focus their services on business entities, business associations and public organizations. At the same time, they need to offer diversified packages to the tourism market abroad, to show the economic potential of Uzbekistan, the prospects for development. This includes the promotion of the country's potential through the websites of the Ministries of Economic Development and Poverty Reduction, Investment and Foreign Trade, the Chamber of Commerce and Industry, the necessary conditions for entrepreneurship, successful free economic zones, small industrial zones, interregional transport infrastructure, and high-speed electric trains will be important to promote the use of modern airplanes.

Foreign tourists in this segment are primarily focused on the implementation of their business plans, that is, to meet and negotiate with local partners. Therefore, it is important that tourist packages be able to show the elements of hotels, catering and negotiations, safe tourism elements, which are the infrastructure facilities needed to carry out this process.

Second, domestic tourism should be seen as a growth point for each region. The state supports the activities in this direction, introduces new interregional routes for new air and railways, provides discounts and benefits for local tourists, added holidays to national holidays, and created facilities for short-term travel.

In all reforms, the state is both the initiator and the reformer, in which case the ministries and committees, regional government agencies and organizations organize their activists to travel to tourist centers - Bukhara, Samarkand, Khiva, Shakhrisabz, district (city) organizations - existing tourist facilities in their areas. (historical monuments, museums) and pilgrimages can be a very important step in the development of local tourism if it is organized on a systematic basis for students and pupils of educational institutions to study the history of the country through museums and historical monuments.

These steps will already revive domestic tourism, there will be an influx of tourists to museums and historical monuments, shrines, hotels will be filled with guests from neighboring regions, all areas of catering and hospitality will begin to develop.

It is very important for tourism companies, hotels, tourist transport companies to organize their activities in domestic tourism, to organize convenient and affordable tours for local tourists, to promote them widely through existing advertising media, especially social networks. It is important that they provide quality and attractive service to both local and foreign tourists.

Third, it is expedient for tourism companies to consider pilgrimage tourism as a separate segment in foreign and domestic tourism, and on this basis, to build their own business policies. In this regard, it is necessary to promote the shrines in each region, to disseminate information about them.

Fourth, it is very important for tourism enterprises to develop new tourist routes together with scientists and teachers of higher and secondary special education institutions conducting research in the field of tourism in the region.

Fifth, tourism companies and hotels can use information technology more effectively to promote their services in an environment where supply exceeds demand, with constant participation in social networks (Facebook, Instagram, Twitter), through mobile applications (Agoda.com, Booking.com, Hotels.com and more); it is important to use international platforms when placing

orders for various hotels and its services, to offer direct booking services 24/7.

Every business, every region needs to develop its own tourism brand and gradually strengthen the positive social opinion. A local tourist who returns from a trip with good impressions plans to come back to see the sights, bring their colleagues, friends or relatives on their next trips, and do it. This is an important factor that every business should take into account and pursue its own service and marketing policy accordingly.

Sixth, the cost of services plays an important role in both foreign and domestic tourism. In the post-pandemic period, we consider it very important for tourism companies to optimize their costs, offer competitive prices, and reconsider the margin of their services.

Travel companies need to negotiate price optimization with their partners in the hotel, transportation, catering and other sectors to provide services included in their tourist packages and offer competitive prices to the market.

Negotiations between tourism companies and business entities in partner industries will intensify efforts to optimize prices in those enterprises as well.

Seventh, the urgency of ensuring a high level of quality of tourist services after the pandemic will increase. In any case, tourists are far from home, but as in their homes, they expect even higher quality of services. Its provision is the basis of the profitability of any business.

In our opinion, the comprehensive measures taken in Uzbekistan to support the industry, the updated policies of business entities and the implementation of the above recommendations will strengthen the industry in the short period after the pandemic. There is every reason to turn to drivers.

Development of hotel and guest house services

Today, Samarkand region has 160 hotels with a total capacity of 8,000 beds and 170 family guest houses, designed to serve foreign and domestic tourists. 4 and 5 star hotels are being built in the region on the territory of the new tourist center, dozens of 4 and 3 star hotels are being built in Samarkand, new hotels and guest houses are being established in the districts, a number of entrepreneurs are planning to build hotels.

The development of the hotel industry is directly related to their prospects in the coming years after the pandemic. In this regard, the revival and development of activities in existing hotels and guest houses play an important role.

With restrictions related to the coronavirus pandemic, hotels and guest houses were completely closed, some of which were used to temporarily isolate affected citizens and those in contact with them due to lack of hospital space during the months when the virus infestation intensified. In doing so, these hotels have contributed to mitigating the effects of the pandemic.

One of the areas most affected by the restrictions imposed by the coronavirus pandemic is hotels. Given the large number of people employed in hotels and the fact that their activities have a significant impact on the development of tourism, we are convinced of the great social and economic significance of the full use of hotels.

An entrepreneur operating in the hotel industry has two main choices: to continue and develop his business, and to stop doing business in another direction.

If entrepreneurs want to get out of the hotel segment of the market and look for other areas of activity, the hotel can be transformed into a healthcare facility that is in increasing demand in the near future at low cost.

CONCLUSION

In our opinion, as a result of the policy pursued by the state in the field of foreign and domestic tourism, the flow of tourists will be restored in the short term. Therefore, we offer

recommendations on continuing to provide hotel services and making changes to the domestic and foreign policies of hotels today.

First, hotels should focus their commercial offerings on the foreign business community, which seeks to cooperate with domestic entrepreneurs, which are expected to be in demand in the first place after the pandemic in foreign markets. For this very group of foreign tourists, all conditions should be created in hotels and they should be advertised. The foreign entrepreneur expects not only accommodation from the hotel, but also meetings, presentations, not only breakfast, but also lunch and dinner services within this hotel.

Today's entrepreneur cannot imagine his business without the Internet. The attractiveness of the hotel is directly related to the operation of a high-speed, uninterrupted Internet connection, a modern equipped business center.

Second, prices for hotel services are important. It is recommended that each hotel reconsider its prices based on the requirements of its regular customers.

While many of our hotels are vacant, managers are not contemplating lowering prices, and prices remain high. Owners of our hotels are limited to a small number of guests at high prices and tariffs, and do not realize that it is possible to increase the flow of guests and, ultimately, the profitability of the hotel through the offer of affordable prices.

When forming new prices, the main goal should be to cover costs in the coming months. As the flow of visitors becomes more stable, it is possible to add profits to the cost of services and add them to the structure of profitable services.

Third, while offering their services to tourism companies, they need to enter the market directly, without intermediaries, with their own commercial offerings. Given the widespread penetration of ray technologies into social life in all countries, we believe it is important for hotels to collaborate with digital applications such as Booking.com, Airbnb.com, Hotels.com, Ostrovok.ru, Trivago.ru, which has created services such as booking hotels, keeping their ratings, collecting reviews.

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