



COMPLETE CROSS-SECTIONAL ANALYSIS OF HOTEL BUSINESS TERMS IN ENGLISH AND UZBEK LANGUAGES

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Article history:	Abstract:
Received: 11 th January 2024 Accepted: 8 th March 2024	This article is about a complete cross-reference analysis of hotel business terms in English and Uzbek languages. In addition, the history of hospitality is the study of consumer and material and cultural services related to hospitality.
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In the XXI century, tourism plays an important role in the development of the economy and inclusion of the horizons of society. Every year the tourist flow develops, as a result of which new objects of tourist significance are being built. Thanks to this, the tourism sector is constantly developing. It's called the hospitality industry. This is a relatively new direction in tourism. The history of hospitality also reveals the main stages, observations, cultural and national features of the hotel business. Since time immemorial, people have traveled for different purposes: for trade, religion, family, health, immigration, education and recreation[1]. For the most part, hospitality arose with the emergence of people's need for anxious relations with other countries and states. Traders who temporarily found themselves in another territory needed a temporary one. It would be impossible to travel without a suitable bed or board. Different peoples of the world have their own traditions and customs of meeting guests. Household culture influences hospitality as a necessary component of the tourism industry. In the stated context, the purpose of preparing an article for the discipline "Hotel Management" is the need to analyze optimal hotel management concepts, describe effective strategies for managing personnel and hotel services, study technologies for optimizing income and minimizing hotel operating costs, depending on the chosen form of organization and business. The author covered the stated objectives in the article. To consolidate practical skills, equipped with a practical task, which includes analysis and solution of a case, and self-test questions given at the end of the chapters will allow you to consolidate the acquired knowledge and competencies[2]. Let us note that the textbook does not pretend to provide comprehensive coverage of managerial concepts acceptable for English reality; however, it will allow the reader to get a clear idea of the dynamics and prospects for the development of the hotel business in the country. Observing the ever-

evolving lifestyle and development of consumption patterns has led ACCOR to reconsider the concept of its economy brands. Customer expectations have changed significantly in recent years[9]. Vertical segmentation of brands from economy to luxury is becoming a thing of the past. Now each of the economical brands must create its own unique image with the consumer, offering services at affordable prices[8]. To meet these changes in consumer behavior, ACCOR decided to "reinvent" the product and services of the economy hotels in its chain. Namely, IBIS is becoming a mega-brand, which includes 3 areas:

- ibis – which all existing hotels will remain ibis,
- all Seasons – which will now become hotels «ibis styles»,
- etap Hotel – who will become "ibis budget".

The project will begin at the end of 2011 and will continue throughout 2012. Upon completion, the ibis economy hotel brand will become an example of an affordable hotel brand that perfectly reflects the trends of the hospitality industry and meets the expectations of tomorrow's customers. The hotel (Latin - deversoria, German - Gasthof, French - hotel) kaphleia, places in which one could find shelter for money, were not known in Homeric times, because, with relatively insignificant relations, foreigners could always find a hospitable reception in private houses;

Later, the development of relations both within the state and with foreign lands caused an influx of foreigners, and large cities, for example. Corinth, Athens, etc., were overcrowded with foreigners, then the need for hotels (initially arranged at public expense) (pandokeia, katagwgia, kataluseiv) for both the poor and the rich became noticeable[10].

Hotels were located in places where public festivities took place, and near famous, heavily visited



temples, such as, for example, in Olympia, near the temple of Aphrodite, on the island of Cnidus and near Heraeus in Plataea (Thuc. 3, 68), and were arranged at the state expense skhnai and katagwgia shelters for numerous visitors. Shelter in the hotel was given to everyone - poor and rich, noble and commoner, who had to take care of their own maintenance.

Private establishments of this kind were not prohibited in these places either; but keeping hotels, according to the Greeks, was not an honorable profession[11]. For example, the news has been preserved that the Athenian embassy to Philip of Macedon stopped in similar pandokeioi. Everyone had to support themselves at their own expense. Identification was only required for travelers during wartime[5]. The Romans early developed various hotels and public taverns (popinae) for the lower classes, which provided travelers with shelter and refreshments. From the journey of Horace, who accompanied Maecenas to Brundisium, we learn about the existence of hotels along the roads. Horace stayed in them even after he united with Maecenas. In modern times, hotels appeared in Paris in the 17th century, and then in other cities.

Hotels, apart-hotels, suite hotels, motels, youth hotels (hostels), resort hotels, campsites, recreation centers, tourist centers, recreational centers (recreation centers), tourist villages (recreation villages), pleasure boats, children's health camps[6].

Hotels are enterprises that provide accommodation services and, in most cases, food services, have a reception service, as well as equipment to provide additional services.

Apart-hotels are hotels whose rooms consist of studio and/or apartment rooms.

Suite hotels are hotels whose rooms consist of rooms of the highest category: suite, apartment, deluxe, junior suite, studio.

Motels are hotels with parking lots that provide accommodation services for motorists.

Youth hotels (hostels) are enterprises providing accommodation and catering services, managed by a non-profit organization; accommodation - in multi-bed rooms, meals - with a limited choice of dishes and/or the availability of equipment for self-cooking; provision of additional services, including entertainment and educational programs, mainly for young people[12].

Resort hotels are accommodation facilities located at a resort and providing on their own basis, as additional health services, using natural factors (for example, sea or mineral water), including the provision

of procedures based on them. (Health treatments can be provided in a separate building).

Camping sites are limited areas with sanitary facilities where chalets, bungalows, tents, stationary vans are located, as well as equipped areas for placing tents, motorhomes, etc. In camping sites, restaurants, shops, sports and entertainment facilities can be provided to residents, however The above services are optional. (Note - A tent is a fabric shelter that can be disassembled and folded for ease of transportation; a motorhome is a motor vehicle with an engine, with a sleeping place/berths and kitchen equipment).

Recreation centers (tourist bases), recreational centers (holiday centers), tourist villages (holiday villages) - enterprises offering mainly accommodation in chalets, bungalows or stationary vans, as well as opportunities and associated equipment for sports and entertainment, restaurants and the shops. (Note - The difference between a recreation center and a campsite is that the campsite has equipped areas where you can set up a tent or motorhome for a tourist who arrives in his own vehicle and does not want to use the services of an accommodation facility)[13].

Pleasure ships are floating craft designed for cruises on rivers and canals, offering accommodation services and kitchen equipment. (Note - Pleasure ships are often used for corporate events).

Children's health camps are enterprises that provide accommodation services for children who come for recreation and recreation.

Individual accommodation facilities: accommodation facilities with a total sleeping area of no more than 500 square meters. m, used by organizations of various legal forms and individual entrepreneurs to provide accommodation services.

Individual accommodation facilities include: guest rooms, chalets, bungalows, stationary vans.

Guest rooms are rooms in private houses in which accommodation services are provided, in most cases with breakfast.

Chalets, bungalows - detached houses with kitchen equipment.

Stationary vans - residential caravans with a sleeping place/berths and kitchen equipment, permanently installed in a specific location; caravans can be moved; Usually, being located on a campsite, they are intended for rental for the holiday season, or for sale as a secondary residence (dacha). (Note - Unlike a motorhome, a static caravan is a caravan, but not attached to a vehicle, but permanently installed on the campsite).

Room in an accommodation facility: one or more



rooms with furniture, equipment and supplies necessary for temporary residence[14].

Suite: a room consisting of several adjacent separate living rooms, including sleeping places and separate/separate rooms/rooms for rest and/or work. (Note - This category includes rooms consisting of three or more living rooms (living room /dining room/office and bedrooms) and having an additional guest toilet). **Apartment:** a room consisting of several living rooms, including sleeping places and a separate room with a kitchenette, intended for cooking and relaxing. (Note - This category includes rooms consisting of two or more living rooms (living/dining room and bedroom) with kitchen equipment).

Suite: a room consisting of two or more living rooms[15].

Junior Suite: a room that, in addition to a bed, has additional space for relaxation/work. (Note - This category includes one-room rooms designed for one/two people, with a layout that allows part of the room to be used as a living room/dining room/office).

Studio: a room consisting of one room with a kitchenette.

Single room: room with a sleeping place for one person.

Double room: a room that can accommodate two people on one double bed or on two single beds pushed together. (Note - Double room can be used to accommodate one person or a married couple).

Twin Room: A room that can accommodate two people in two separate beds. (Note - A Twin Room can be used to accommodate two people in the same group or a married couple).

Family room: a room that can accommodate three or more people, at least two of whom are adults. (Note - The family room can be used to accommodate a family consisting of parents with children, or children with two adult accompanying persons (nanny, grandmother, grandfather, teacher, etc.).

Multi-bed room: a room with sleeping places for three or more people. (Note - A multi-occupancy room can be used to accommodate three or more people in the same group).

Connecting rooms: rooms with sleeping places, connected by internal doors. **Duplex:** a room consisting of several connecting rooms located on different floors. (Note - This category includes rooms consisting of two or more rooms located on different floors and connected by an internal staircase).

Kitchen corner: a small kitchen equipped in a separate room or occupying part of a room.

Requirements for accommodation facilities:

Accommodation facilities must have convenient entrances for cars and/or buses with the necessary road signs, and paved pedestrian paths.

The area adjacent to the accommodation facilities must be landscaped and illuminated in the evening; must have a hard-surfaced area for short-term parking of vehicles and the necessary reference and information signs.

Accommodation facilities must have:

- storage of luggage of residents is provided;
- organized provision of medical services (calling an ambulance).

Service personnel providing services to accommodation facilities must have qualifications appropriate to the work performed.

The staff must create an atmosphere of hospitality, be friendly and polite[16].

State property includes objects that are in federal ownership, the property of constituent entities of the Federation and municipalities. A group of hotels under departmental subordination can include enterprises of any form of ownership, but it is customary to distinguish it separately, since its main feature is that it is on the balance sheet (under the jurisdiction) of other organizations - government agencies, corporations, airports, etc. d. Departmental hotels can also include hotels at foreign embassies, since they are on the balance sheet of the latter. However, they are used exclusively for the needs of those arriving through the embassy and are not subject to the laws of the market.

Hotels owned by English owners (private individuals, shareholders or the state) lead the market in terms of supply volume and number of clients served. They are the ones who shape the market's understanding of the industry as a whole. State hotels are characterized by the oldest number of rooms, which do not stand out for their increased comfort. At the same time, state hotels have a number of advantages - they are usually distinguished by a good location and a relatively well-known brand, which provides them with a certain level of occupancy. Since state hotels do not invest sufficient funds to compensate for the depreciation of fixed assets and maintain them in good condition, the profitability of the public sector is quite high. However, it is already clear today that such a business policy has exhausted itself, therefore the transfer of state hotels into private hands and corporate ownership is considered as the main way to attract additional funds for their modernization[17].

Joint-stock hotels owned by Russian owners could have more opportunities to accumulate funds for



development. However, the low prices for the products of most of these hotels lead to the fact that they do not have sufficient funds for development. The hotels, which are jointly owned by Russian and foreign countries, were built or reconstructed over the past 10 years, so they stand out for their modern buildings and comfortable number of rooms. The higher class of these hotels dictates high prices, which attract mainly foreign businessmen. These same hotels have the highest profitability rates in the industry[18].

Thus, privatized hotel enterprises (private, in joint foreign ownership) account for more than 70% of the total number of rooms in the industry and form the majority of income. The activities of non-privatized hotels (state, municipal) are hampered by the high physical deterioration of fixed assets, which in the near future will require significant capital investments for reconstruction.

Cool hotels. At the moment, many hotels independently determine the category (number of stars), so there is a discrepancy between the quality of the physical hotel product and the level of service in hotels that have the same categories. As an analysis of the opinions of specialists and experts in specialized periodicals has shown, the boundaries between these three market segments are very blurred. As a rule, England hotels rated below 4 stars do not meet international standards of quality and safety and do not provide the range of services that is typical for their star rating. Demand from foreign businessmen and tourists is presented for the services of 4- and 5-star hotels owned by foreign companies or joint ventures, the quality of service and the condition of the room stock of which meet international requirements. The majority of 4- and 3-star hotels owned by English owners offer services at the level of world standards, while the services themselves do not correspond to these world standards[19]. Therefore, the majority of English and foreign tourists with an average level of income coming to England are faced with a low level of quality and high prices for the services of hotels in the middle price segment. Hotels in the lower price segment - 1-2 stars and some 3-star hotels - offer an economy class product. Most of the hotels in this group are apartment type; business travelers, schoolchildren, students, refugees and illegal immigrants who need a hotel to register in England stay there.

Hotel capacity. In England, many hotels are classified as large or medium-sized. At the same time, existing research data on the hotel industries of various countries around the world indicate that one of

the most promising types of hotels, the services of which are in greatest demand, are small hotels (from 10 to 100 rooms). They are, as a rule, characterized by greater profitability. However, at present, most small hotels are experiencing a number of problems in the field of doing business: using advanced management and marketing methods, solving automation issues, booking, staff training, supply and technical support, increasing class. Independent resolution of these issues for small hotels is limited by modest financial resources and the inability to fully promote their product to the market.

Therefore, the most important tasks of government agencies, as well as hotel operators in England, are the development of a network of small hotels, the introduction of modern management tools and the search for organizational solutions to meet the existing and growing demand for these services.

Type of hotel management. An analysis of the functioning of the modern hotel industry would be incomplete without an analysis of its structure by type of management. Today, most experts and specialists are inclined to believe that there are two main types of management on the English hotel market - Russian and foreign. Over the past 12 years, the English hotel market has undergone significant changes, which are primarily explained by the emergence of several hotels operated by foreign companies.

The emergence of foreign hotel chains in England indicates the transition of the domestic market of hospitality services to a qualitatively new state. Foreign hotel chains that have entered the England market are forming a new approach to organizing the hotel business in England and making a significant contribution to the process of increasing the level of accommodation services, which is largely ensured by development (quantitative increase) and improvement (qualitative improvement) hotel industry of the country. The concentration of hotels with foreign management is located in large industrial and cultural centers of the country. They, as a rule, offer a product in the upper price segment - the average price per room is more than 4 times higher than that of English hotels. Despite this, foreign hotels incur significantly higher costs for maintaining the material and technical base, paying staff, and maintaining the quality of services compared to English hotels. Nevertheless, the profitability of these hotel enterprises is in most cases higher.

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