

## Improving the Activity of Guest Houses in Uzbekistan through Mobile Applications

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### Abstract:

The importance of marital houses in the development of the country's tourism industry, the need to use the Turkish experience in our country, the importance of using GIS technologies in the development of marital houses.

**Keywords:** marital house, Turkish experience, GIS, mobile application, Samarkand.

### Introduction

From the first days of independence, our country has been involved in the development of the national economy in accordance with its geographical location and mentality, as well as in accordance with the requirements of the times. The reforms were first implemented in the manufacturing sector and then in the service sector. Adoption of the Resolution of the President of the Republic of Uzbekistan "On priority measures for development of tourism sphere for 2018-2019" (№. RP-3217 of August 16, 2017) is a logical part of the policy pursued by the state in the field of tourism to create a favorable economic, administrative and legal environment for the rapid development of the tourism industry, to introduce the most effective and favorable order, to expand the economic and social potential and income base of the regions and to create favorable conditions, as well as to create new jobs. It is aimed at the rapid development of national tourism products, as well as the active and comprehensive promotion of national tourism products in the world market.

Today, hotel services are a major part of the hospitality industry. Satisfying the consumer needs of its customers is one of the top priorities of hotels.

Tourism and hospitality are an integral part of the service sector, and the growing demand for hotels and marital houses is directly related to the development of tourism. Expansion of hotels and guest houses will not happen by itself. It is known from world practice that the development of tourism leads to the growth of the country's economy, the development of underdeveloped areas, increased employment and culture. In accordance with the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated August 7, 2018 No 631 "About the organization of activities of marital guest homes", the Ministry of Tourism and Sports (now Tourism and Cultural Heritage) in 2021 will build 133 new hotels in the regions (3,384 rooms) and 210 hostels (1,946 rooms) were put into operation, bringing the total number of accommodation facilities to 1,442 and the number

of beds in them to 71,247. 1,096 marital houses (3,952 rooms) were organized, bringing the total number of 2,458 beds to 21,018<sup>1</sup>.

## Literature review

In the Regulation "About the organization of activities of marital guest homes" attached to the Resolution No. 631 of August 7, 2018 "About the organization of activities of marital guest homes" further support for the development of tourism, increasing the efficiency of the use of tourism potential of the regions, improving the conditions for recreation and tourism, as well as increasing employment and welfare of the population.

While A.F.Nuriahmetova described marital houses as a means of accommodating tourists in rural areas, E.E.Osipova stressed that the future owner of a guest house should know the basics of marketing. A.I.Chupaxina focused on providing short-term services, while Y.A.Balashova focused on providing services under the slogan "as at home".

However, the research noted that the use of GIS technologies in the development and improvement of marital houses was not mentioned.

## Research Methodology

The study analyzed the existing theories of maritalhouses and the specifics of these maritalhouses.

In order to analyze the problem in depth, to develop scientifically based conclusions and recommendations, induction and deduction, comparative analysis, based on data obtained through observation and analysis of scientific works based on public services in foreign and domestic scientific publications, the method of comparative analysis was used.

## Analysis and results

We know that there are many types of guest rooms today, for example, marital houses, which are developing and growing. In accordance with the Regulation " About the organization of activities of marital guest homes", attached to the Resolution No. 631 of August 7, 2018 " About the organization of activities of marital guest homes", their main principles of work are defined. Marital House This guest house provides temporary accommodation and (or) catering services to up to 10 visitors at a time on the principle of cohabitation with family members of the host, as well as to each resident 3 m2 is a private house with a corresponding living space.

Requirements for the services provided by guest houses are set for the following purposes: Confirmation of compliance of the guest house with the service area for temporary accommodation; ensuring the required level of service quality and safety of visitors.

When a guest house is established, it must have the following conditions:

- Organization of sanitary and hygienic facilities for visitors;
- Ensuring the safety of visitors;
- Creating conditions for visitors to live comfortably and well.

There is also a recommended list of additional services for furnishing guest houses. However, recommendations are not mandatory.

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<sup>1</sup> [https://uzbektourism.uz/downloads/files/Turizm\\_va\\_sport\\_vazirligi\\_svod\\_2021.pdf](https://uzbektourism.uz/downloads/files/Turizm_va_sport_vazirligi_svod_2021.pdf)

The difference between placement tools is mainly based on the following criteria: purpose, location, types of services provided, level of service. The difference between a standard hotel and a guest house is as follows:

1. Unlike hotels, guest houses do not require a license.
2. The hotel is usually two or three floors; the number of rooms is 10-15.
3. The guest house is not organized on the basis of the established standard.
4. The guest house is usually staffed and serviced by the host or host family members.
5. The cost of guest service in the guest house will be much lower.
6. Most guest houses are located in and around the city, and the guest room is located in the city.
7. The level of comfort of guest houses differs from the hotel and includes: private bathroom, shower, hair dryer, water heater, oven, etc.

According to Nuriahmetova Alina Faridovna, guest houses are often a means of accommodating tourists in rural areas, and the guest house differs from the hotel by a set of parameters that provide living conditions at home<sup>2</sup>.

According to Elena Eduardovna Osipova, guest houses are an economically viable form for the rural population, so it is necessary to calculate the cost of filling the guest house in the early stages of business planning. In addition, the future owner of the guest house should know the basics of marketing. Accounting, cash management, taxation system, hospitality experience and recommendations, catering and services<sup>3</sup>.

According to Chupaxina, a guest house is often a place to provide short-term services for family guests, as well as to organize leisure activities for guests, provide additional services, or provide guidance, and so on. Offers additional tour organization services<sup>4</sup>.

Guest homes attract tourists with their versatility and affordability and are crowded with tourists. The advantage of guest houses is that in such guest houses, homeowners can offer additional services whenever tourists want.

According to Balashova, the guest house is, of course, a leader in quality service. Such a host will try to bring the guests as close as possible to a comfortable living environment under the motto "as if at home" and receive the positive feelings of the guest house<sup>5</sup>.

One of the main obstacles to the development of tourism in Uzbekistan is the use of the Turkish experience in overcoming the shortage of hotels. Experts say some changes to the legislation will be needed to apply Turkey's experience in solving hotel problems. It was said at the event that a contract had been signed with Turkish expert Sodiq Badak to study Turkey's experience in tourism development, and that a tourism development strategy was being developed with him, which would be presented in the coming months. Turkish Ombudsman Sheref Malkoch says: Turkey has been engaged in tourism development since 40 years. We see the need for hotels in Uzbekistan. As long as a number of benefits are being created for foreign investors and businessmen in this direction, after some legal and organizational processes have been resolved, Turkish businessmen are

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<sup>2</sup> Alimova Mahasti Ilhomovna. Master's dissertation on ways to improve the services of marital houses (on the example of Samarkand region). SamISI, 2020

<sup>3</sup> Ibidem

<sup>4</sup> Ibidem

<sup>5</sup> Ibidem

determined to build hotels here, improve the tourism infrastructure, they are doing this. He noted that Uzbekistan is facing certain shortcomings in the field of tourism infrastructure, and the issue that needs to be addressed in the next 1.5-3 years is a sharp increase in accommodation. We are seeing an increase in the flow of tourists and we are seeing businesses trying to get into this business. They want to build hotels, hostels, hotel houses. In this regard, the State Committee for Tourism Development has developed a number of incentives. Foreign investors are the first to ask us for the privilege of registering the land they are acquiring as private property. We are currently submitting a package of documents to the government, including land for hotel construction. Another privilege is the import of equipment (furniture, construction materials) without any restrictions. With the same document, we want to create benefits for businesses that attract franchises. In this regard, it is planned to somehow compensate part of the costs of businesses that attract franchises. One of the measures taken in Turkey in the 1980s and 1990s to dramatically increase the number of hotels was to reimburse part of the cost of building and operating the hotel. We are also working on a similar scheme - to encourage the construction of new hotels in Uzbekistan. As for the legal field, today we have a new draft law on tourism. The law will develop new rules and regulations that will give more freedom and additional incentives to businesses to make tourism one of the main sectors of the country's economy<sup>6</sup>.

A hotel is a building (or a set of buildings) where a complex technological process takes place throughout the day, in which customers are provided with rooms (places in rooms), as well as additional services aimed at comfortable, convenient and safe use of hotel products. guaranteed. A modern hotel is not just a place to stay. Part of the number fund is often used as offices and temporary offices of companies and institutions. The current development of hotel business in the world practice offers the customer (user of hotel services) a wide range of hotel services, depending on the price in these markets. One hundred years ago, there were only two types of accommodation companies:

- ✓ luxury hotels for the upper classes of society;
- ✓ Caravanserais for the rest of the population<sup>7</sup>.

People who had to spend their time on the road had no choice. Today, hotel products are available to users in a variety of forms and types of accommodation facilities, including luxury hotels and motels belonging to the economy class, motels, campsites, etc. is offered. Everyone has the opportunity to choose the option that suits them best, depending on their taste and money. At the same time, marital houses are entering all corners of the world.

In recent years, forgotten, new, innovative forms of tourism are emerging around the world. In this special multimedia project, we will highlight and study whether such new directions are in line with our Uzbek mentality and can be developed in our country.

The number of hotels in Uzbekistan that can accommodate and serve a large number of tourists is growing. Tourists will learn about many of our famous historical monuments, but there are many historical monuments and cultural heritage that they did not know and did not see. In doing so, we can promote them through advertising. Advertising plays a key role in tourism, tourists mostly use the map when visiting, but many of our cultural monuments and historical monuments are needed on the map. Hotels, guest houses, restaurants, recreation areas, food outlets and many similar facilities are not included. What should we do then? How can we contribute to tourism potential?

<sup>6</sup> <https://kun.uz/uz/62041450?q=%2F62041450>, <https://kun.uz/news/2018/04/30/uzbekiston-turistik-brendi-targiboti-elektron-va-tranzit-vizalar-sajelar-sonini-osiris-va-boskalar-akida-aziz-abduakimov-intervu>

<sup>7</sup> <https://elib.buxdu.uz/index.php/pages/referatlar-mustaqil-ish-kurs-ishi/item/9443-2021-01-18-13-08-30>

How can we use it to create convenience for tourists? In this case, we will be able to make a significant contribution to the tourism infrastructure, mainly through the use of information technology, i.e. GIS (Geographic Information Systems in Tourism). The Committee on Information and Communication Technologies of the Legislative Chamber of the Oliy Majlis in cooperation with the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan, all conditions are being created to develop the country's tourism industry, increase its role in ensuring rapid economic growth, create new jobs, increase the potential of national tourism products in the world market. This activity is carried out in the media to provide information to the national tourism industry, to develop modern information technology solutions and computer programs for tour operators, to work in harmony with the information market, to increase the country's prestige at the international level.

The role of the GIS in the in-depth study of all historical monuments and sites related to tourism is important in the large-scale study of the tourism industry. At present, it is impossible to create, move and sell a tourism product without proper information support. In their work, tourism management organizations and travel agencies have always considered information technology as a necessary condition for the international integration of the tourism business as an information-saturated field. GIS is a generalized computer system under the control of expert analysts, whose functions are to collect, store, manage, analyze, model and describe spatial geographic data, all of which is reviewed and studied. very widely used: regional administrations for culture and tourism, planning the development of tourism and recreational services, the selection of convenient places for tourists or ordinary citizens who want to see tourist destinations. Thus, it is necessary to provide several levels of use of geoinformation and be considered as distributed services.

The development of tourism is also very promising for the economy of our country. In particular, the development of tourism will lead to economic growth, increase revenues to the state budget, conserve natural resources, try to achieve and achieve social stability of the country, further strengthen international relations, increase foreign exchange earnings, etc. At the heart of this, of course, is the visit of tourists. The role of information technology and GIS in the development of inbound and outbound tourism is high. It is well known that our country has a rich historical past and at the same time has historical and cultural monuments. As the number of tourists grows from year to year, so does the demand for accommodation. We know that the number of hotels in our country is growing, and at the same time the demand for guests is growing. GIS can be a great help in locating tools and locating them on a map. With the help of GIS, we will be able to provide more information to tourists about guest houses. Not only international tourism but also domestic tourism contributes to the development of a high level. In place of the proposal, I would say that the demand for guest houses is growing, that is, today the number of guest houses is growing day by day. We need to multiply.

In 2016, Samarkand had a total of 99 accommodation facilities, now there are 410, with a capacity to serve 11,491 tourists at a time. Today, the emergence of guest houses and hostels is one of the main reasons for the increase in tourism. In particular, 222 guest houses, which did not exist at all until 2016 and today have 2,054 beds, have been put into operation. The number of accommodation facilities in the area has tripled, the number of tourist enterprises has doubled, marital houses have been set up in 222 apartments, and permanent employment has been provided for the owners of these apartments<sup>8</sup>. Near the Amir Temur Mausoleum and Registan Square, about 50 real estate entrepreneurs are being provided with practical assistance in opening hotels.

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<sup>8</sup> <https://zarnews.uz/uz/post/sayyohlar-samarqandga-qancha-mablag-tashlab-ketyapti>

Only 13 km from Samarkand is a unique tourist destination - the village of Konigil. The region is also famous for its unique handicraft traditions, fresh air, shady trees, and the Siyab River, which flows through it. However, the main attraction of this place is the Heritage Factory, which specializes in paper rot. The Kazakh factory was founded by the Mukhtarov brothers. Through their efforts, the technology of making paper in the way it was before the advent of the ancient paper machine was revived and put in place. The uniqueness of this technology is that it is handmade using completely natural raw materials. That's why the paper turns yellow, because it is not bleached by any chemical means. The strength of the paper is very different from modern bleached paper. Compare: ordinary paper can be stored for 10 years, and Samarkand paper can be stored for ten times longer, i.e. up to 400 years. A trip to the factory will be organized to see for yourself the process of making Samarkand paper. Here you can walk in the beautiful nature, see the water mill - a roller coaster, relax in the teahouse by the river. In order to please the guests, you are sure to taste Samarkand pilaf and local fruits. The factory will be introduced in detail to the production technology and will be presented products made of Samarkand paper, which can be wonderful souvenirs, postcards, notebooks in the national style, bags, dolls and even clothes. Favorite souvenirs can be purchased at the factory store. It should be noted that Samarkand paper is used not only in the preparation of souvenirs, but also in the restoration of ancient manuscripts. Such papers are ordered all over Uzbekistan and abroad.

Work is underway to expand the village of Konigil. A new tourist route will be opened here, guest houses and craft centers will be built. For example, the production of ceramics, carpentry, vegetable oil on the basis of old technology will be launched. The guests will witness the process of growing Samarkand rice. Entertainment and cultural events are organized in the village, where guests can eat pilaf made of Samarkand rice and oil, enjoy performances of national musical instruments and participate in the production of pottery<sup>9</sup>.

## Conclusion/Recommendations

In conclusion, today it is necessary to create an opportunity for tourists to get information about the location of marital houses, their conditions, booking options, additional services on the basis of GIS technologies. The use of existing booking systems does not correspond to the financial capacity of marital houses.

In order to prolong the stay of tourists in the guest houses will be organized animation programs using electronic means of communication, the sale of national dishes and various ceremonies, the sale of handicrafts, demonstration of the process of preparation of national dishes.

With the above in mind, the creation of a single electronic platform or mobile application for marital houses will provide development in this area.

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<sup>9</sup> <https://uzbekistan.travel/uz/o/konigil-qishlogi-va-meros-qogoz-fabrikasi/>

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