

HOTEL ENTERPRISE MANAGEMENT METHODS AND WAYS OF COMMUNICATION

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ANNOTATION

The article discusses the topic of foreign languages in hotel management in the context of their importance for the hospitality industry and their role in education in the field of hotel management. Multilingualism gives a competitive advantage to both companies operating in the global hotel business market and people who are pursuing a career in it. The key conclusions point to the contradiction between the theoretical recognition of the importance of foreign languages in the management of the hotel business and its practical promotion, especially with regard to fluency in foreign languages, initiatives for staff training and the level of training courses offered.

Keywords: hospitality, cultural linguistic feature, management, language skill, communication and multilingualism

Аннотация

В статье рассматривается тема иностранных языков в гостиничном менеджменте в контексте их важности для индустрии гостеприимства и их роли в образовании в области гостиничного менеджмента. Многоязычие дает конкурентное преимущество как компаниям, работающим на мировом рынке гостиничного бизнеса, так и людям, которые делают карьеру в it. Ключевые выводы указывают на противоречие между теоретическим признанием важности иностранных языков в управлении гостиничным бизнесом и его практическим продвижением, особенно в отношении свободного владения иностранными языками, инициатив по обучению персонала и уровня предлагаемых учебных курсов.

Ключевые слова: гостеприимство, культурно-лингвистическая особенность, менеджмент, языковые навыки, коммуникация и многоязычие

INTRODUCTION

The hospitality industry is a type of entrepreneurship consisting of such types of services that are based on the principles of hospitality, characterized by friendliness towards guests. The hotel business is one of the fastest growing industries, in addition, the development of other areas: construction, trade, agriculture, consumer goods production, etc. An important place in the industry is occupied by the hotel business, the wide and diverse nature of which also covers elements of related industry sectors, such as food, recreation and entertainment, etc. Accordingly, the hotel business demonstrates a broader and more diverse organizational structure than other sectors of the industry.

Hospitality industry enterprises have common characteristics that define the nature of the hospitality industry. And she, in turn, forms the organizational structure of the enterprise, determines the management policy. At the present stage, the hospitality industry is developing rapidly, trying to meet the ever-increasing needs of the population and, of course, to make a profit. For this purpose, new services are being created at the enterprises of the hotel industry and the old services provided are being improved. Management methods also require improvements: it is important to be able to correctly and competently combine them with each other in order to achieve optimal results. Hospitality industry enterprises have common characteristics that define the nature of the hospitality industry. And she, in turn, forms the organizational structure of the enterprise, determines the management policy.

The process associated with services in the hotel industry that have a material form can be conditionally divided into two interdependent parts: the organization of human services and the organization of material production of services. Since the service sector is designed to serve a specific person with his individual requests, the initial and mandatory condition for material production is direct contact with the customer. In this regard, there is a need to study the demand for services, their advertising, collecting orders, taking into account the wishes of the customer. It is also necessary to agree with him the terms of their execution, the forms of service. It is important to create at the same time maximum convenience, comfortable conditions, proper ethics and culture, take into account many other aspects of the organization of customer service.

The success of the management of a hotel enterprise depends on many factors related to the psychology of customers, the natural and climatic

Automated control system hotels

The hotel's automated control system is a specialized software package that ensures the work of hotel staff at their workplaces and prompt decision-making at all stages of the technological cycle, from reserving seats to receiving a report on the activities of the hotel. The hotel's automated control system has an interface with programs that automate related departments, or with related programs – an accounting program, a restaurant's automated control system, a telephone, an access control system, and of course, a remote booking system. These systems, or divisions, do not work in isolation from each other, but by exchanging information among themselves. The information can be in the form of documentation on paper or in electronic form.

Thus, the ACS is:

the method of accumulation and the source of obtaining complete and timely information about the guest and the current state of the hotel, coming from related systems (divisions) in a convenient form, and, consequently, the basis of the hotel information system;

a tool and means of management and rapid response to constantly changing situations in the hotel and in the market;

a way to increase the level of service for guests and the quality of staff work;

automation system for all stages of work with the guest – from the acceptance of the application to the final calculation; the possibility of effective use of the room fund and other elements of the hotel, and, consequently, an increase in its income;

new opportunities in the field of management and service, because the accumulated data become invaluable capital for the hotel. The guest history databases allow you to encourage

regular customers, accurately study the target market of the hotel, predict the demand for services, and conduct effective marketing and credit policy.

Automation of the hotel's functioning processes is a prerequisite for the successful operation of the hotel, and the effective use of the collected data is a key factor in its competitiveness. The first automated hotel management systems appeared in 1975 in the West. Then there were years of development and development of systems, accumulation of significant experience in their implementation and operation in thousands of hotels around the world.

The inherent flexibility of setting up Western automated control systems allows them to adapt to the specifics of Russian requirements. Today, there are several such systems on our market, they are operated in hotels that are jointly managed with Western partners or are part of hotel chains. Thus, the hotel's automated control system is a specialized software package that ensures the work of hotel staff, but this is only one of the ways to manage a hotel.

Economic management methods

Economic management methods in the hotel business are given a central place. This is due to the fact that management relations are determined primarily by economic relations and the underlying objective needs and interests of people.

The fundamental issue of collective labor organization in a firm is the mastery of economic management methods, which, in relation to the management of an organization, represent a set of economic levers with which an effect is achieved that meets the requirements of the collective as a whole and the individual in particular. In other words, the goal is achieved by influencing the economic interests of the managed object.

The need for economic management methods in the service sector is naturally and significantly increasing, since in the conditions of denationalization of hotel enterprises and the development of private entrepreneurship, it is not always possible and reasonable to solve a complex set of tasks to meet the growing needs of the population in services with the help of directive influence. Economic management methods should and will inevitably take a dominant position in the hotel business. This is necessary to ensure normal operating conditions in the new economic conditions, and steps are being taken to implement this provision at the enterprise in question. At the same time, the number of management links in the service is reduced, which becomes economically independent. Due to its specificity - the daily satisfaction of the individual needs of the population - the sphere of hotel management needs immeasurably less centralization than any other sphere of labor.

The main purpose of using these methods in the management of the enterprise in question is the formation of a positive socio-psychological climate in the team, thanks to which educational, organizational and economic tasks will be largely solved. In other words, the goals set for the team can be achieved with the help of one of the most important criteria of efficiency and quality of work - the human factor. The ability to take this into account allows the manager to purposefully influence the team, create favorable working conditions and, ultimately, form a team with common goals and objectives.

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