



THE HISTORY OF THE EMERGENCE OF HOTELS IN THE TOURISM INDUSTRY AND THE ROLE OF AUTOMATED CONTROL SYSTEMS IN THEM

Jakhongirov Kamoliddin Asomiddin ugli,

Intern Teacher of the Department of Islamic Economy and Finance,
Pilgrimage Tourism, International Islamic Academy of Uzbekistan,

e-mail: kamoliddin6564@gmail.com

Tel. mobile: (97) 765-65-64

Abstract:

The article talks about the history of the establishment of means of accommodation in the tourism industry and the process up to the current hotel chains. Also, the definitions given by the scientists and UNWTO to the means of placement are also mentioned. Statistics of the world's largest hotel chains are presented today. At the same time, brief information is provided about digital systems widely used in the management of hotel chains. In the conclusion, opinions are expressed about the importance of tourism as an economic sector at the international level and the growing role of the hotel industry in it.

Key words: "caravanserai", "rabot", "khan", "Gostiny dvor", "korchma", "tavern", "harchevna", "inna", "ryokan", "hotel", "hostel", "motel", "botel", "boarding house", "appartement", "flotel", "capsule", PMS, GDS, Fidelio system.

Introduction

Tourism is one of the main types of international economic activity and is a complex industry that significantly affects both the structure of the world economy and the overall situation, as well as the economies of most countries and parts of the world. The development of tourism has an encouraging impact on socio-economic networks, such as trade, transportation, communications, agriculture, construction, and the production of consumer goods, and is one of the most promising areas of economic reconstruction.

The hotel system, one of the most important areas of tourism, is now a major factor. In particular, the development of tourist infrastructure and the creation of the country's unique image by attracting visitors from foreign countries, offering them good service are contributing to the rapid development of the economy.

The first buildings in the form of hotels appeared in Assyria in the tenth century BC. These types of buildings have been dubbed differently in connection with the living conditions of different peoples. In the Middle East, for example, they are known as "caravan," "rabbi," "xon," "Gottinian dvor," "Korchma," "tavern," "harchevna," "inna," and "ryokan" in the Japanese.

Hotels have long existed in the peoples of Central Asia, usually built in the outer courtyard as two rooms, a interior and a dining room. The hotels occupied the main and important place in the courtyard and the house, were built spacious, high, luxurious compared to other rooms, and were decorated with paintings and engravings. Hotels in each province had a unique structure.



The word "hotel" originated in the 18th century, and the term also applies to multi-storey houses in France, where apartments are rented for a month, a week, and even a day¹. The first sightings of nearby hotels also appeared in France, and they began to be called "hotels." Later, the name spread to other countries. In 1879, Hotel-type hotels began to be built and developed in Russia. Currently, there are various views of placement facilities in the tourism industry. These include hotels, hostels, motels, botels, pansion, appartaments, flotels, capsules, and so on.

(Matthew 24:14; 28:19, 20) Today, one of the languages of the country visited is undoubtedly "hotel," or hotel. From antiquity to this day, hotels have not lost their importance and position, but rather have continued to flourish.

Comparing the definitions given in domestic and foreign literature related to this area, it appears that there are different interpretations not only of the economic and legal nature of the term hotel, but also of the concepts of "hotel" and "hotel chain." According to the general definition of scientific literature, "hotel" is "a property complex designed to provide placement services"², and another definition is "a number of services for people who are not from their area of residence"; an enterprise that provides accommodation and catering services and other important services."³

Italian scientist M. Rispol, on the other hand, describes it as "a hotel, a place for people to provide special services aimed at producing, offering and providing services, meeting their⁴ needs."

And it is described by the World Travel Organization (UNWTO) as "any facility that provides tourists with places to stay overnight is a residential object."⁵

(Matthew 24:14; 28:19, 20) Today, during globalization, the concept of a "hotel system" has emerged. The hotel system is of particular importance in the economic activities of the countries as a high source of income for the hotel business. The impact of this business on the country's economic and social life is seen in currency income, job creation, the development of small businesses and businesses, and the preservation of culture and values.

The economic dictionary describes this term as follows: "The hotel system is a group of hotels with general management, with a concept of product promotion through system management and the distribution of the hotel fund."⁶

To date, networks of hotels have been formed due to the number of hotels, the increase in their service types and mutual competition. Currently, each hotel takes every opportunity to maintain and consolidate its position. International operations for these chains are the main source of revenue, and

¹Enileev R. K., Rostovtseva M. Y. Historical Stages of the Formation of the Hotel Industry. – 2014. – №. 4. P. 97.

² Kat'kalo V.S. Mezhdunarodnye gostinichnye seti: spetsifika organizatsii i tipologiya strategii razvitiya [International Hotel Chains: Specifics of Organization and Typology of Development Strategies]. Part 3 / V.S. Kat'kalo, V.N. Mukba – Havola: https://tourlib.net/statti_tourism/katkalo.htm

³ Taldykin A.S. Mezhdunarodnaya opyt razvitiya gostinichnogo biznesa i ego znachenie dlya Rossii: diss.kand. Econ. Sci.: 08.00.14 / A.S. Taldykin; Grew up. University of Friendship of Peoples. Moscow, 2008. C. 21

⁴ Martorell Cunill O. The Growth Strategies of Hotel Chains: Best of Business Practices by Leading Companies / O. Martorell Cunill. New York: Haworth Hospitality Press, 2006. 213 p.

⁵ A.A. Isadjanov. "International Hotel System", textbook, T.: – OOO "Complex print", 2021. 224-b.

⁶ Hotel system [Electronic resource] / http://www.kurortmag.ru/dictionary/G/Gostinichnaja_cep



their hotels are available on all continents of the world.

International experience has proven that the integration of hotel networks does not prevent the creation and successful operation of national chain hotel companies.

There are currently more than 300 large chain hotel associations, The largest international hotel chains are InterContinental Hotels Group (Uk), Marriott International (USA), Wyndham Hotel Group (USA), Accor Hotels (France), Hilton Hotels & Resorts (USA), Hyatt Hotels Corporation (USA), Lotte Hotels & Resorts (South Korea), Jin Jiang (China), Huazhu (China), OYO (India).

In the 21st century, hotel networks became a key element of the economy of most countries of the world, a leading force in improving their development and efficiency. Also today, temporary residences at the level of demand play a special role in shaping the country's tourist portrait, including one of the most important areas in which the hotel industry is focused. (Matthew 24:14; 28:19, 20) Jehovah's Witnesses would be pleased to discuss these answers with you. In particular, we can see this from the table below.

Table 1. The world's largest chain of hotels as of 2023⁷

T/R	Hotel name	Number of objects	Assets
1.	Marriott	7610	21 milliard dollar
2.	Hilton Worldwide Holdings Inc.	6384	33 milliard dollar
3.	InterContinental Hotels Group (IHG)	5656	6 milliard dollar
4.	AccorHotels	4800	9 billion euros
5.	Wyndham Hotels & Resorts	9400	8 milliard dollar
6.	Choice Hotels International	7118	6 milliard dollar
7.	Best Western Hotels & Resorts	4700	3 milliard dollar
8.	Hyatt Hotels Corporation	1016	9 milliard dollar
9.	Jin Jiang International	9300	10 milliard dollar
10.	Radisson Hotel Group	1198	3 milliard dollar

There are many opinions on what is the reason for the success of hotel chains. Each type of hotels that is part of the hotel network has its own branding. The advantage of these companies is that they strictly adhere to their brand names and service standards, and users of single hotel network services clearly perform the quality and placement of service in the enterprise that enters this chain, regardless of its location.

Also, the current activities of hotel system management are directly related to innovative technologies. These technologies will focus on attracting as many visitors as possible and establishing a permanent customer group. This can only be achieved by improving the quality of the service.

Fighting in open market conditions for each client requires modernization and innovative solutions from hotel systems. It usually creates problems in terms of the cost of innovative solutions and the introduction of it into the personnel and management system, but hotel systems have the ability to allocate enough resources to innovation.

In the West, since the 1990s, there has been a need to attract modern technologies in hotel

⁷ 20 of the Largest Hotel Chains in the World in 2023 // <https://zacjohnson.com/largest-hotel-chains/>



management. In the case of modern competition, hotels have not stopped looking for new technologies again to improve the quality of their services and the search for its application in hotel management. Modern Internet technologies in the hospitality industry practically remove all restrictions and allow you to book room numbers and hotel services for every traveler who has access to the World Wide Web, regardless of their current location. Such tools also help organize different processes of the hotel business, ensuring that it has quick communications between its departments as well as a source of searches for the necessary information. Automation of such processes, equipped with new technologies in the hotel business, will save employees and management from unnecessary loads and eliminate the possibility of errors in assessing the situation or accounting for the budget.

Given the foreign experience in managing the hotel system, first of all, special attention is paid to the PMS system, which is widely used today.

Hotel management system or PMS (Property management system) is part of an automatic management type that allows you to carry out documents in a hotel, a name fund, general information about stayers, as well as manage daily operations.

Currently, the PMS system is widely used, from the smallest hotels to large hotel systems. The PMS goals will primarily focus on automation of personnel labour and elimination of delays. First of all, such systems were designed to substitute paper tables that store information about customers used by hotels. Subsequently, these systems automatically developed a variety of indicators, such as "hotel slavery" or "average name slavery" and so on over a certain period of time. Also, systems such as PMS have passed the synchronization phase with global booking systems (GDS), which in turn has made it possible to freely book hotel names directly by agencies. To facilitate the role of hotel managers, PMS also has the opportunity to prepare documents for hotel users and account for their accountancy.

Another of the most popular hotel management systems is the Fidelio system. It is owned by the largest Micros-Fidelio Corporation in the world. Today, the Fidelio system is installed in the largest hotel networks in the world— Sheraton, Hilton, Marriot, Kempinsky, Hyatt. Many hotels in the CIS and baltic countries also use this system in their activities.

The Fidelio system is effective at all stages of hotel work, from computer reservation, guest registration, placement and registration to managing the name fund, accounting and financial work, and the use of it in the work hierarchy is also very simple and does not prohibit the need for any individual personal computer and is much more convenient to use in hotels of any size.

Also, this system booking module has great convenience in performing more than twenty different tasks. For example, the availability of rooms, i.e. the review of information about non-reservation, the maintenance of a database of customers, the booking of names for guests of any category, the maintenance of accounts and statistics, the sending of automatic faxes, and so on.

As an exclusive distributor of Micros-Fidelio in the CIS market, HRS (Hotel & Restaurant Systems) has been operating in recent years. HRS fully installs software and hardware tools, teaches employees how to work with the system and handles user support.

Another modern control system is the Lodging Touch system. The system was created by MAI Hospitality, a leading organization in the field of software development for the hospitality industry.



Today, the Lodging Touch system is one of the most advanced in complex automation software tools for the hotel business. The program is fully Russianized and adapted for the CIS market. Unlike other similar systems, the Lodging Touch system operates in a Windows NT operating environment, greatly expanding its scope of activity, as well as allowing it to easily master the way it works with it.

Currently, the international hotel system is using innovative technologies to attract additional guests and improve the effectiveness of their activities, which prohibits the growth of the level of communication with customers and the effectiveness of management processes.

Not all hotels have been able to develop innovative technologies, but the opportunity to do so is available to all market participants. The most important thing is to be able to figure out what a visitor needs and to understand that the introduction of these technologies is a time-consuming process.

Instead, we can say that international tourism is growing in importance as an economic sector. Tourism serves the interests of society as a whole and is a source of income at a micro and macroeconomic level. Tourism is becoming one of the main factors contributing to the creation of additional jobs, the smooth development of road and hotel construction, the promotion of the production of all types of vehicles, folk craftsmanship, the preservation of national culture of regions and countries.

The hotel system is a current but not yet thoroughly analyzed area of modern management strategy. Because the most important part of the tourist infrastructure is the means of guest accommodation. These tools are diverse, but the most favorable conditions for placing tourists are offered by the hotel system. By the 21st century, the hotel system had become one of the most important elements of many countries' economies. It is also impossible to develop domestic and outdoor tourism without resolving the issue of tourist accommodation.

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