HSR (LONDON),
HOUGHTON STREET REVIEW JOURNAL
ISSN: 2058-5519|Impact factor-15.9
http://houghtonstreetreview.com/index.php/hsr

THE ROLE AND DEVELOPMENT TRENDS OF HOTEL AND CATERING SERVICES IN THE INTERNATIONAL TOURISM INDUSTRY

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Abstract. In this article, we tried to consider what role hotels and catering services play in the international tourism industry, what is the relationship between them, and what is changing in this field today. The economic aspects of the hotel industry, the impact of restaurant services on gastronomic tourism, and modern issues such as digitization and ecology are discussed. Several opinions were expressed in the case of Uzbekistan, although many studies are still needed in this direction.

Key words: international tourism, hotel services, catering services, hospitality industry, gastronomic tourism, "All Inclusive" system, digitization, environmental sustainability.

Enter. In today's era of globalization, international tourism has become one of the fastest growing and most profitable sectors of the world economy. Tourism is not just a trip, but a mechanism for cultural exchange between countries, strengthening of economic relations and improvement of the service sector.

The success of international tourism and its share in the gross domestic product (GDP) directly depends on the development of infrastructure. The basis and "heart" of this infrastructure are hotel (accommodation) and catering (restaurant) services.

The hotel industry is the basis of the material and technical base of international tourism. When a tourist steps into a foreign country, his first impressions often begin with the airport and the hotel where he is staying. A quality accommodation system ensures the formation of a positive image of the country in the guest.

In modern international tourism, hotels have long gone beyond the status of "a place to sleep and relax". Today, they are turning into entertainment, business, sports and wellness centers. For example, international brands such as "Hilton", "Marriott", "Hyatt" have been raising the quality of service all over the world to a high level with their strict standards.

In fact, the task of this area is not limited to providing the tourist with a place to rest his head - the main goal is to make the guest feel comfortable and safe, that is, to create a "home away from home" environment for him. Now, large hotel complexes have catering services, spa and fitness centers, business lounges, shuttle service and even children's playgrounds.

For example, international hotels operating in Tashkent or Samarkand are trying to meet the demand of not only local but also foreign tourists. It is for this reason that the hotel industry occupies a special place in the economy of tourism - because how long a tourist stays in the country, how much money he spends, and whether he will come back next time largely depends on the quality of hotel service.

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An integral part of the hospitality industry is catering and restaurant services. Catering service, in simple words, means preparation and delivery of food and drinks at the place specified by the customer and service there. This type of service is widely used in the room service system at airports, ships, international conferences and hotels.

Practice shows that the quality of the catering service often determines the general impression of the tourist on the country. In order to properly organize catering services, only the quality of food is not enough - the religious beliefs and eating habits of tourists should also be taken into account. For example, providing halal food for Muslim tourists and kosher food for Jewish guests has become a necessity today. In Uzbekistan, especially in large tourist cities like Samarkand and Bukhara, restaurants are gradually adapting to these requirements.

Many people associate the main reason for traveling with historical monuments or natural beauty. However, food is sometimes the main reason for going on the road. Some of the tourists who go to Italy do not go for the museums, but for the authentic Italian pizza; In France, wine and cheese represent a whole culture. Uzbekistan is no less in this regard - among foreign guests, eating Samarkand pilaf or kabob from the oven has become a special goal.

At the same time, the "All inclusive" system occupies a special place in the organization of meals in hotels. This system is arguably one of the smartest ideas in the hotel industry. The guest pays once - food, drinks, entertainment services are all included in this price. It is this simplicity that has made it so popular among family vacationers and budget-conscious tourists.

Today, digitization has penetrated almost every field, and tourism is no exception. People are now turning more and more to sites like Booking.com or Airbnb when looking for a hotel — especially among young people. In some hotels now there are systems that allow you to enter by phone instead of a key, although such technologies are not yet available everywhere. In restaurants, viewing menus and paying by QR code is also gradually becoming commonplace. True, at first some customers had difficulty getting used to this, but now many find it convenient.

As for the issue of ecology, there has been a lot of talk about it in recent years. Some hotels are trying to abandon plastic items, and restaurants prefer to buy products from local farmers. However, these changes are not the same everywhere - there is a big difference between big cities and small districts.

At the same time, it is self-evident that no matter how much technology develops, qualified staff is needed to provide good service. This issue, in the author's opinion, will remain relevant for a long time.

Conclusion

In the international tourism industry, hotel and catering services are not just infrastructure elements, but also key factors determining the tourist attractiveness of a country. Modern trends show that in order to achieve success in the industry, it is necessary to adapt to the requirements of digitalization and environmental sustainability. However, any innovation, be it an “All inclusive” system or smart technologies, cannot replace the true essence of hospitality - human care and sincerity.

To fully realize the potential of tourism, Uzbekistan needs to pay special attention to reducing the digital and environmental gaps between major cities and regions, while at the same time training qualified personnel that meet international standards. Only the combination of advanced technologies

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and high-level human service will ensure that the national tourism brand takes a strong place in the world market.

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