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PROFESSIONAL DEVELOPMENT OF HOTEL STAFF AS A KEY TO IMPROVE THE QUALITY OF SERVICES IN BUKHARA HOTELS

Abstract: In the era of globalization and development of service industries, it is not only up-to-date innovations or modern services that can engage more and more customers, but the quality of delivering these services can create and hold them. Nowadays, a lot of tourism sectors are fighting in the high competitive arena in order to excel among one another to create warm and cozy ambience for tourists. And entrepreneurs of Bukhara hotels are realizing that they have everything to establish this atmosphere, but the last and key criterion is establishing good employee system. This study aims to address a common question: which ways of staff professional development are the most efficient to increase the quality of services in high position.

Keywords: hospitality, service industries, professional development, tourism entrepreneurs, training methods.

Personnel training for most enterprises is now of particular importance. Training is a means of achieving the strategic goals of an organization. Success on the path to achieve these goals depends largely on how well the staff are aware of these goals and how prepared they are to work towards their achievement. The implementation of the developed strategy of the organization requires a higher level of professionalism of both management and the entire staff. Work in the market conditions places high demands on the level of staff skills, knowledge and their abilities. The knowledge and skills that helped the
staff to work successfully yesterday, today are losing their effectiveness, and tomorrow they will become irrelevant at all. Both external conditions (state economic policy, legislation and taxation system, new competitors appear, etc.) and internal conditions of enterprises (their restructuring, technological changes, etc.) change very quickly, which most companies objectively need to prepare staff for today's and tomorrow's changes.

**Methods of Staff Professional Development in Hotels**

Hotel companies need trained professionals with a certain amount of work experience. Employee training and education is an investment of money and time that needs to be rationally used, therefore, the system of personnel training for hotel enterprises should be improved to meet the requirements of the hotel services market. The need to develop a hotel education system is currently recognized, taking into account the current situation, as well as future projections. Managers of large hotel chains are interested in the development and prosperity of their business, pay attention to improve the culture of serving guests and therefore, try to find more effective way of staff career enhancement. Training is not only getting new knowledge, but also getting to know new opportunities and new solutions that can help the organization to improve service quality. The result of training should be the ability of staff to find more and more effective solutions in the daily activities of the hotel.

According to this, training methods in tourism and hospitality industry may be consisted of followings:

- **On-the-job Training (OJT) Methods.**

  This type is very common and one of the most essential ways that is provided directly on the working process. OJT method is categorized as follows:


- **Off-the-job Training Methods.**
The methods of training which are adopted for the development of employees away from the field of the job are known as Off-the-job Methods:


• Training institute.

The training method is provided by sending staff to training institutes to give vocational training and other knowledge so that they can shape up the ones personality.

• Internship Training.

This method is similar to working but not for full term purpose and the salary is called stipend and a bit low than the one that are given in workplace. The time is flexible and depends on staff. The duration can be 2 or 6 months only.

• Online or E-learning.

Many companies with employees in a variety of locations across the country are relying on other technologies to deliver training. It is when online learning method comes to help.


Implementation of essential training methods in Bukhara hotels.

Hoteliers from Bukhara are realizing that today the key of best service quality of hotels has become qualified and well-educated personnel and owners paying highly attention to career enhancement of their staff to increase and hold the company revenue in high positions. As every location has its own rules and requirements, the most effective training methods for this venue indicated to be the combination of all types that are mentioned above. However, owners should firstly define the follows:
Training goals for the session.

- New skills
- New techniques for old skills
- Better workplace behavior

Type of employee.

- New employees
- Existed employee
- Employees for changing job

Training budget.

Time for training within the organization.

Training resources and materials existed at disposal.

By indicating these criteria, hoteliers can easily find which type of training from which method is highly essential and influential for both company and employees.

List of references