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# СЕРВИС

ИЛМИЙ-АМАЛИЙ  
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И.Ниматов	I.Nimatov
<b>Анализ факторов, влияющих на мотивацию в современном туризме</b>	<b>Analysis of factors influencing motivation in modern tourism</b>
<p><b>Аннотация:</b> в данной статье изучены мотивационные факторы, влияющие на желание путешествовать и принятие решений на выбор места отдыха. На основе исследования были выделены четыре группы мотивов и изучено состояние связи со средствами контроля мотивов. Раскрыты аспекты объекта исследования, связанные с элементами рынка.</p> <p><b>Ключевые слова:</b> мотив путешествия, выбор дестинации, туризм, мотивирующие и тянущие мотивы, туристская потребность, туристический спрос.</p>	<p><b>Abstract:</b> in this article, the motivational factors affecting the desire to travel and the influence of the forces affecting the choice of a place of rest were studied. Based on the research, four groups of motives were identified and the state of connection with means of motive control was studied. An attempt was made to reveal aspects of the research object related to market elements.</p> <p><b>Keywords:</b> travel motive, destination choice, tourism, motivating and pulling motives, touristic need, touristic demand.</p>

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### THE IMPORTANCE OF GUEST HOUSES IN THE TOURISM INDUSTRY OF UZBEKISTAN

<p><b>Abstract:</b> the paper aims to analyze the prospects for the development of guest houses and the role of this direction in the tourism industry of the Republic of Uzbekistan. Also, this article examines the importance of guest house activities for the economy and the social sphere of the region, especially in rural tourism.</p> <p><b>Keywords:</b> guest house, small business, competition, rural tourism, entrepreneurship, innovation, entrepreneurs.</p>
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**Introduction.** The Republic of Uzbekistan, due to climatic conditions, cannot provide an opportunity for a beach holiday. But having a huge tourist potential, expressed in a significant number of historical and cultural monuments, in a unique nature, original crafts and trades, it has every chance of becoming an incredible place to visit for tourists. According to Uzbekistan's Statistics Agency, more than 3.1 million international visitors visited Uzbekistan between January and June 2023. It is underlined that the number of international tourists visiting Uzbekistan in the first half of 2023 grew by over 1.9 million persons when compared to the same time in 2022. Traveling to Uzbekistan, whether for business or tourism, will undoubtedly allow visitors to enjoy Uzbek hospitality, delicious Uzbek cuisine, and colorful bazaars offering a wide variety of the best fruits and dry fruits, all layered by the cultural heritage that can be felt throughout the country, regardless of where they go. Since many tourists coming to Uzbekistan for the first time want to see and feel the life of the local people of this country, in this case, guest houses will help them feel how hospitable and friendly the Uzbek people are if they live in guest houses. Guest houses are one type of small business in tourism. The owners of guest houses can choose the organizational and legal form depending on several factors: the availability of financial resources, material base, the volume of the entrepreneurial project, their own

organizational abilities, market conditions. But, regardless of the organizational and legal form, entrepreneurs pay all taxes due, wages to their employees. Rural tourism is now becoming increasingly popular, so guest houses are in demand.

The concept of "guest house" is enough new, it came into use at the end of the XX century. But despite its novelty, this phenomenon is firmly embedded in the business environment, becoming one of the most popular forms of travel accommodation. According to Merriam-Webster.com Dictionary, “Guest house - is a building used for guests (as on an estate) especially: a house run as a boardinghouse or bed-and-breakfast”.

Guest houses are a type of small business in tourism. A family guest house is a private household that provides temporary accommodation and (or) food services for up to 10 visitors (tourists) at a time on the basis of their living together in this house together with the owner and members of his family. It is a private residence that has been modified for the sole purpose of providing tourist lodging. The owner normally resides in a separate portion of the property, and the guest house might be used as a lodging business. Rural tourism is gaining more and more popularity, so guest houses are in demand. Guest house services are used by those people who come to rest to the countryside, but do not have own homes or opportunities stay with relatives, prefer to travel to different places. Currently, such the form is quite widespread in those territories where tourism is developing more successfully. Guest houses are well equipped and have the equipment necessary for a comfortable stay. Maintenance of guest houses is low-cost, since there is no need to maintain a large staff of staff. Such positive aspects as low costs, small tax deductions increase profits owners of guest houses. In conditions of competition every homeowner interested in better quality serving their customers, more their comfortable placement, which, in turn makes the service more demanded and cheaper.

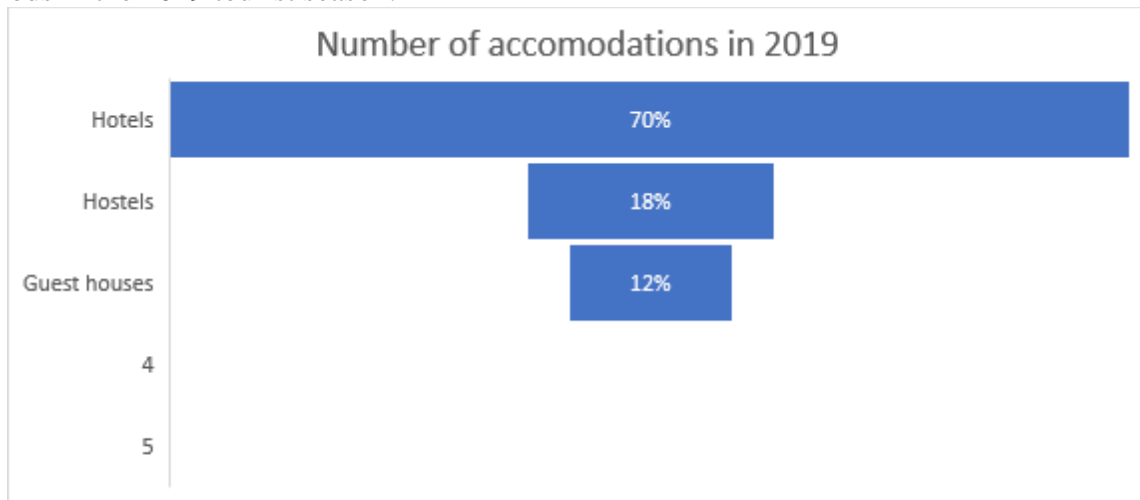
**Literature review.** G. Sh. Abdullaev, V. M. Vlasova, I. Tolmachev, S. Stanislav, A. Vilensky, S. Valdaytsev, A. Andreev and others conducted research on the study of small business and private entrepreneurship in the countries of the Commonwealth of Independent States (CIS). General problems of small business and private entrepreneurship in Uzbekistan, issues of econometric modeling and forecasting widely included in the scientific works of S.S. Gulomov, B.Yu. Khodiev, B.A. Begalov, T.Sh. Shodiev, Yo. Abdullaev, N.B. Ashurova, S. K. Salaev, N.Q. Murodova, I.S. Abdullaev, M.A. Gulmanov, J.J. Urmonov, H.N. Bagoev and others. Today, there is a vital need to solve scientific and practical problems, such as econometric modeling and forecasting of the development trends of small business and private entrepreneurship in the region, and practical implementation.

**Methodology.** During writing this article general scientific and statistical methods in the process of writing the article, elements of economic and mathematical modeling, econometric modeling and forecasting were used.

**Analysis and results.** Often, when choosing a place to stay, tourists are interested in how a hotel differs from a guest house and which of these options is better. When choosing a hotel, you can focus on the number of stars, but how to determine the level of the guest house? The lack of stardom of the latter determines the lower cost compared to the former. Due to the fact that the owner of the guest house does not have to agree on compliance with the requirements, its maintenance and service is cheaper. Therefore, the cost of accommodation in them is more budgetary. Although a hotel or hostel has certain quality standards, this does not give it an advantage over a guest house. Judging by the numerous reviews, tourists often encounter non-compliance with the stated conditions. Therefore, the star rating of a hotel is not a guarantee of a high-class level of service. Excellent service can also be provided in guest houses.

As Nosachev shows on the web page <https://kz.kursiv.media/2020-02-21/how-hotel-business-uzbekistan-tries-catch-rising-flow-tourists/#:~:text=According%20to%20the%20State%20Tourism,total%20of50%2C000%20beds%20available> : according to the State Tourism Committee of Uzbekistan, early 2019 year there were 1,200 hospitality business sites including hotels (70%), hostels (18%) and guest houses (12%). The total number of rooms is about 24,000, with a total of 50,000 beds available. On average 83% of all rooms were booked in 2019. This is a very good result. Uzbek authorities are

ready to support local entrepreneurs not only with money but also with administrative power to simplify the procedure and requirements for obtaining a license for this type of activity. As a result, the number of guest houses and hostels has risen sharply in the country. According to Shukhrat Isakulov, head of the department on strategic development and human resources of the State Tourism Committee, these small businesses helped to manage the situation during peak periods in the 2019 tourist season.



Source: made by author according to the data of the State Tourism Committee of Uzbekistan (2019)

According to statistics announced by representatives of the State Committee for Tourism, the cost of the services provided by the guest houses amounted to 10 billion sums (\$ 1 million). The number of guest houses in Uzbekistan has increased seven times since the beginning of the year - from 106 to 750. This was stated by the heads of the State Committee for the Development of Tourism of Uzbekistan at a press conference in Tashkent, 2019. The department also predicts that by the end of the year 2019, 1142 hotels with 28 thousand rooms will be completed in the republic and the number of rooms will grow by 37%. The number of tour operators will increase to 1400 (an increase of 42%), and the volume of tourism exports will amount to \$ 1.3 billion (an increase of 30%). According to a presidential decree adopted in August 2019 year, Uzbek villages (villages) and mahallas (quarters) will be able to apply for the status of "tourist" if local residents create at least 20 guest houses and provide tourists with at least five services, except food and residence. For example, craft workshops, horseback riding or camel riding. Territories with the status of "tourist", as a priority, will fall under the state programs "Obod qishloq" ("Improved village") and "Obod mahalla" ("Improved mahalla"), within which work is being carried out to improve the infrastructure.

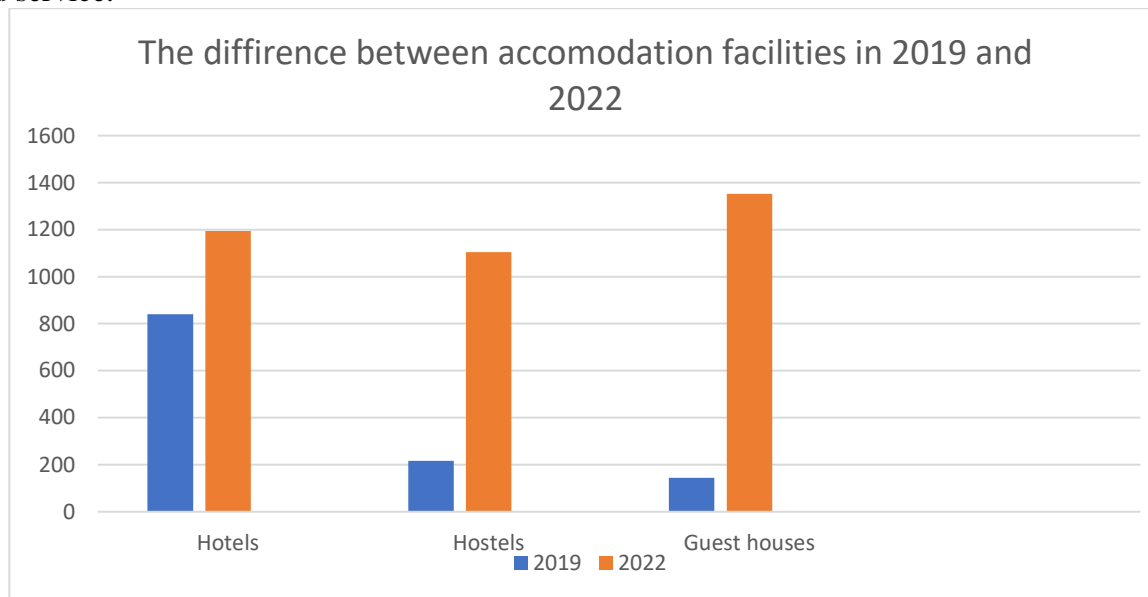
From news of Uzdaily.uz (<https://www.uzdaily.uz/en/post/59813>) a working group of 10 owners of guest houses were registered as individual entrepreneurs, and family guest houses were entered into the Unified Register in 2020. The entrepreneurs were given appropriate certificates. The owners of family guest houses living in these neighborhoods will be able to legally receive tourists. The opening of family guest houses will serve the employment of the local population and the development of domestic tourism.

According to statistics, as of November 2022, Uzbekistan has 3652 number of accommodation facilities that have received a certificate, of which guest houses and hostels - 2458, hotels - 1194. Number of rooms in the Republic - 33 820, places - 68 692 (online resource available at: <https://www.hoteliers.uz/stathotelsuz>).

As can be seen from the table, in contrast to 2019, in 2022, the number of accommodation enterprises in Uzbekistan, especially guest houses, increased significantly.

How to organize a family guest house? Undoubtedly, as in any other business, there are nuances and difficulties to set up such kind of business. In order to avoid most of the problems, a person need to competently approach the organization of his own business. An entrepreneur needs to start with the formulation the concept of his idea, development of a business plan, competent calculations. At the earliest stages of business planning, it is necessary to calculate the

recoupment of the cost of completing the guest house. In addition, the future owner of the guest house must have knowledge of the basics of marketing, accounting, conducting cash settlements, the taxation system, study the experience and recommendations for receiving guests, their food and service.



Source: made by author according to the data of the State Tourism Committee of Uzbekistan (2022)

To establish a family guest house, a person who has an appropriate residence must apply for registration of Family Guest Houses and entry into its single register. This register is maintained by the State Committee for Tourism Development. A copy of the certificate of state registration as a private entrepreneur or family business entity and a copy of the certificate of state registration of the right to the building and structure are attached to the application. The committee will review the documents within three working days from the day of receipt and draw up a report on the results. On the basis of this document, the houses will be included in the single register, and after entering the register, it will be possible to provide the relevant services. There is no fee for processing the application for inclusion in the register and issuing an extract. The register is kept in electronic form and posted on the official website of the State Tourism Development Committee. The register is updated online in the Internet information network. The authorities began to actively stimulate the creation of family guest houses in Uzbekistan in 2017. If in 2018 there were 106 guest houses throughout the Republic of Uzbekistan, then in 2019 their number increased to 886. Deputy Chairman of the State Committee for Tourism Fakhridin Davrakov announced this at a press conference at the Agency for Information and Mass Communications: “In total, last year, guest houses provided services to 84 thousand tourists for a total of 22.8 billion soums. So, on average, one guest house received an income of 25 million soums in 2019”. The representative of the committee also noted that in 2020, over 230 family guest houses will be created in 23 "tourist makhallas", in other regions - about 1200. Then, with the support of the European Union, trainings were held for specialists who were then supposed to teach villagers to open similar facilities in remote places. Later, the government introduced a simplified procedure for certifying guest houses, and recommended that commercial banks issue soft loans to open them. The Uzbek government introduced a simplified certification system for family guest houses in August, 2019.

According to Uzbek-travel company around 200 entrepreneurs planned to start a guest house business in 2021 after organizing info tour, which organized as a part of the USAID Project on the development of enterprise and business environment of the Association of Private Tourism Agencies (APTA) and the National PR Center under the Ministry of Tourism and Sports of Uzbekistan. They can be opened by individual entrepreneurs or family entrepreneurs without forming a legal entity. The house must have a living area of three-square meters for each resident. If the house meets the necessary conditions, the State Committee for Tourism includes it in the

Unified Register of Family Guest Houses. In total, the State Committee for Tourism and its regional divisions received more than a hundred requests regarding the opening of family guest houses.

**Conclusion and suggestions.** Based on the available statistics, Uzbekistan's tourist sector is predicted to grow significantly in the near future. As a result, the nation's decision to boost the number of accommodations such as guest houses around the country is a surefire remedy. The government's choice to provide subsidies to the private sector promotes future tourist growth. So, we can conclude that, a guest house is a means of accommodation for tourists, usually in rural areas, and, unlike a hotel, has a set of parameters, who make living conditions in it close to home. What are the advantages of a guest house in front of the hotel? First, of course, it is a more comfortable, homely environment. Secondly, the owners of the guest houses, acting as they see fit, not are, unlike hotels, under tight control of state organs. They are not covered by rules and regulations binding on hotels. Third, the tax rates for guest house owners are much lower than those for hotels.

Thus, guest houses are a promising and profitable form of small business, particularly in rural areas. For the successful development of this form of entrepreneurship, a competent approach, calculations and the creation of an Association to support its members are required. Then, Uzbekistan such cities as Samarkand, Bukhara and even Karakalpakstan will be able to take a large the number of travelers, which, in turn, will have a positive effect on the socio-economic development of the region.

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<p><b>S.Ashurova</b></p> <p><b>O‘zbekiston turizm sanoatida mehmon uylarining ahamiyati.</b></p> <p><b>Annotatsiya:</b> maqola mehmon uylarini rivojlantirish istiqbollari va ushbu yo‘nalishning O‘zbekiston Respublikasi turizm industriyasidagi rolini tahlil qilishga qaratilgan. Shuningdek, ushbu maqolada mehmon uylari faoliyatining mintaqa iqtisodiyoti va ijtimoiy sohasi, ayniqsa qishloq turizmi uchun ahamiyati ko‘rib chiqiladi.</p> <p><b>Kalit so‘zlar:</b> mehmon uyi, kichik biznes, raqobat, qishloq turizmi, tadbirkorlik, innovatsiya, tadbirkorlar.</p>	<p><b>С.Ашурова</b></p> <p><b>Значение гостевых домов в туристической отрасли Узбекистана.</b></p> <p><b>Аннотация:</b> целью статьи является анализ перспектив развития гостевых домов и роли этого направления в туристической отрасли Республики Узбекистан. Также в данной статье рассмотрено значение деятельности гостевых домов для экономики и социальной сферы региона, особенно в сфере сельского туризма.</p> <p><b>Ключевые слова:</b> гостевой дом, малый бизнес, конкуренция, сельский туризм, предпринимательство, инновации, предприниматели.</p>
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