



IN HOSPITALITY BUSINESS AI

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Annotation: In this scientific article, the researcher shows that emerging markets and emerging economies have been cited about the use of artificial intelligence.

Keywords: monuments, ancient monuments, picturesque nature, unique culture, Saber Corporation, Machine Learning.

Creating favorable economic and organizational-legal conditions for the accelerated development of tourism as a strategic sector of the country's economy, more fully and effectively using the enormous tourism potential of the regions, radically improving the management of the tourism industry, creating national tourism products and promoting them in world markets, and forming a positive image of Uzbekistan in the field of tourism is a requirement of the times.

The unique historical monuments, ancient monuments, picturesque nature, unique culture and traditions of our country are attracting tourists from all over the world. All cities of our country have enormous tourism potential. In particular, Samarkand, Bukhara, and Khiva have long served as a unique bridge in the mutual relations between the countries of Europe and Asia. Therefore, trade and culture have been developed in the region since ancient times, caravanserais and rabats have been built. In the sphere of tourism, there are certain problems in the development of the hotel industry, which require the development of a system of measures to solve them. In particular, as stated in the decree:... "with the abolition of the requirement for a license to carry out activities related to the provision of tourist services in hotels and similar accommodation facilities, tourist services provided by entities related to tourist activities - hotels, motels, campsites, and similar accommodation facilities - are subject to mandatory certification. At the same time, from January 1, 2018, mandatory certification of catering enterprises and motor transport enterprises specializing in serving foreign tourists will be introduced.

Saber Corporation has developed the first analytical platform for the use of artificial intelligence (AI) in the hospitality industry, which will help maximize the total revenue of hotels. SynXis Analytics Cloud is Sabre's new data and analytics platform built on its foundation for the hospitality industry.

In the context of market relations and especially during the transition to a market economy, tourism is one of the most dynamic sectors of the economy. Its rapid growth and large volumes of foreign exchange earnings actively influence various sectors of the economy. This will allow the formation of the tourism industry. According to the World Tourism Organization, an average of 1.2 billion people travel annually. Meanwhile, 10 years ago, the number of registered tourists was only 576 million. Of course, there are many factors contributing to the rapid development of this sphere. Among them, the most important is that it embodies knowledge of the world, upbringing, and health improvement. Moreover, it allows

those who organize such services to earn a large income. Currently, the share of world tourism in the world gross domestic product has reached 10 percent, in the export of services - 30 percent, in the volume of trade - 6 percent, and 8 percent of the working-age population works in this sphere.

Artificial intelligence (AI) is a technology that allows machines to mimic human intelligence. Artificial intelligence is machine learning, deep learning, and generative.

Machine Learning (ML) is a subset of AI that uses algorithms

automatically learns concepts and recognizes patterns. Deep Learning (DL) is a subset of ML. It mimics the complex decision-making power of the human brain. Generative AI (Gen-AI) is a subset of DL that can create new content (text, image, audio, and video).

PricewaterhouseCoopers Studies show that as a result of artificial intelligence, global GDP could increase by 2030% in 14 years - equivalent to an additional \$15.7 trillion - which will become the biggest commercial opportunity in today's rapidly changing economy and affect 60% of all jobs.

Are hotel staff afraid of being replaced by artificial intelligence?

Studies show that emerging markets and developing economies are less likely to stop from artificial intelligence. At the same time, most of these countries do not have the infrastructure or skilled workforce to take advantage of the advantages of artificial intelligence, which over time increases the risk that technology will worsen inequality between countries.

Chatbots for the hospitality industry:

AI Chatbots provide 24/7 customer support and simplify response times almost instantly.

The route builders can provide a list of selected events according to the guests' preferences.

AI Language Translation allows guests to instantly access information in their preferred language.

Hyperpersonalisation provides more personalized sales opportunities and in-room experiences.

AI Insights collects and analyzes guest feedback for continuous improvement.

Planning and workflow optimization allow enterprises to plan their groups and use them more effectively.

Social media AI tools help create social media calendars, images, headlines, and related hashtags.

Responsible AI is the practice of developing and using AI systems in a way that benefits society while minimizing the risk of negative consequences. For example, Air Canada ordered a refund from a Canadian court for its AI chatbot misleading consumers. Criminals use AI to find vulnerabilities and create more effective phishing attacks.

However, the use of artificial intelligence helps to meet the changing expectations of guests and increase competitiveness. This can reduce operating costs while redefining service excellence and improving sustainability practices.

In accordance with the current necessary conditions of economic modernization, in order to ensure high quality of services, it is necessary to search for the most optimal management decisions in hotel management and develop measures to improve management processes. Analysis of the quality of services provided is aimed at improving the quality of services provided in the hotel and the effectiveness of the hotel services being developed.

Improvement of the quality of services, the development of market relations in general, will give impetus to the emergence of new tasks for improving management processes.

Today, the whole world knows Uzbekistan well. Peace and tranquility are stable in our country, and tremendous changes are taking place in all spheres. Tourism infrastructure is quite developed. This can be seen, in particular, in the example of the numerous modern hotels and resorts being built in our country. We are witnessing the expansion of the number of hotels in Uzbekistan that meet all requirements and have established high-quality service. The increase in individual travel around the world requires the development of a network of comfortable and compact private hotels. The private hotel network is also developing rapidly in our country. Favorable conditions have been created for expanding cooperation with foreign partners in the field. In this regard, the marketing projects organized by the National Company "Uzbektourism" - mega-info-tours - are yielding good results. Within the framework of this project, cooperation has been established with more than two hundred travel companies from many countries, including Italy, Spain, France, Japan, China, Great Britain, Russia, the Netherlands, Hungary, and Singapore. One of the important issues in hotel marketing is the inclusion of Uzbekistan in the programs of a number of large tour operators in the foreign market. Of course, pricing policy plays an important role in this. In this regard, there is a need to develop an economic mechanism for attracting local and foreign investors to the tourism system. Several factors influence the attraction of foreign investors to the development of the hotel industry and the number of tourists visiting our country.

Hotel customers' satisfaction with their purchases is an important issue for hotel management. If the client is not satisfied with the time spent at the hotel, other processes in hotel operations such as pricing policy, hiring qualified staff, and solving financial problems become insignificant. Being attentive to the client, understanding their mood and wishes is one of the main principles of the hotel.

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