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TOURISM: TRADITIONS OF HOSPITALITY AND CULTURE

Summary. *Hospitality - one of the fundamental concepts of human civilization - has long turned into an industry that employs many millions of professionals. The hospitality industry unites tourism, hotel and restaurant business, catering, recreation and entertainment, organization of conferences and meetings. Mentions about the first enterprises of the hospitality industry, which provided both accommodation and catering services, taverns, can be found in manuscripts that scientists attribute to the era of ancient Greece and ancient Rome.*

Key words: *tourism, hospitality, economy, traditions.*

Recently, one can observe an increase in competition in all areas of the economy of developed countries. The most important challenge is attracting customers and creating the highest level of service offered.

Like any other area of the economy, the hospitality industry needs a certain structure and integrity that would ensure its competitiveness.

The hospitality industry includes:

- 1) catering establishments;
- 2) transport services;
- 3) cultural and entertainment services

Hospitality means being kind to guests or welcoming guests. In other words, this concept can be explained as the production of services with the manifestation of personal attention to the tourist and the ability to feel his wishes

and needs. The hospitality industry is about providing a tourist as a potential consumer with home comfort and creating an environment that would meet all the needs and requirements of the client.

The word "tourism" comes from the French word "tourisme" (from tour - "walk, trip, travel (trip, hike) in free time, one of the types of outdoor activities") [1].

The hospitality industry aims to create a positive program to attract tourists, vacationers, travelers, and the tourism industry is associated with the provision of services for sending tourists to various countries or cities.

From all that has been said above, we can conclude that any travel of a person, regardless of his place of stay, should be accompanied by cordiality and attentiveness on the part of the staff who provide him with services. However, in practice, situations arise when the service staff behaves in relation to the tourist is not entirely hospitable. Such behavior causes dissatisfaction and complaints from the guest, thereby damaging the reputation of the company. It is the lack of understanding between customers and service personnel that has become one of the main reasons for the emergence of this type of service as self-service.

Thanks to new technologies in the XXI century. We managed to satisfy the needs of tourists without resorting to personal communication with the staff (including booking rooms in hotels, ordering food in the room, etc.). Technological progress has made it possible to significantly reduce customer contacts with staff, while maintaining positive emotions and a warm environment for the customer.

But it should be noted that not all customers like machines and mechanisms as service personnel. Therefore, the enterprises of the hotel industry have to reconsider their positions on this issue. Businesses are trying to prove that machines are human helpers, not competitors.

Price differentiation is market segmentation based on the price elasticity of individual demand. In other words, this concept can be characterized as the use of

special price markups or discounts in order to attract customers for whom price is critical. At the same time, prices for other customers do not change. So, for example, hotels in the central districts of the city have high prices and serve wealthier guests, and are not very busy on weekends. From this we can conclude that on weekends or holidays these hotels set low and quite reasonable prices for tourists who would hardly choose such a hotel for their vacation under other conditions. This is one of the methods of attracting customers, when, thanks to the developed concept, the company focuses precisely on the prices of services that are of direct importance to tourists.

It should be noted that price manipulation is widely used in the hospitality industry. Businesses develop differentiated pricing programs and systems to attract customers. So, each hotel or hotel has its own multi-level system of prices, taking into account different groups of customers.

The most common discount systems are as follows:

- 1) discounts for regular customers;
- 2) discounts for certain groups of tourists;
- 3) discounts for travel agencies, etc.

Another system widely used in the hospitality industry is the in-kind customer reward system. Its purpose is to encourage guests to purchase goods or services in a specific form. Such purchases are counted as a kind of bonus points, which subsequently entitle the client to receive benefits and discounts.

Compared to discriminatory (differential) pricing, the in-kind reward system has a number of advantages: the client does not spend money on certain services, "earns" bonuses, which are transferred to a special account of the participant of the corresponding reward program. When using this system, "customer money refund" is often used. For example, a client receives 20 points for each currency spent on payment for a room, phone, restaurant, Internet, etc. Thus, for each spent currency, the client receives a service in the future. Such

services provided may include free breakfast in the restaurant, free (unlimited) Internet, car rental, etc.

The company can provide information to customers about new services, price changes. All this makes it possible to establish a kind of dialogue with the client, through which the demand for this type of enterprise increases, thereby increasing the quality of service. At the same time, this program allows us to expand the range of services provided, which encourages managers to look for new partners and sponsors for further cooperation. Relationships are established with new firms that occupy a certain place in other market segments.

Separately, we should consider such a concept as "hospitable behavior". It requires special attention, since it cannot be fully learned, despite the fact that various training programs are carried out for personnel. Hospitality is difficult to incorporate into educational programs, but nevertheless, staff must learn how to properly handle clients, because the tourism industry is highly dependent on the human factor.

Adequate training provides the employee with the skills necessary to create an environment in which hospitality occurs. Thus, trained personnel can provide the client with a large amount of useful information. Thanks to the knowledge gained, the employee at the hotel can tell about the main attractions of his city, indicate the route to a particular place, advise how to get there, and give other useful information. A good knowledge of the employees of their company creates a feeling of hospitality and home atmosphere in the guest. The hotel employee will show respect and attention if he initially places guests in the rooms, and only then he will deal with the paperwork. This naturally affects the guests' opinion of the service. Hospitality training is best done by communication between an employee and a foreign guest. It is not always possible to show your hospitality without knowing a foreign language, culture and everyday life. But hospitality can be provided already thanks to the attention from the staff.

Hospitality is about the work of the whole team, not just one employee. Nothing contributes to excellent work in the enterprise like a close-knit team of professionals.

It takes time to show hospitality, but there is an axiom that the hotel does not have secondary positions and employees whose work does not seem to affect the overall impression of the hotel. This is most clearly confirmed by the example of such invisible at first glance employees as doormen, bartenders and porter. After all, it is this service staff that meets the guest, helps with the accommodation, and the first impression that the client has about the hotel depends on his friendliness.

For the productive functioning of any tourism enterprise, a clear division of labor is necessary. At the same time, the service personnel must remember that the guest's desire is the law and they must strictly comply with it. The ability to anticipate and foresee the client's wishes, fulfill and satisfy his requests is one of the most important tasks of the hospitality industry. Such work can be compared to ensuring security, which must be carried out 24 hours a day, seven days a week and is mandatory by every employee of the enterprise, without exception

The technical equipment of the hotel also plays a very important role. Any faulty equipment is a big omission that can negatively affect the opinion of the vacationer. This is a manifestation of disrespect and indifference towards the guest.

In hospitality, reference books offered by the hotel or hotel play an important role. These can be various brochures, leaflets, city maps or other historical and cultural literature.

Any actions of the management - from the adoption and maintenance of certain service standards to the introduction of innovative projects - are reflected in the work of the personnel and the fulfillment of the tasks assigned to them. The decision-making of the management affects the composition of the personnel,

which must work with full dedication, because if there is no high efficiency, the management will be forced to abandon one or another employee.

The responsibility for the hospitality of the staff is borne not only by the management, but also by the staff themselves, each employee, and one of their most important duties is to maintain a favorable environment in the hotel. It is important to accurately and rigorously fulfill any wishes and requests of guests.

In practice, the hospitality industry is facing negative circumstances, but remains one of the most promising and profitable areas of the economy. In order to strengthen their position in the market, the enterprises of the industry must improve and invent all new technologies and programs to attract customers, since the competition between the enterprises of the hospitality industry exists not only nationally, but also internationally.

The modern domestic hospitality industry is in the process of formation and is aimed at making a profit from cooperation with its clients. The unstable economic and political situation has given rise to a number of problems facing the hospitality industry. That is why firms are forced to closely study the emerging market conditions. The search and use by firms of various forms of business has become a special moment for the effective management of enterprises in the hospitality industry. The current practice of functioning of the hotel business does not meet international standards and requirements, which is caused by the low profitability of enterprises related to the management and operation of hotels.

For a long period of time, up to the end of the 20th century, the concept of "hospitality industry", which came to us from the United States of America, was not used in Russian practice. Based on the 2008 annual tourism competitiveness rating, which is compiled by experts from the World Economic Forum in Davos in conjunction with the International Air Transport Association, the World Travel and Tourism Council and the UN World Tourism Organization, the United States is in seventh place. Experts evaluated 130 countries of the world according to 14 criteria, including the policy of the authorities in the field of tourism, security,

transport infrastructure, sanitary conditions, ecology, the availability of comfortable hotels and cultural values from the UNESCO World List and the cost of recreation. In terms of competitiveness in the field of tourism, the top five countries include Switzerland, Austria, Germany, Australia and Spain. Russia also made it to the list, but only took 64th place. The reason for such a low position was bad roads, non-compliance with laws in the field of the right to private property and mistrust of local law enforcement agencies [4].

Various foreign experts interpret the term "hospitality industry" in different ways. For example, L. Wagen believes that the hospitality industry is the sector of the tourism industry responsible for the accommodation of tourists, as well as industries that are focused on the sale of alcoholic beverages, the provision of housing, food and entertainment.

According to J.R. Walker, the hospitality industry brings together tourism, hospitality, catering, leisure and entertainment, and conference and meeting management.

According to N. Webster's Dictionary, the hospitality industry is a business sector consisting of services that are based on the principles of hospitality, characterized by generosity and friendliness towards guests. From the point of view of R.A. Brymer, the hospitality industry is a collective term for the diverse and numerous forms of entrepreneurship that specialize in the hospitality market. The main directions of the hospitality industry: catering, accommodation, transportation and recreation.

From the above, we can conclude that the foreign methodology of the hospitality industry includes accommodation, catering, transport and cultural and entertainment sectors. In Russia, this concept is also used, but tourism workers, government and scientific circles of society put a different meaning in it. In the scientific literature, it is very difficult to find an accurate description of the concept of "hospitality industry". There is only one rough definition of the hospitality industry. This is a set of hotels and other accommodation facilities,

means of transport, public catering facilities, facilities and entertainment facilities, educational, business, health, sports and other facilities.

The term "hospitality industry" positively positions this sector of activity, thereby attracting additional investments in the development of the Russian market.

Conclusion. Analysis of global trends in the hospitality industry allows us to conclude that this field of activity has a high income and rapid pace of development.

The overseas hospitality industry methodology includes accommodation, catering, transport and entertainment sectors. These aspects of hospitality were considered in the main tourist centers of European countries.

Many countries are very similar in the type of tourist accommodation, but each has its own advantages and disadvantages compared to others. Therefore, each country has some individual characteristics that attract tourists not only from all over the world, but also guests from neighboring countries.

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