

HOTEL SERVICE

Sadiraliev Ikboljon Ikromjon O'g'li
Student of Sharda University Uzbekistan
Tel: +998934260112

E-mail: iqboljonsadiraliev@gmail.com

Yuldoshboev Mukhammadaziz
Student of Sharda University Uzbekistan
Tel: +998911613131

E-mail: mukhammadaziz.yuldoshboev@ug.shardauniversity.uz

Davronov Asadbek Sherali O'g'li
Student of Sharda University Uzbekistan
Tel: +998912427838

E-mail: asadbek.davronov@ug.shardauniversity.uz

Abstract: A hotel website serves as a virtual storefront for a hotel providing information about the hotel's amenities, services, and local area to potential guests. The website's design and content play a critical role in attracting and retaining guests, as well as establishing the hotel's brand identity. The homepage of a hotel website typically features high quality images or videos that showcase the hotel's amenities and location, along with a clear call-to-action that encourages visitors to book a room. The website may include sections dedicated to rooms and suites, dining options, meeting and event spaces, weddings, spa and wellness facilities, and local activities and attractions. The website should be easy to navigate and provide clear and concise information about the hotel's features and services. It should also be optimized for mobile devices, as many visitors may be browsing on smartphones or tablets. In addition, the website should provide opportunities for guests to leave reviews and testimonials, which can help to build trust and credibility with potential guests. Overall, a hotel website is an essential tool for attracting and retaining guests, and should be designed and maintained with care to ensure a positive guest experience.

Introduction:

A hotel website is an online platform that showcases information about a hotel, including its location, amenities, room types, rates, and availability. It serves as a virtual storefront for the hotel, allowing potential guests to explore the property and make reservations easily. A well designed hotel website can significantly impact the success of the hotel by attracting more traffic, increasing bookings, and improving the overall guest experience. In addition to booking capabilities, hotel websites typically include photos, virtual tours, guest reviews, and information about nearby attractions and events. With the rise of online booking, a hotel website is an essential tool for any hotel looking to stay competitive in the hospitality industry. The project Hotel Service

is a web-based application that allows all the people to take full advantage of the facilities available in the hotels and by providing the most detailed and up-to-date information, it can greatly improve work efficiency and reduce business costs. Since service facilities are most part in any hotel system, the whole process should be efficient so it can serve the commercial goals of the hotel and Maximize, the hotel profits. By investing in self-service application in your hotel, you will be giving what customers want and expect. The biggest advantage of this application is that maintenance is simple, flexible, and easy to operate which doesn't need the user to be instructed in advance when doing daily activities. The project provides booking rooms, drinks, foods and all other features online for free and the users do not need to make effort by going to certain place's , instead, they simply click the button and enjoy the fast and quality service without waiting any time. All the hotel services can be viewed by guests and the system is hence useful for both customers and managers to portable manage the hotel activities. It is a support tool to help human agents to deliver outstanding guest service, that is, personalization and automation can coexist in a wonderful hotel environment. Without having to struggle between demands, the effectiveness of hotel staff increases, and clients can get all the attention they deserve. A human agent takes several minutes to carry out a full guest service, whereas a robot takes only a few seconds to give a thorough answer, with pictures and prices. It also gives power and flexibility to handle the entire system from a single online application. In addition, having automation technology application is considerably cheaper than hiring multilingual employees to work only during business hours. Presenting the information in detail increases the chances of capturing those visitors significantly and the odds of them booking with you. Besides, in this application has various functions like in-room dining or making up room, that you can order while you are away and when you come back you do not have to wait for anything since everything you ordered will be ready for you. You can select any facility you want from a wide range of functions included in the application.

Purpose Of Study:

The purpose of the study on hotel websites is to evaluate and improve the effectiveness of a hotel's online presence in attracting and retaining customers, increasing online bookings, and generating revenue. The study may also identify areas for improvement in website design, content, functionality, and navigation to enhance the user experience. Additionally, the study may compare the hotel's website with its competitors to determine strengths and weaknesses and develop strategies for gaining a competitive advantage. However, the purpose of a study on hotel websites could be to analyze and evaluate the effectiveness of a hotel's website in attracting and retaining customers, improving user experience, increasing online bookings, and generating revenue. The study may also focus on identifying areas of improvement in the website

design, content, functionality, and navigation to enhance the user's journey and satisfaction. Additionally, the study may compare the hotel's website with its competitors to determine the strengths and weaknesses of each and develop strategies to gain a competitive advantage.

A rule Engine

A rules engine for a hotel website would be a software system that allows the website to automatically apply a set of pre-defined rules to various aspects of the site, such as pricing, availability, and special offers. Here are some examples of rules that could be included in such an engine:

1. Pricing rules: The engine could be set up to adjust prices based on factors such as demand, seasonality, and occupancy rates. For example, the engine might automatically increase prices during peak travel times or when inventory is low.
2. Availability rules: The engine could also be programmed to adjust availability based on certain conditions. For instance, it could automatically close off certain room types or dates when they are sold out, or open them up when cancellations occur.
3. Special offer rules: The engine could also be used to create and manage special offers, such as discount codes or packages. This would allow the website to automatically apply the relevant offer code to a customer's booking, without the need for manual intervention.
4. Loyalty program rules: The engine could also integrate with a hotel's loyalty program, allowing it to automatically apply rewards points or discounts based on a customer's membership status.
5. Personalization rules: Finally, the engine could be used to personalize the website experience for each individual user, based on their browsing history, preferences, and past bookings. This could include showing them relevant room types, amenities, or special offers that match their interests.

Background: A hotel website is an online platform that provides information about a hotel, its facilities, services, and amenities to potential guests. It is the first point of contact for many guests, and it plays a significant role in attracting and retaining customers. The website should have an attractive layout and design that reflects the hotel's brand and theme. The homepage should contain a brief description of the hotel, its location, and the services offered. It should also have high quality images of the hotel's rooms, amenities, and facilities. The website should be easy to navigate, and it should have clear and concise information about the room rates, availability, and booking procedures. It should also provide information about the hotel's policies, such as cancellation, check-in and check-out times, and any additional

fees or charges. The website should have a section for customer reviews and feedback, which can help potential guests make informed decisions about booking a room. It should also have a contact page with the hotel's address, phone number, and email address, and a map showing the hotel's location. To attract more guests, the website should have an online booking system that allows guests to book and pay for their rooms online. It should also have a section for special offers and promotions, which can encourage guests to book directly through the hotel's website. Overall, a hotel website should provide a seamless and enjoyable experience for potential guests, from the initial browsing stage to the actual booking of their stay

Conclusion: In conclusion, a hotel's online presence is essential in attracting and retaining customers, increasing online bookings, and generating revenue. A well-designed website with a user-friendly booking process, mobile compatibility, strong SEO, and social media integration can significantly improve a hotel's online presence and ultimately lead to increased bookings and revenue.