
Principles of Personnel Management in Improving the Efficiency of Service Enterprises

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Abstract: The management of any firm is decided by the staff of the entity. In order to organize this process highly efficiently, it also requires the management of the staff itself. This process is also based on a number of principles, but is done by many methods.

Keywords: tourism, hotel industry, employment, GDP, industry, entrepreneurship, services, economic growth, personnel management.

It is advisable for every employee to be concerned about whether or not the customer likes my work. In the first place, the work of service personnel must be liked by the consumer, even if he does not like it. Otherwise its result will not end positively. Every employee should try to meet the consumer demand in the first place. Because you don't sell the goods you have in the service sector, you sell the service. It is not possible to carry it to another market if it is not satisfied by the consumer. Because only the guests who come to the hotel will evaluate your activity as a consumer of your labor (service).

The hotel management staff should continue their activities in a comprehensive and multi-purpose manner. They can lose a lot of profits if they operate on the principle of entrepreneurship only for the sake of profit. Because of this, they need to think about how much their service is needed and how well they are satisfied by consumers. If you can provide the customer with the necessary services with high quality, of course, the benefit will come automatically. Therefore, the study of customer demand and the organization of service accordingly should be the main principle on which the hotel staff relies. Otherwise, if the service you are thinking of and you want to provide is not needed by him, it will be of no use to anyone and to no avail. The lifespan of a non-profit activity is definitely short. This is the strict demand and principle of the market.

All services should be of high quality and affordable. By overestimating that you will get a lot of profit, you can lose the profit altogether. A person who sells a lot to make a small profit should keep in mind that he will make a lot of profit. All these are important aspects in the effective use of human resources. This is because the services currently provided to tourists should not be ordinary services, but high-quality, world-class services. The component of such a service is also measured by the language skills and communication culture of the employees. Because of this, in the current situation, we need to know foreign languages, especially English, in order for someone to know us and for us to be born.

Every employee has a role to play in achieving efficiency in the hotel industry. They should not be discriminated against or elevated to a higher level. The role and place of the leader is very big. The first thing that is always required of a manager in the first place is to treat employees fairly. Justice, fairness and more justice should be the golden motto of the leader, the iron principle on which he rests.

Our research has shown that in the management of the hotel industry, in increasing its efficiency, the task of each individual requires to be an innovator with a wide range and advanced ideas. Each of them, as an innovator, must first achieve:

- to continuous self-improvement;
- to continuously improve the culture of problem solving with customers;
- to increase the ability to communicate in foreign languages as much as possible;
- to maintain a moral and spiritual environment in the community;
- to study the customs of different nations and offer services appropriate to their mentality;
- to set an example in educating others and to show them the way to perfection.

It must be acknowledged that the services provided by the staff to the guests in the hotel farms are mainly related to mental labor and, as mentioned above, treatment. Because of this, the hotel staff takes their job very seriously and requires them to be smart with the guests. At the same time, it is necessary to know foreign languages, and even if you know them, it will be surprising . Pricewaterhouse Coopers and Oxford University forecast that by 2030, robots will occupy 30% of jobs. This means that the already high unemployment rate will rise further ¹.

A simple guide (beginner) serving tourists should be a speaker who speaks their language to the extent that it enchants them. When he cries, everyone tries to get to the point where everyone cries, if he laughs, everyone laughs. So, beginners should convey their pain and sorrow, joy and laughter to the listener in such a way that when they grieve, everyone grieves. Let all listeners be proud when he is proud. To this extent, he must be able to convey his opinion to the listener. To do this, such individuals must also be well aware of the psyche of the guests.

So far, one belief remains in enterprises and organizations. It is the "I am the master you are obedient" belief between the manager and the employee. This is a belief close to our mentality as well. But in a period of rapid change and improvement, time demands a reconsideration of many things.

In practice, an employee's intelligence, ingenuity, and knowledge can be superior to a manager's in solving a problem. But the manager may offend the employee by ordering him to deal with it in a different way, causing him to feel dissatisfied with his job. This negatively affects the efficiency of the work carried out in the hotel, the service provided. For this reason, it is advisable to use the method of constant communication with employees in relation to managers and employees.

The advantage of this method is that in order to do something, executives are asked, "How can we do that?" rather than the question, "How do we do it right?" should be addressed with the question. After each employee has freely expressed his or her opinion, the supervisor should make an offer and create an environment in which the preferred one is chosen to come to an agreement in the discussion. The principle of operation should be "this is the best option", not "what the leader says". Only then will great efficiency be achieved in the hotel. Modern civilization and development demand it.

¹ Nematovich, K. A. (2020). Directions for improving the methodology for analyzing the efficiency of service enterprises. *European Journal of Molecular & Clinical Medicine*, 7(3), 3228-3234.

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