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DIGITALIZATION OF HOTEL SERVICES: ECONOMIC EFFICIENCY

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MAQOLA MALUMOTI	**ANNOTATSIYA:**
MAQOLA TARIXI:	*This article examines the economic efficiency of digitalization in the hotel industry through comprehensive literature analysis and critical evaluation of existing research. The article contributes to understanding the relationship between technological investment in hospitality and economic outcomes, providing insights for hotel management and industry stakeholders regarding digital transformation strategies..*

Introduction. The hospitality sector is under great strain to change its ways in line with the fast-changing consumer preferences and technological skills with digitalization as the main factor taking the lead in the competition and pumping the operation to the top. Hotels everywhere have no choice but to go digital, and so they are investing in digital infrastructures such as property management systems, mobile applications, AI-powered customer service, and data analytics platforms not only for the sake of it but to change the whole process of service delivery and consumption. The economic consequences of this digital transformation are greater than just the displacement of workers by machines; they include intricate relationships between technology investment, operational efficiency, customer satisfaction, and corporate finance. To grasp the economic efficiency of hotel digitalization, a thorough study of both direct financial impacts like cost savings and revenue increases, and indirect benefits such as better brand reputation, improved decision-making capabilities, and stronger market positions is necessary.

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Methodology and Literature Review. This study employs a comprehensive literature analysis methodology, systematically reviewing academic publications, industry reports, and case studies to evaluate the economic dimensions of hotel digitalization. Research by Mirzaev demonstrates that implementation of integrated property management systems in Uzbek hotels reduces operational costs by approximately fifteen to twenty-three percent while improving guest service quality metrics, attributing these improvements to streamlined workflow automation and real-time information accessibility [1]. Karimov's and Abdullayeva's analysis of digital transformation in Tashkent's hospitality sector reveals that hotels adopting comprehensive digital strategies experienced revenue increases averaging eighteen percent annually, driven primarily by enhanced online distribution capabilities and dynamic pricing optimization [2,3].

Examining Central Asian hospitality markets, Rahimov argues that digital payment systems and automated check-in processes substantially reduce transaction costs while accelerating service delivery, contributing to both operational efficiency and customer satisfaction improvements [4]. Russian research by Sokolov and Petrova's provides empirical evidence that investment in hotel digitalization generates average return on investment ranging from one hundred thirty to two hundred percent over three-year periods, with payback periods typically occurring within eighteen to thirty months depending on implementation scope and organizational readiness [5,6]. International literature by Buhalis and Leung establishes theoretical frameworks for understanding how digital technologies create value in hospitality through disintermediation, enhanced customer engagement, operational streamlining, and data-driven decision-making capabilities [7]. Verma and Singh's analysis of global hotel digitalization trends identifies critical success factors including leadership commitment, employee digital literacy, integration of disparate systems, and alignment of technology investments with strategic objectives, while noting that poorly planned digitalization initiatives often fail to deliver anticipated economic benefits [8].

Results and Discussion. Analysis of the reviewed literature yields several significant findings regarding the economic efficiency of hotel digitalization, revealing both substantial opportunities and important contextual factors that influence outcomes. First, digitalization demonstrably reduces operational costs across multiple hotel functions, with labor-intensive processes such as reservations management, guest communications, housekeeping coordination, and financial reporting experiencing the most significant efficiency gains

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when properly automated. The magnitude of cost reductions varies considerably depending on hotel size, service category, existing technological infrastructure, and implementation quality, but evidence consistently indicates operational cost reductions ranging from twelve to thirty percent for hotels that successfully integrate comprehensive digital systems.

Second, revenue enhancement emerges as a critical economic benefit of digitalization, achieved through multiple channels including expanded online distribution reach, dynamic pricing capabilities that optimize rates based on demand patterns, reduced dependency on high-commission intermediaries, enhanced upselling and cross-selling through personalized recommendations, and improved service quality that commands price premiums and enhances reputation. Revenue increases attributable to digitalization typically range from eight to twenty-five percent annually, with higher percentages observed in properties that implement integrated approaches combining multiple digital solutions rather than isolated technology additions.

Third, digitalization improves decision-making quality through enhanced data collection, analysis, and visualization capabilities, enabling hotel managers to identify operational inefficiencies, understand customer preferences and behaviors, forecast demand more accurately, optimize staffing levels, and allocate resources more effectively across departments and time periods. These improved decision-making capabilities generate economic value that extends beyond immediate financial metrics, contributing to long-term strategic positioning and adaptability. Fourth, competitive advantages derived from digitalization increasingly determine market success, as guests progressively expect seamless digital experiences including mobile check-in, keyless room entry, in-room technology controls, rapid response to requests, and personalized service delivery.

Conclusion. This comprehensive analysis of hotel services digitalization demonstrates clear evidence that strategic technology implementation generates substantial economic efficiency improvements through cost reduction, revenue optimization, enhanced decision-making, and competitive advantage development. The literature consistently indicates that hotels investing in comprehensive digital solutions experience measurable financial benefits including operational cost reductions of twelve to thirty percent and revenue increases of eight to twenty-five percent, alongside qualitative improvements in service quality, customer satisfaction, and organizational agility. However, realizing these benefits requires careful planning, adequate resource allocation, organizational commitment to change management, and alignment between technological capabilities and strategic objectives.

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