“BARQAROR RIVOJLANISH VA YASHIL TRANSFORMATSIYANING ZAMONAVIY MEXANIZMLARI”

Xalqaro ilmiy-amaliy anjuman materiallari to‘plami

I-qism











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Ilmiy-amaliy anjuman materiallarida barqaror rivojlanish va yashil transformatsiyaning zamonaviy mexanizmlarini shakllantirishga doir nazariy-metodologik yondashuvlar, iqtisodiyot tarmoqlarida ekologik barqarorlikni ta’minlash jarayonida yashil texnologiyalarni joriy etish bilan bog‘liq muammo va yechimlar, hududlarni ijtimoiy-iqtisodiy rivojlantirishda resurslardan oqilona foydalanish, energiya samaradorligini oshirish, kam uglerodli rivojlanish tamoyillarini qo‘llash masalalari yoritilgan. Unda yashil iqtisodiyotga o‘tish jarayonlarini jadallashtirish, ekologik xavfsizlikni ta’minlash, innovatsion va investitsion mexanizmlarni takomillashtirish, davlat va hududiy rivojlanish strategiyalarida yashil transformatsiya ustuvorliklarini belgilash bo‘yicha nazariy qarashlar hamda amaliy tavsiyalar o‘z ifodasini topgan.

Ushbu to‘plamda professor-o‘qituvchilar, doktorantlar, mustaqil tadqiqotchilar, magistrlar va iqtidorli talabalarning xizmatlar sohasida tarkibiy o‘zgarishlarni amalga oshirishning zamonaviy texnologiyalariga bag‘ishlangan maqola va tezislari o‘rin olgan.

To‘plam materiallaridan iqtisodiyot yo‘nalishida tahsil olayotgan bakalavrlar, magistrlar, doktorantlar, mustaqil izlanuvchilar, davlat idoralari xizmatchilari va shu soha mutaxassislari o‘z faoliyatlarida foydalanishi mumkin.

Tezislar mualliflar tahririda bosilmoqda. Ularda keltirilgan raqamlar, faktlar, xulosa va tavsiyalarga mualliflar mas’ul. Ularning ayrim fikrlari tashkiliy guruh qarashlariga to‘g‘ri kelmasligi mumkin.

В материалах научно-практической конференции освещены теоретико-методологические подходы к формированию современных механизмов устойчивого развития и зелёной трансформации, проблемы и пути их решения, связанные с внедрением зелёных технологий в процессе обеспечения экологической устойчивости отраслей экономики, а также вопросы рационального использования ресурсов, повышения энергоэффективности и применения принципов низкоуглеродного развития в социально-экономическом развитии регионов. В них также нашли отражение теоретические взгляды и практические рекомендации по ускорению процессов перехода к зелёной экономике, обеспечению экологической безопасности, совершенствованию инновационных и инвестиционных механизмов, а также определению приоритетов зелёной трансформации в государственных и региональных стратегиях развития.

В сборнике собраны статьи и тезисы профессоров, преподавателей, докторантов, независимых исследователей, магистров и талантливых студентов о современных технологиях реализации структурных изменений в сфере услуг.

Материалы сборника могут использовать бакалавры, магистры, докторанты, независимые исследователи, сотрудники государственных органов и специалисты данной области, обучающиеся в области экономики.

Тезисы редактируются авторами. Авторы несут ответственность за представленные в них цифры, факты, выводы и рекомендации. Некоторые их мнения могут не соответствовать взглядам организационной группы.

The materials of the scientific-practical conference highlight theoretical and methodological approaches to the formation of modern mechanisms for sustainable development and green transformation, as well as problems and solutions related to the introduction of green technologies in ensuring the ecological sustainability of economic sectors. They also address issues of rational resource use, improving energy efficiency, and applying low-carbon development principles in the socio-economic development of regions. The materials further present theoretical views and practical recommendations on accelerating the transition to a green economy, ensuring environmental security, improving innovation and investment mechanisms, and defining green transformation priorities within national and regional development strategies.

This collection contains articles and theses by professors, doctoral students, independent researchers, masters and talented students on modern technologies for implementing structural changes in the services sector.

The materials in the collection can be used by bachelors, masters, doctoral students, independent researchers, government officials and specialists in this field studying in the field of economics.

Abstracts are edited by the authors. The authors are responsible for the figures, facts, conclusions and recommendations presented therein. Some of their views may not reflect those of the organizational group.

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HOTEL PRICING STRATEGIES AND THEIR EFFECT ON REVENUE OPTIMIZATION IN UZBEKISTAN'S HOSPITALITY INDUSTRY

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Abstract. This thesis examines hotel pricing strategies and their impact on revenue optimization in Uzbekistan's hospitality industry. In the context of increasing competition in the accommodation market, changing tourism demand, and diversifying consumer preferences, the development of effective pricing policies has become increasingly important. The study explores the economic effectiveness of dynamic pricing, seasonal pricing, competition-based pricing, and differentiated pricing strategies across various customer segments. Particular attention is given to the application of modern digital technologies and revenue management tools to improve room occupancy rates, increase hotel revenues, and enhance profitability. Furthermore, the research identifies opportunities

for improving pricing decisions and strengthening the financial performance of hotel enterprises in Uzbekistan. Based on the findings, practical recommendations are proposed to enhance pricing strategies and promote sustainable development of the country's hospitality industry.

Keywords: hospitality industry, hotel pricing strategies, pricing policy, revenue optimization, dynamic pricing, hotel services, tourism demand, competitiveness, room occupancy, revenue management, hotel profitability.

Аннотация. Ушбу тезисда Ўзбекистон меҳмонхона хўжалигида қўлланилаётган нарх белгилаш стратегиялари ва уларнинг даромадларни оптималлаштиришга таъсири тадқиқ этилган. Меҳмонхона хизматлари бозорида рақобатнинг кучайиши, туристик талабнинг ўзгарувчанлиги ва истеъмолчилар эҳтиёжларининг диверсификациялашуви шароитида самарали нарх сиёсатини шакллантириш муҳим аҳамият касб этади. Тадқиқотда динамик нарх белгилаш, мавсумий нархлаш, рақобатга асосланган нарх стратегиялари ҳамда мижозлар сегментлари бўйича дифференциал нарх белгилаш усулларининг иқтисодий самарадорлиги кўриб чиқилади. Шунингдек, замонавий рақамли технологиялар ва даромадларни бошқариш инструментларидан фойдаланиш орқали меҳмонхоналарнинг бандлик даражаси, хизматлардан тушадиган тушум ва рентабеллигини ошириш имкониятлари асослаб берилади. Тадқиқот якунида Ўзбекистон меҳмонхона бизнесида нарх сиёсатини такомиллаштириш бўйича амалий таклиф ва тавсиялар ишлаб чиқилади.

Калит сўзлар: меҳмонхона бизнеси, нарх стратегияси, нарх сиёсати, даромадларни оптималлаштириш, динамик нарх белгилаш, меҳмонхона хизматлари, туристик талаб, рақобатбардошлик, хона бандлиги, даромадларни бошқариш.

Аннотация. В тезисе исследуются стратегии ценообразования в гостиничном секторе Узбекистана и их влияние на оптимизацию доходов гостиничных предприятий. В условиях усиления конкуренции на рынке гостиничных услуг, изменения туристического спроса и диверсификации потребительских предпочтений формирование эффективной ценовой политики приобретает особую актуальность. В исследовании рассматриваются экономическая эффективность динамического, сезонного, конкурентного и дифференцированного ценообразования с учетом различных сегментов потребителей. Особое внимание уделяется использованию современных цифровых технологий и инструментов управления доходами для повышения уровня загрузки номерного фонда, увеличения выручки и рентабельности гостиниц. По результатам исследования разрабатываются практические рекомендации по совершенствованию ценовых стратегий и повышению финансовой эффективности гостиничного бизнеса Узбекистана.

Ключевые слова: гостиничный бизнес, ценовые стратегии, ценовая политика, оптимизация доходов, динамическое ценообразование, гостиничные услуги,

туристический спрос, конкурентоспособность, загрузка номерного фонда, управление доходами.

INTRODUCTION. The hospitality industry plays a significant role in the economic development of Uzbekistan by contributing to employment generation, investment attraction, tourism development, and the expansion of the service sector. In recent years, Uzbekistan has strengthened its position as an emerging international tourism destination due to its rich historical heritage, cultural attractions, improved tourism infrastructure, and growing international connectivity. Cities such as Samarkand, Bukhara, Khiva, and Tashkent have become important destinations for both domestic and international visitors, creating favourable conditions for the expansion of hotel businesses.

In this competitive environment, pricing strategies have become one of the most important instruments for ensuring the financial sustainability and profitability of hotel enterprises. The price of accommodation services directly influences customer purchasing decisions, room occupancy rates, market competitiveness, and the overall revenue performance of hotels. Therefore, establishing an effective pricing policy requires a comprehensive assessment of market demand, operating costs, competitors' prices, customer preferences, and seasonal factors.

Traditional fixed pricing strategies are increasingly insufficient in a market characterized by changing consumer behaviour and fluctuating tourism demand. Modern hospitality enterprises are therefore adopting dynamic pricing, market-based pricing, value-based pricing, and differentiated pricing strategies. These approaches enable hotels to adjust room rates according to market conditions and maximize the financial return from their available accommodation capacity.

Revenue optimization is particularly important for hotels because their room inventory represents a perishable service product. An unsold hotel room for a particular night cannot be stored and sold on another date. Consequently, hotel managers must make effective pricing decisions to achieve the optimal balance between room prices and occupancy levels.

The relevance of this research is determined by the need to improve pricing mechanisms in Uzbekistan's hospitality industry, strengthen hotel competitiveness, and increase the efficiency of revenue management. The main objective of this study is to investigate the impact of different hotel pricing strategies on revenue optimization and identify effective approaches to improving the financial performance of accommodation establishments in Uzbekistan. The research focuses on the following objectives:

1) To examine the theoretical foundations of hotel pricing strategies and revenue management.

2) To identify the main factors influencing hotel room prices in Uzbekistan.

3) To analyse the relationship between room pricing, occupancy rates, and hotel revenues.

4) To evaluate the role of dynamic pricing and digital technologies in revenue optimization.

5) To develop practical recommendations for improving hotel pricing policies and financial performance.

Main part. Pricing is a fundamental component of hotel management because it determines the value received by customers and the revenue generated by accommodation services. An effective pricing strategy should consider both internal and external factors, including operating costs, market demand, competitors' prices, hotel classification, service quality, geographical location, and customer purchasing power. Several pricing strategies are commonly applied in the hospitality industry. This strategy determines room prices by calculating the cost of providing accommodation services and adding a predetermined profit margin. It allows hotels to cover operational expenses and maintain financial sustainability.

The formula is:

$$\mathbf{P = C + (C \times M / 100)}$$

Where:

P – selling price of a hotel room;

C – total cost of providing the accommodation service;

M – desired profit margin (%).

For example, if the average cost of providing one room-night is USD 30 and the planned profit margin is 40%, the room price will be: $P = 30 + (30 \times 0.40) = \text{USD } 42$.

Under this strategy, hotels establish their room rates by monitoring the prices of competing accommodation establishments. This approach is particularly relevant in tourism destinations such as Samarkand and Bukhara, where hotels compete for similar customer segments. The strategy requires continuous monitoring of competitors' prices, service quality, accommodation categories, and additional facilities. Dynamic pricing involves adjusting room rates according to changes in demand, booking patterns, occupancy levels, seasonal conditions, and market competition. For example, hotels may increase room rates during international festivals, major cultural events, and periods of high tourist demand. Conversely, lower prices and promotional packages may be introduced during periods of weaker demand. This strategy determines prices according to the perceived value of hotel services to customers. Hotels offering superior comfort, convenient locations, personalized services, and additional facilities may charge higher prices because customers perceive greater value. Differentiated pricing involves establishing different rates for customer groups, booking channels, reservation periods, and accommodation packages. For example, corporate customers, tour groups, individual travellers, and long-stay visitors may receive different pricing conditions.

For a more comprehensive empirical assessment, the relationship between hotel pricing strategies and revenue performance can be examined using econometric methods. A multiple regression model may be formulated as follows:

$$\ln(R_{it}) = \beta_0 + \beta_1 \ln(ADR_{it}) + \beta_2 OR_{it} + \beta_3 DS_t + \beta_4 COMP_{it} + \beta_5 DIG_{it} + \varepsilon_{it}$$

Where:

R_{it} – hotel revenue for hotel i during period t;

ADR_{it} – average daily room rate;

OR_{it} – occupancy rate;

DS_t – seasonal demand indicator;

$COMP_{it}$ – competitive pricing indicator;

DIG_{it} – digital booking and pricing technology indicator;

β_0 – constant term;

β_1–β_5 – regression coefficients;

ε_{it} – random error term.

The model can be used to estimate the relationship between hotel pricing, seasonal demand, competition, digital technologies, and financial performance. For an empirical study, monthly or quarterly observations from hotels operating in Uzbekistan can be collected. A panel dataset covering different hotel categories and regions would provide an opportunity to identify differences in pricing effectiveness. The research may use the following methods:

- Descriptive statistical analysis to evaluate room prices, occupancy, and revenue trends.
- Comparative analysis to identify differences among hotel categories and geographical locations.
- Correlation analysis to examine relationships between pricing indicators and revenue performance.
- Multiple regression analysis to estimate the impact of selected factors on hotel revenue.
- Scenario analysis to compare alternative pricing policies under different demand conditions.

It is important to distinguish the effect of room prices from the effect of occupancy. Since RevPAR is mathematically determined by ADR and occupancy, these indicators should not be treated as independent explanatory variables when RevPAR itself is the dependent variable. Therefore, the selected econometric specification should avoid mechanical relationships and multicollinearity.

Conclusion. Hotel pricing strategies are essential instruments for improving revenue performance and ensuring the financial sustainability of accommodation establishments.

The analysis demonstrates that pricing decisions influence customer demand, room occupancy, revenue generation, and the competitive position of hotels.

The application of cost-based, competition-based, dynamic, value-based, and differentiated pricing strategies enables hotel enterprises to respond more effectively to changing market conditions. However, the effectiveness of these strategies depends on the availability of reliable market information, accurate demand forecasting, service quality, and the efficient use of digital technologies. The proposed economic formulas and econometric framework provide a methodological basis for assessing the relationship between hotel pricing and revenue optimization. In particular, ADR, occupancy rate, RevPAR, TRevPAR, and GOPPAR can be used to evaluate different dimensions of hotel performance. Based on the research, the following conclusions and recommendations are proposed:

1. Hotel enterprises in Uzbekistan should move from rigid pricing policies towards flexible and demand-oriented pricing mechanisms.

2. Dynamic pricing should be implemented to adjust room rates according to seasonal demand, booking patterns, and competitive market conditions.

3. Customer segmentation should be strengthened to develop pricing offers that reflect different purchasing capacities and preferences.

4. Digital technologies and revenue management systems should be introduced more widely to improve pricing accuracy and forecasting.

5. Hotel performance should be assessed through an integrated system of financial and operational indicators.

6. Cooperation between hotels, tour operators, and tourism organizations should be strengthened to expand demand and improve accommodation capacity utilization.

In conclusion, the effective implementation of modern pricing strategies can significantly strengthen the revenue management system of Uzbekistan's hospitality industry. A combination of flexible pricing, digital transformation, customer-oriented services, and evidence-based managerial decisions will create favourable conditions for increasing hotel profitability, improving competitiveness, and supporting the sustainable development of the national tourism sector.

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