

METHODS OF IMPROVING THE QUALITY OF HOTEL SERVICES**Sodiqova Feruza Nodirbek qizi**

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ANNOTATION: This scientific work analyzes modern methods of improving the quality of hotel services, including staff qualification development, implementation of innovative technologies, improvement of management systems, and enhancement of customer service processes. It also highlights the role of digital technologies, marketing strategies, ecological approaches, and service diversification in the hotel industry. The study shows opportunities to increase competitiveness by improving service quality in hotel operations.

KEYWORDS: hotel, service quality, customer satisfaction, staff competence, innovative technologies, digital systems, management, marketing, ecological tourism, competitiveness

Today, the tourism sector is one of the fastest-growing industries in the global economy, and one of its main components is hotel operations. The quality of hotel services directly affects the flow of tourists coming to the country, their level of satisfaction, and their desire to visit again. Therefore, the issue of improving the quality of hotel services is considered one of the most pressing areas of the modern tourism industry. Service quality is determined not only by the room and living conditions, but also by the entire service delivery process, staff behavior, management system, and technological capabilities. The quality of hotel services refers to the level of service provided in accordance with the needs and expectations of customers. This concept is comprehensive, encompassing room cleanliness, comfort, safety, food quality, additional services, staff professionalism, and prompt service delivery. High-quality service increases customer satisfaction, forms positive feedback, and serves to strengthen the hotel brand. One of the most important factors in improving the quality of hotel services is developing staff qualifications. Staff are the main force communicating directly with the customer, and their level of knowledge and communication culture determine the quality of service. Therefore, it is important to organize regular training, teach service delivery standards, improve foreign language proficiency, and introduce a motivational system. Qualified staff quickly understand customer needs and can satisfy them with quality, which increases the hotel's reputation.

Implementing modern technologies is also one of the main directions for improving service quality. Today, digital technologies play a major role in the hotel business. Online booking systems, ordering services through mobile applications, electronic check-in systems, smart rooms, and CRM systems create convenience for customers and speed up the service delivery process. These technologies not only save time but also significantly improve service quality. The hotel management system also has a major impact on service quality. An effective management system is based on clear planning, setting service standards, continuous monitoring, and studying customer feedback. Implementing international quality standards such as ISO in the management process makes hotel operations more systematic and reliable. In addition, prompt resolution of customer complaints also plays an important role in improving quality. The customer relations system is considered one of the main areas of hotel services. Taking into account the needs and demands of each customer, applying an individual approach, and creating a bonus system for regular customers improves service quality. Continuous study and analysis of customer feedback allows for identifying shortcomings and eliminating them. This process serves to continuously improve the service.



Increasing competitiveness is also an important factor in developing the quality of hotel services. In conditions of intense competition among hotels, quality service delivery, pursuing a correct pricing policy, developing marketing strategies, and building a brand image are of great importance. Attracting customers through social networks and digital marketing is also one of the modern methods. In conclusion, improving the quality of hotel services is a multifaceted process that requires the integration of staff qualifications, modern technologies, effective management, customer relations systems, and marketing strategies. Properly organizing these factors increases the competitiveness of hotels and contributes significantly to the development of the tourism sector. Innovative approaches also play an important role in improving the quality of hotel services. Innovation refers not only to technology, but also to new types of services, solutions that create convenience for customers, and the renewal of management styles. For example, based on the “smart hotel” concept, automated lighting, temperature control, and voice control systems are being implemented in hotels. This creates a high level of convenience for customers and significantly improves service quality. In addition, implementing principles of environmental sustainability is also one of the important directions in improving the quality of hotel services. Using eco-friendly materials, reducing waste, implementing energy-saving systems, and rational management of water resources improve the hotel's image. Today, many tourists prefer environmentally responsible hotels, which further increases the importance of the ecological approach.

Developing marketing strategies is also an important factor in improving service quality. A hotel must properly promote its brand, identify its target audience, and effectively use digital marketing tools. Establishing constant communication with customers through social networks, online platforms, and tourism websites increases the hotel's competitiveness. In addition, customer feedback and ratings play a major role in the marketing process. The internal control system is also of great importance in improving service quality. Internal audit, quality monitoring, and constant verification of compliance with standards allow for identifying deficiencies in the service delivery process and their prompt elimination. This ensures the stability of hotel operations. Cultural service delivery also plays an important role in hotel services. Employees treating customers with respect, complying with national and international etiquette rules, and having a flexible approach to representatives of different nationalities significantly improve service quality. Especially for international tourists, cultural communication is of great importance.

In addition, diversification of services, i.e., expanding additional types of services, also helps to improve quality. Spa services, fitness centers, excursion services, transport services, and business services increase the overall value of the hotel and make it more attractive to customers. Analyzing and forecasting customer needs in advance is also important in improving service quality. With the help of modern information systems, it is possible to study customer behavior, their preferences, and demands. This expands the possibilities for individual service delivery. In general, improving the quality of hotel services is a continuous process that requires constant updating, innovation, and a customer-oriented approach. Only through an integrated approach can hotels achieve a high level of service delivery quality and meet the demands of the international market.



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