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## MODERN APPROACHES TO HOTEL SERVICE QUALITY MANAGEMENT AND IMPROVING TOURIST SATISFACTION IN UZBEKISTAN

*Rixsibayeva Mardona*

*Mustaqil tadqiqotchi*

Email: [mardonarixsibayeva@gmail.com](mailto:mardonarixsibayeva@gmail.com)

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**Abstract:** This thesis examines modern approaches to managing hotel service quality and improving tourist satisfaction in Uzbekistan. The study focuses on service quality, digital technologies, customer feedback, personalization, and employee performance as key factors influencing tourist satisfaction. The analysis shows that effective quality management and the use of digital solutions can improve customer experience, strengthen loyalty, and increase the competitiveness of hotels. The study also emphasizes the importance of adapting international service quality approaches to the specific conditions of the Uzbek hospitality market.

**Keywords:** hotel services, service quality, tourist satisfaction, hospitality, digital technologies, customer experience, Uzbekistan.

Tourism is one of the sectors that can make a significant contribution to economic growth, employment, investment, and the development of related service industries. In this process, the hotel industry plays an important role because accommodation services are an essential part of the tourist experience. The quality of hotel services influences how tourists evaluate a destination and determines their level of satisfaction with their overall travel experience. Therefore, improving hotel service quality is becoming an important factor in strengthening the competitiveness of tourism destinations.

In recent years, the development of tourism in Uzbekistan has increased the demand for modern and customer-oriented hotel services. Tourists increasingly expect not only comfortable accommodation but also fast service, professional communication, cleanliness, convenient booking, digital payment options, reliable information, and personalized attention. These changes require hotels to move beyond traditional approaches to service management



and introduce more flexible methods of quality assessment and customer relationship management.

### **RELEVANCE OF THE TOPIC**

The relevance of this topic is determined by the rapid development of tourism in Uzbekistan and the increasing requirements of tourists for hotel service quality. Competition among accommodation facilities is growing, making customer satisfaction an important factor in attracting and retaining tourists. At the same time, traditional approaches to service management are no longer sufficient to meet changing customer expectations.

The introduction of digital booking systems, online feedback, mobile services, personalized offers, and modern methods of service quality assessment creates new opportunities for improving hotel performance. In Uzbekistan, the effective application of these approaches can help hotels identify customer needs, reduce service deficiencies, increase tourist satisfaction, and strengthen their competitiveness. Therefore, improving hotel service quality through modern management approaches is an important practical and economic issue for the development of the national tourism sector.

### **THE PROBLEM OF THE STUDY AND ITS SOLUTION**

One of the main problems in managing hotel service quality in Uzbekistan is the gap between tourists' expectations and the services actually provided by hotels. In some cases, service quality assessment is limited to general performance indicators, while tourists' individual needs, satisfaction levels, and reasons for negative experiences are not systematically analyzed. In addition, differences in employees' service competencies, limited use of digital technologies, insufficient analysis of online reviews, and weak personalization of services may negatively affect tourist satisfaction and the competitiveness of hotels. These challenges demonstrate the need for a more systematic and customer-oriented approach to hotel service quality management.

The solution to this problem requires the development of an integrated quality management approach based on customer feedback, digital technologies, employee



development, and personalized services. Regular analysis of tourists' reviews and satisfaction levels can help hotels identify weaknesses and respond to customer needs more effectively. At the same time, improving employees' professional and communication skills, expanding digital booking and payment systems, and introducing personalized services can contribute to a better customer experience. The implementation of these measures can increase tourist satisfaction, encourage repeat visits, strengthen hotel reputation, and improve the competitiveness of Uzbekistan's hospitality sector.

### **AIM OF THE STUDY**

The study aims to examine modern approaches to hotel service quality management in Uzbekistan and identify effective mechanisms for increasing tourist satisfaction and strengthening the competitiveness of hotel enterprises. Particular attention is given to the influence of service quality, employee performance, customer feedback, digital technologies, and personalized services on tourists' overall experience.

The study also seeks to determine practical approaches for improving the existing quality management system in hotels by identifying service gaps between tourist expectations and actual service delivery. Based on the analysis, the research is intended to develop practical recommendations for more effective use of digital tools, customer feedback, and service personalization in order to improve tourist satisfaction, encourage repeat visits, and enhance the competitive position of Uzbekistan's hospitality sector.

### **CONCLUSION**

The study demonstrates that improving hotel service quality is an important condition for increasing tourist satisfaction and strengthening the competitiveness of Uzbekistan's hospitality sector. The analysis shows that tourist satisfaction depends on a combination of service quality, employee performance, responsiveness, digital convenience, and the ability of hotels to understand and respond to individual customer needs.

The effective use of customer feedback and online reviews can help hotels identify weaknesses in service delivery and make timely improvements. At the same time, digital



booking systems, electronic payments, mobile services, and personalized offers can make the customer experience more convenient and efficient. However, technological solutions should be supported by qualified employees and an effective quality management system.

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