



PROPOSALS FOR IMPROVING SERVICE LEVEL IN THE HOTELS OF BUKHARA

Z.A. Kurbonova

Lecturer of Bukhara State University

Tourism and hospitality industry department

Abstract: Service quality in the hospitality industry becomes one of the most vital factors for gaining a sustainable competitive advantage and customers' loyalty in the highly competitive marketplace. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. At the hospitality industry service quality is life of hotel. A successful hotel performs excellent quality service to customers. Many customers choose the hotel according to service quality. That's way hotel owners should try to deliver guests quality service. This article is dedicated to ways to improve the quality of service in hotels located in Bukhara, it fully describes the results of research conducted on this issue and measures to adapt the quality of service in hotels to international standards.

Keywords: hotel, service, quality, standardization, tourism, customer, technology, improvement, accommodation services

Introduction. Service businesses have been growing rapidly in recent decades, while customer demand for high quality service is increasing. To remain competitive, the hotel needs to analyze customers' expectation and perception towards the service quality of its front office staff.

Quality of services is the key to the creation, value and satisfaction of the customer. However, the concept of service quality is very subjective and depends on the perception of the consumer. Hence, on the one hand it should be emphasized that among the factors influencing the choice of a hotels facilities most often respondents pointed out to the price and quality of service. On the other hand, the



high rank quality of service is confirmed by the perception of the quality of hotel service, most of customers on the quality of hotel services consist primarily in confidence and the professionalism of hotel staff and the desire and readiness to help guests.

At present, the hotel is actively involved in marketing and research, not only on the hotel itself, but also on online pages. This can be seen through booking web portals and hotel website. However, in order to find out how the results really work in practice, to investigate the impact of this on customers, hotel staff, I decided to conduct a survey in hotels of Bukhara. Surveys were carried out by tourists from different countries throughout the internship. In the next graphs, we can see the result in our own eyes.

The main emphasis in the questionnaire was to determine the quality of hotel services in Bukhara. Because today the main factor for the guests is the quality of service. Poor quality of hotel services can ruin not only the reputation of the hotel, but also Bukhara, even the reputation the whole of Uzbekistan. That is why high-quality services will make the tourists happy.

The poll total was replenished with 20 guests and was made of 11 questions. The first question is customer residency. Following results are taken according to the questionnaire:

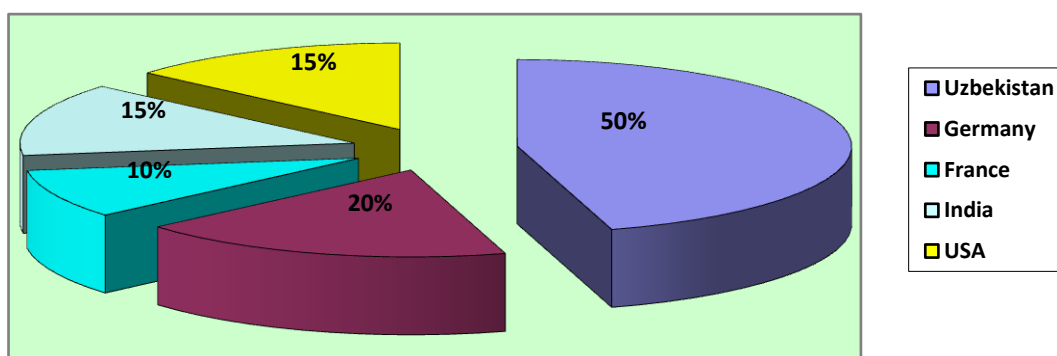


Figure 6. Residency of Respondents



Source: Drawn up according to the survey by author

50 % of respondents namely, 10 residents were from Uzbekistan, 4 of respondents namely 20% from Germany, 2 respondents namely 10% from France, 3 namely 15% from India and 3 of them namely 15% from USA.

The second question is the customer gender.

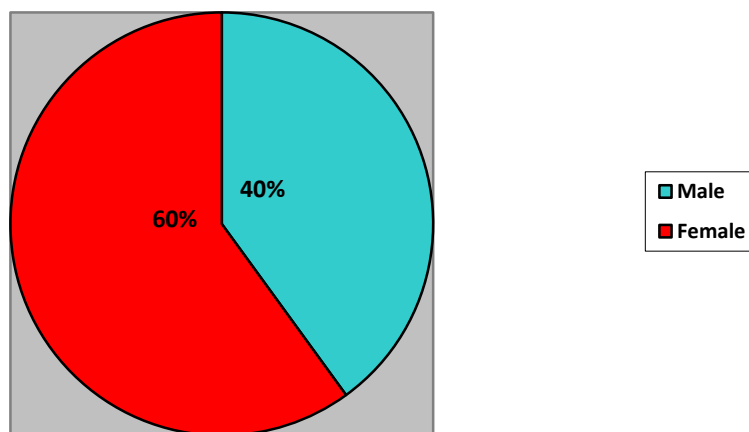


Figure 7. Customer gender

Source: Accomplished by the author

Results show that the gender of 12 respondents were female and 8 of them were male.

The third question is about the age of the client. According to this question I divide them into 3 groups:

- From 15 to 30 age;
- From 31 to 50 age;
- From 51 to 70 age.

The result was following:

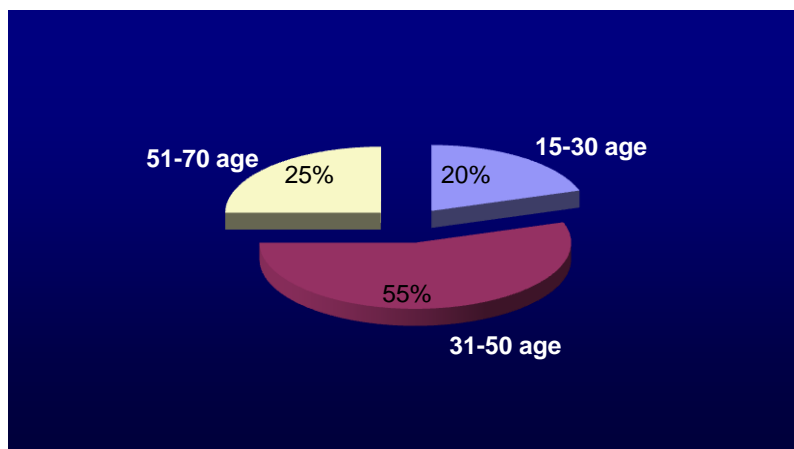


Figure 8. Age of respondents

Source: Formed by author

In the fourth question the customer was asked to rate the quality of hotel services from 1 to 5 points (1 very poor quality, 5 very high quality). Then the average result was the following:

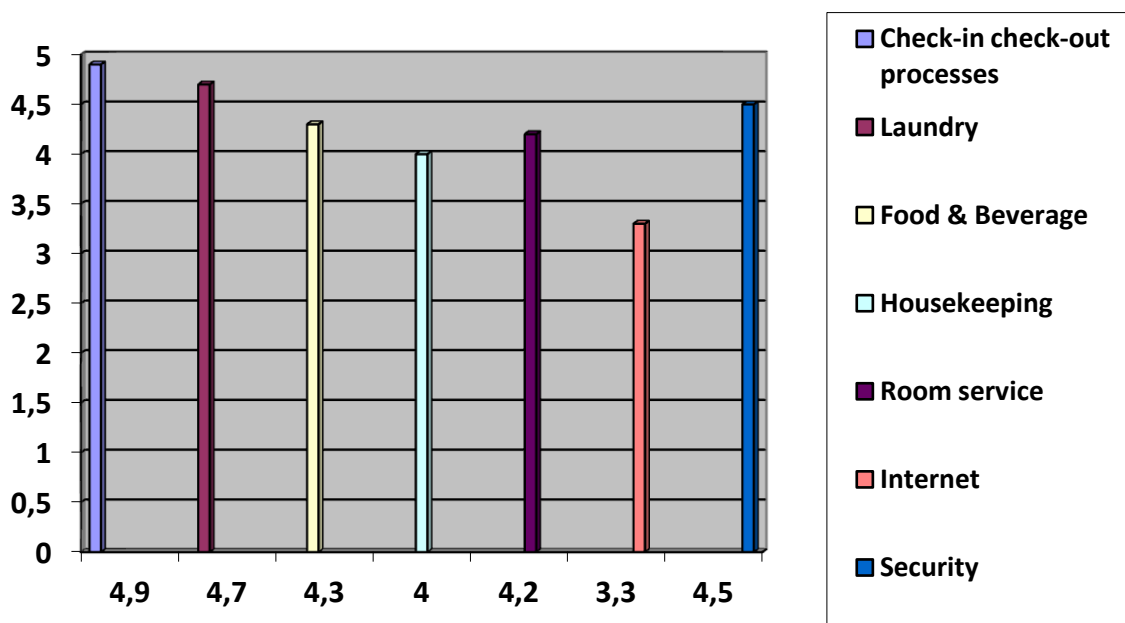


Figure 9. Evaluation of service quality

Source: Extracted from survey by author

If we calculate average point of services, the check-in check-out processes got 4,9 point, laundry 4,7 point, food & beverage 4, point, Housekeeping 4 point,



room service 4,2 point, internet 3,3 point and security got 4,5 point. From this we can see that in hotels of Bukhara quality of check-in and check-out process is very high and quality of internet services very poor.

The fifth question was about the problems faced by guests while staying at the hotel. The result was:

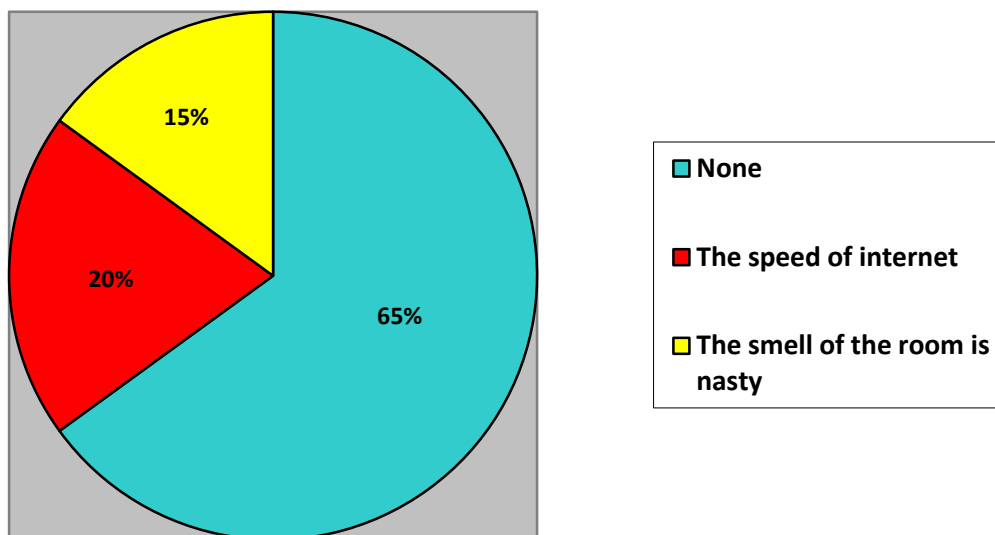


Figure 10. Problems of guests

Source: Made by author

13 respondents answered that they had not any problems, 4 respondents answered that they faced problem with internet and 3 respondents said that the smell of their room was bad.

In next question was asked your perception while problem happened. Answers was as following:

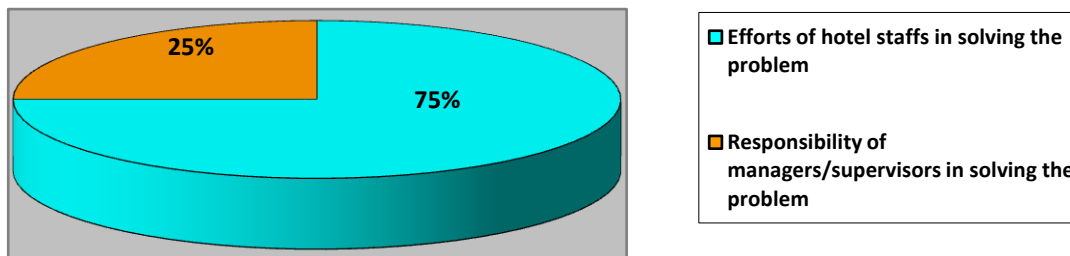


Figure 11. Perception of guest

Source: Made by author

15 of respondents answered that they perceived efforts of hotel staffs in solving the problem and 5 of them answered responsibility of managers/supervisors in solving the problem.

Seventh question was about time that guest had to wait for responses from hotel about his/her problem. All of tourists answered that hotel staff tried to solve the problem immediately.

In the eighth question asked what aspects of the hotel should be improved. The following results were achieved:

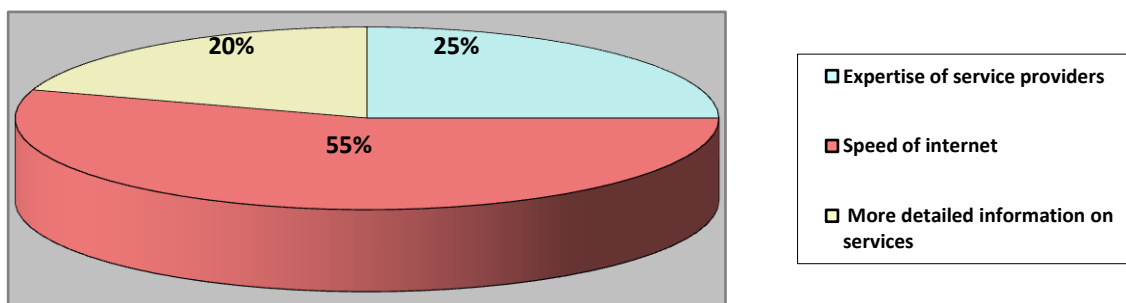


Figure 12. Aspects for the improvement

Source: Formed by author



11 namely 55% of respondents answered that hotel owners should improve speed of internet, 5 of them, namely 25% answered expertise of service providers should be improved, and 4 namely 20% of them answered that more detailed information should be improved.

In the next question was asked what will he/she do if satisfied from hotel services. All of respondents answered that they continue to select this hotel for the next time and tell others about this hotel.

In tenth question was asked the conclusion of guests about hotel services quality in Bukhara. In this diagram we can see the result:

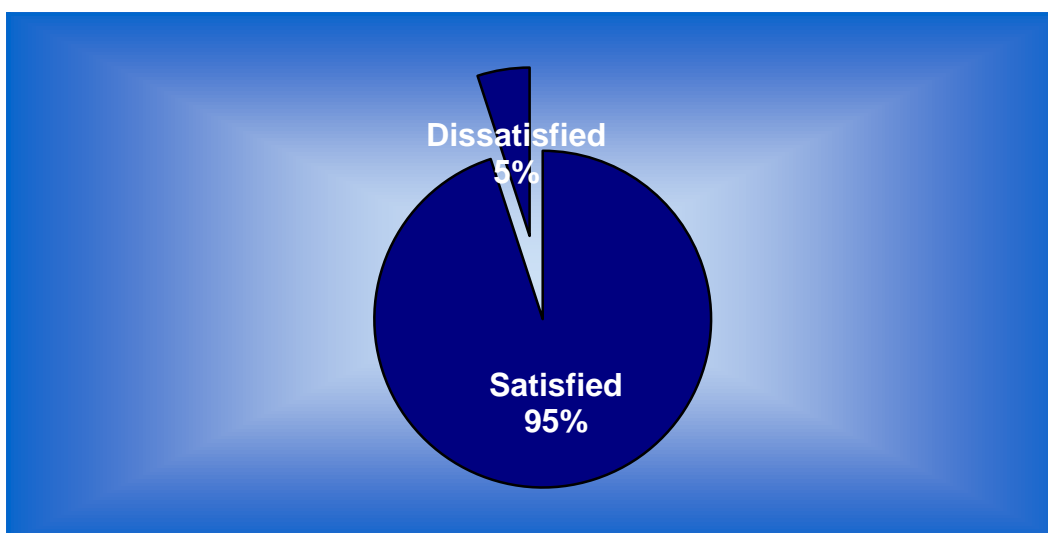


Figure 13. Conclusion of guests

Source: Made by author

19 of respondents satisfied, 1 of respondents dissatisfied from hotel service quality.

The final question was the cause of satisfaction/ dissatisfaction.

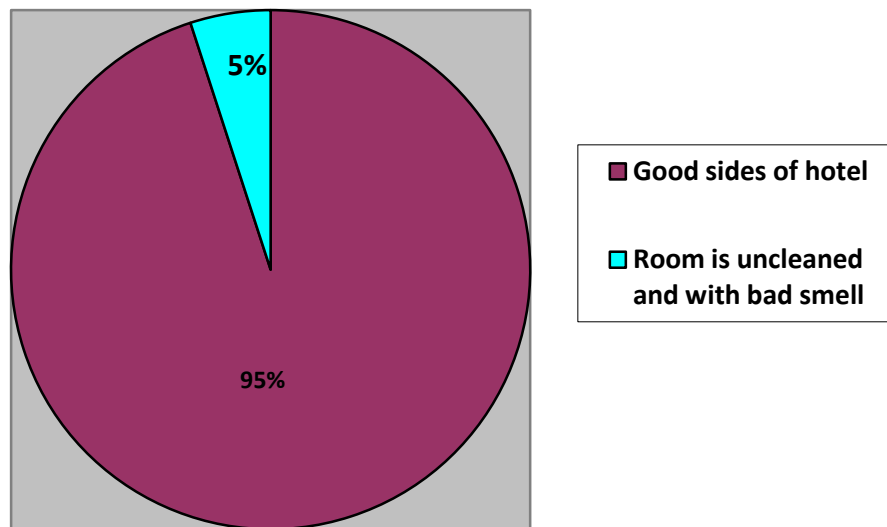


Figure 14. The cause of satisfaction/ dissatisfaction

Source: Made by author

Conclusion. This survey suggests that the hotels need to pay more attention to internet speeds, staffing and cleanliness to attract more customer and improve the quality of service. After this survey I came to conclusion that hotels need to some improvements. For this reason I gave to hotel my proposals to improve service quality and attract more tourists:

- Development measures to increase speed of the internet;
- Hiring enough staff for each position. Nowadays in hotels of Bukhara one staff works in various positions;
- Paying attention to staff qualification. Implementing staff training programs;
- Implementing uniform for staff;
- Offering extra services for guest entertainment. For example: concerts, cinemas, interesting games and others.

References:



1. Uralovna, T.S., & Bakhodirovna, D.N., & Azimovna, K.Z. (2021) Ways to increase the attractiveness of holy shrines located in the historical center of Bukhara *Modern scientific challenges and trends*, 301
2. Kurbonova, Z. (2023). HOTELS OF UZBEKISTAN – OPPORTUNITIES FOR ADOPTING SERVICE QUALITY TO INTERNATIONAL STANDARDS. *DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE*, 1(4), 109–115. Retrieved from <https://dtai.tsue.uz/index.php/dtai/article/view/v1i415>
3. Kurbonova, Z. A., & Khalimova, N. J. (2021). MODERN HOTELS AND TRENDS IMPACTING THE HOSPITALITY INDUSTRY International Conference on Digital Society. *Innovations & Integrations of Life in New Century*.
4. Курбонова, З. (2024). QUALITY OF SERVICE IN THE HOTEL INDUSTRY AND ITS IMPROVEMENT. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 49(49).
5. Z.A. Kurbonova, & O. B. Nuriddinov. (2024). EVENT AND FESTIVAL TOURISM PLANNING: ORGANIZING AND MANAGING EVENTS TO ATTRACT TOURISTS. *Лучшие интеллектуальные исследования*, 20(3), 171–176. Retrieved from <http://web-journal.ru/index.php/journal/article/view/5128>
6. Z.A. Kurbonova, & O. B. Nuriddinov. (2024). CULTURAL TOURISM: EXPLORING THE ROLE OF TOUR OPERATORS IN PRESERVING AND PROMOTING LOCAL CULTURES AND HERITAGE. *Лучшие интеллектуальные исследования*, 20(3), 166–170. Retrieved from <http://web-journal.ru/index.php/journal/article/view/5127>
7. Z.A. Kurbonova, & Sh.R. Rashidova. (2024). SUSTAINABLE TOURISM DEVELOPMENT IN UZBEKISTAN: NAVIGATING OPPORTUNITIES, ADDRESSING CHALLENGES, AND CHARTING FUTURE



- TRAJECTORIES. *Лучшие интеллектуальные исследования*, 20(3), 160–161. Retrieved from <http://web-journal.ru/index.php/journal/article/view/5126>
8. Shohru, N. Z. (2021). INNOVATIVE ORGANIZATIONAL FORMS OF YOUTH TOURISM DEVELOPMENT IN POST PANDEMIC CONDITIONS. *Scientific reports of Bukhara State University*, 5(4), 162-171.
 9. Навруз-зода, Ш. Б. (2023). ЁШЛАР ТАШРИФ ЖОЙЛАРИНИНГ САЁХАТ КЛАСТЕРБОПЛИК ДАРАЖАСИНИ КРИ ТИЗИМИ БЎЙИЧА БАҲОЛАШ. " *Экономика и туризм*" *международный научно-инновационный журнал*, 4(12).
 10. Навруз-Зода, З. Б., & Навруз-Зода, Ш. Б. Паломничество как устойчивая туристическая основа ислама.
 11. Tulkinovna, M. R., & Ugli, Z. S. T. (2023). Innovative and Traditional Ways of Developing Gastronomic Tourism in Uzbekistan. *Central Asian Journal of Innovations on Tourism Management and Finance*, 4(2), 116-120.
 12. Ruziyeva, M. (2023). OZBEKISTON RESPUBLIKASIDA TURIZM SOHASIDA OLIV BORILAYOTGAN ISHLAR VA ULARNING ISTIQBOLLARI. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 36(36).
 13. Ruziyeva, M. (2023). O 'ZBEKISTON IQTISODIYOTIDA MICE TURIZMINING MINTAQAVIY RIVOJLANISHI VA TUTGAN ORNI. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 36(36).
 14. Ruziyeva, M. (2023). RESTORAN BIZNESI-KATTA SARMOYA MANBAYI, UNING INSON TURMUSH TARZIDA TUTGAN O'RNI. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 37(37).
 15. Махмудова, Н. У., & Ахророва, Н. У. (2017). Инфраструктура экологического туризма. In *СОВРЕМЕННОЕ ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ПРИРОДНОЙ СРЕДЫ И НАУЧНО-ПРАКТИЧЕСКИЕ АСПЕКТЫ РАЦИОНАЛЬНОГО ПРИРОДОПОЛЬЗОВАНИЯ* (pp. 209-211).



16. Махмудова, Н. У., & Ахматова, М. Э. (2016). Кредитная платёжная система как увеличивающий фактор туристического потока в туризме. *Молодой ученый*, (5), 367-370.
17. Махмудова, Н. У. (2017). Экологический туризм один из перспективных видов туризма в Узбекистане. In *СОВРЕМЕННОЕ ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ПРИРОДНОЙ СРЕДЫ И НАУЧНО-ПРАКТИЧЕСКИЕ АСПЕКТЫ РАЦИОНАЛЬНОГО ПРИРОДОПОЛЬЗОВАНИЯ* (pp. 211-215).
18. Махмудова, Н. У., & Шомуродова, И. Ф. (2017). Особенности рекламы и поощрения в ресторанном бизнесе. In *Современные тенденции и актуальные вопросы развития туризма и гостиничного бизнеса в России* (pp. 279-284).
19. Isokova, G. S., & kizi Salimova, S. F. (2022). The Influence of Online Reviews on Promotion Accommodation Services. *American Journal of Social and Humanitarian Research*, 3(6), 367-373.
20. Isokova, G. S., Juraev, A., (2022) The Importance of Advertising on the Development of Corporate Tourism. *European Journal of Innovation in Nonformal Education (EJINE)*