



## Quality The Standard of Service Management In The Hotel Industry

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**Abstract:** *One of the biggest industries in the world, the hospitality sector includes a variety of service providers, including hotels, restaurants, resorts, and much more. As the temporary home for tourists and travelers, the hotel sector contributes significantly to the tourism industry. As a result, it is crucial for hotels to maintain their service quality in order to meet consumer expectations, keep their business, and develop it*

*The initiative primarily focuses on the hotel industry's international standard for service management. An introduction to the hotel industry and its significance to the tourism industry will be given at the beginning of the project. The project will therefore concentrate on the standards for service management in the hotel industry.*

*Finally, the project will make recommendations for raising the level of service management in the hotel industry. The recommendations will concentrate on effective strategies that the hospitality industry can use to get around challenges and uphold service management standards. The project's outcome will benefit the industry entrepreneurs, management personnel, and future hospitality professionals and researchers to improve the quality of service and customer satisfaction.*

**Key words** – Hotel, Hostel, Tourism, Travel, SMS, Management, Double room, Service, Hospitality, Customer Satisfaction, MHMS,

### INTRODUCTION

The Hotel industry is known for its dynamic and competitive structure, and the hotels that can consistently deliver excellent service are the ones that tend to succeed in this environment. In recent times, with the rise of online travel agencies and social media, customer expectations have become more complex and demanding. Therefore, it is essential for hotels to continually find ways to improve their service standards to meet the evolving customer needs.

This whitepaper's goal is to draw attention to the need for better service management in the hotel industry and to offer strategies for doing so. This article offers a summary of some of the major problems that have an impact on the caliber of hotel services as well as suggestions for how to solve them. The essay also explores the advantages of implementing a Service Management System (SMS) in hotels and how technology can be used to enhance service quality.

Hotels may improve their customer service standards and become more competitive in a sector that is always expanding by using the information provided in this white paper. For hoteliers that want to advance their service management, this document offers useful and applicable advice.



### The Significance and Motivation

Tourism and hospitality both depend heavily on hospitality. It is a rapidly expanding industry that needs a high level of service management to draw in and keep customers. The level of service management in the hospitality sector significantly affects the satisfaction and experience of guests as a whole. These include effective marketing strategies, careful attention to detail, and efficient operations. A hotel's reputation and revenue are enhanced by providing exceptional service to visitors, who also enjoy an enhanced stay.

With increased industry rivalry, maintaining a high quality of service management has become critical for hotels to remain competitive and thrive in the market. The purpose of this article is to investigate the significance of quality service management in the hotel industry, as well as its influence on guest satisfaction, revenue creation, and brand image.

The hotel market is a very competitive one, and clients have many options when it comes to choosing where to stay. To stay ahead of the competition, hotels must prioritize service management excellence. Customers expect and demand quality in hotels, and it is a critical factor influencing guest pleasure, loyalty, and profitability.

A high-quality service management system guarantees that customers enjoy excellent service, amenities, and facilities during their stay. This paper will address the significance of quality in the hotel sector and offer suggestions on how hotels may maintain and enhance their service management systems in order to give great guest experiences.

### Aims and objectives

Taking everything said above into account, the following are the specific aims of the research study:

Identifying issues with hotel service quality in Uzbekistan;

To assess the competence of people in the hospitality business;

To assess the degree of international standards in quality service;

Identifying specialized materials for service and technological foundation in the hotel business;

Furthermore, it should be emphasized that before beginning the research study, the researcher established particular objectives that might serve as reasons for doing the research:

The standard of service in Uzbekistan hotels is inadequate. The government is aiming to give chances for hoteliers to enhance service quality. Management services for hotels. However, several concerns remain to be rectified.

Instantly. Improve the quality of hotel service to increase foot traffic - quality improvement. There is no doubt that hotel services have helped to increase the number of visitors visiting Uzbekistan. This is the primary goal of this study.

The excellent service of hotels in Uzbekistan has not been thoroughly researched. This knowledge will help other researchers do this study. Investigate this topic.

### Methodology

The methodology of this research paper is based on a survey of existing literature on quality and service management in the hotel industry. The first step in the research process is to find and read relevant literature on the topic. This includes searching academic journals, books, and government publications for information on hotel business quality and service management.



Reviewing the key themes and concepts that came out of the literary text analysis is the second phase. This includes identifying the many technologies that hotels employ to control service quality, the variables that affect service quality, and the function that technology plays in service management.

The integration of the literature survey findings into a framework for comprehending quality standards and service management in hospitality operations is the third step. To do this, it is necessary to identify the key elements of quality service management and to develop models that illustrate how they interact.

The fourth and last step entails using this strategy in actual hotel service management instances. Conducting case studies of hotels that have effectively adopted quality standards and studying the elements that led to their success was part of this.

Overall, the technique employed in this research article is intended to give a thorough grasp of quality standards and service management in the hotel sector by combining current literature with real-life examples.

### Literature Review

This literature study will examine a body of theoretical work. The authors Hotel industry services to comprehend the fundamental ideas of quality management. Furthermore, the research questions suggested in this chapter The preceding chapters will provide you with the solution as well as some pertinent thoughts. The development of research objectives. Management difficulties are taken into account in the research objectives. Concerning the subject of this thesis.

Service quality decision . First and foremost, what exactly is service quality? The first crucial element to grasp is the relationship between service and quality.

Gronroos states that any physical product can be turned into a service to a customer if the one person selling the service provided the service is made into a solution to meet the demand of a customer. (Gronroos, 2012)

As there are a vast number of definitions made on service throughout literature, Gronroos blended from the several definitions which is more identifiable:

A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, takes place in interactions between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems. (Gronroos, 2012)

Blois points out that services are activities offered for sale which for the buyer presents benefits and satisfaction. (Blois, 2010)

Stanton defines services as intangible activities which provide satisfaction when marketed to consumers which are not tied to the sale of a product or another service. (Santon, 2008)

Fitzsimmons as well indicates quality as being the result of an activity, but in turn states that actual the assessment of quality is done during the service delivery process which usually takes place within an encounter between a customer and an employee. (Fitzsimmons, 1994)

Quality has been defined in many ways in various literatures. Juran identified quality as an attribute which relates to the customer. (Juran, 1988)

Quality Concept According to Abdullah & Afshar, quality is a theory which can be described as an evasive and blurred theory. (Afshar, 2019)



One of the most significant aspects of a superior service is that it is a feature rather than an object.

As a result, the service provider does not have a product, but rather an engagement process. There are no evident services. As a result, producers find it difficult to tailor, and customers find it difficult to measure Ali. (Ali, 2021)

Several key service quality definitions have been presented by various scholars. Service quality is a divergence amongst client's anticipation of the service supplier and their assessment of the services. (Saleh 2021)

Quality is prioritized from the standpoint of the consumer. As a result, quality is defined by what purchasers perceive to be quality. (Abdul Rahman 2015)

Research shows that service quality leads to customer loyalty and attraction of new customers, positive word-of-mouth, employee satisfaction and commitment, enhanced corporate image, reduced costs, and increased business performance. (Berry 1989)

### Methods

In the hospitality sector, service quality management is critical to the success of any hotel. It refers to a guest's total experience at a hotel and is crucial in influencing customer happiness, repeat purchases, and reputation. The goal of this study is to investigate a method for determining the standard and quality level of service management in the hotel business.

Finally, to examine the quality of service management in the hotel business, the study technique will employ a combination of qualitative and quantitative methodologies. This gives a thorough grasp of the elements influencing service quality and aids in identifying opportunities for improvement.

### Research design.

#### Plans for research

This research used a qualitative technique to describe its methods. The primary goal of this study is to explain the significance of service quality management in the hotel industry, and the secondary goal is to demonstrate how service quality management can be enhanced in this industry. In this context, qualitative research is focused on human actions with the goal of describing, understanding, and explaining these activities. It is looking for answers to the what, why, and how questions. The research's goals and objectives can be addressed by employing qualitative approaches.

Furthermore, this study collected data using a variety of research approaches.

Examine the literature review, survey, face-to-face interview

### Questionnaires

The questionnaire should be quantitatively and qualitatively examined. It is recommended to utilize graphs and histograms so that the findings can be seen at a glance. Individual techniques should not be overlooked if there are alleged concerns. To understand why qualitative research strategies should be utilized in this study, look at Table 1, which contrasts qualitative and quantitative research approaches.



**Table 1: Qualitative and Quantitative**

	Qualitative	Quantitative
Definitions	a rigorous subjective approach to describing and interpreting life events	Learning about space in a formal, fair, and systematic manner. The science of understanding, testing, and evaluating causal connections
Aims	Examine the depth, richness, and complexity of the phenomena in order to comprehend it	Cause-and-effect relationships must be evaluated, interpreted, and shown
Characteristics	<ul style="list-style-type: none"> <li>▪ Nature science</li> <li>▪ Focus: vast and complex</li> <li>▪ Holistic</li> <li>▪ The subjective</li> <li>▪ Inductive and dialectical reasoning</li> <li>▪ The discovery and significance of knowledge</li> <li>▪ creates a hypothesis</li> <li>▪ shared understanding</li> <li>▪ Observation and communication</li> <li>▪ Basic analytical component: words</li> <li>▪ Various interpretations</li> <li>▪ Exclusivity</li> </ul>	<ul style="list-style-type: none"> <li>➤ Science is a hard science.</li> <li>➤ Simple and narrow focus</li> <li>➤ Shorthand</li> <li>➤ aims and objectives</li> <li>➤ logical and rational thinking</li> <li>➤ Knowledge is based on connections and cause-and-effect.</li> <li>➤ examines theory</li> <li>➤ Control</li> <li>➤ Instruments</li> <li>➤ Numbers are a fundamental part of research</li> <li>➤ Analytical statistics</li> <li>➤ Generalization</li> </ul>



## Data Collection

Data gathering methods differed depending on the participant's job title, responsibilities, and experience.

In qualitative research methodologies, there are several sorts of data gathering and approaches. To be more specific, this study employs a semi-structured interview, that is, an online questionnaire, to collect the necessary data and then uses it individually based on the participants.

### **Interviews with government officials were conducted in a semi-structured format.**

Semi structured interviews have the potential to enable the researcher to gather “rich” data (Carey, 2013), clarify questions and probe the issues being studied (Babbie, 1990). If the respondents answer ambiguously or too briefly, the researcher can ask follow-up questions to clarify (Myers, 2013) or give an example related to that specific issue (Carey, 2013). This type of interview also matches well with the interpretive paradigm (Jennings, 2010). The key reason for utilizing this strategy is that there are only eight persons in the government. Some of the questions submitted to officials are listed below.

As a researcher, I pose the following questions with two major objectives in mind:

#### **Describes an instance of service quality management in the Samarkand hotel business**

1. How many hotels can you find in Samarkand?
2. How many hotels are run by non-profit organizations?
3. Is there a relationship between local government and hotel industry executives?
4. Do you have any data on the rate of service management in the hotel industry?
5. What steps has the government taken to improve the service quality in Samarkand hotels?

#### **Analyze local stakeholder reactions to existing hotel sector legislation.**

1. What changes have occurred in Seoul's hotel industry support policy?
2. How has the government created chances to enhance service quality management?
3. How should local stakeholders be informed about current changes? (Television, newspapers, billboards...)

#### **Survey of the inhabitants of Samarkand.**

In the late 1800s, British anthropologist, adventurer, and statistician Sir Francis Galton devised the questionnaire. A questionnaire is simply a mimeographed or printed list of questions, or for respondents to express their opinions (WHORM, 2nd ed.).

The questionnaire distributed to Samarkand residents is deemed an open question. Participants are not pressed to answer in their own words, and they have total freedom in answering questions when utilizing ready-made forms. The following are examples of open-ended questions: (double)

**A. Incompletely organized** - for example, "How do you feel about the survey?"

**B. Word Association** - A new word is presented, and the subject responds with the first word that comes to mind. For example, if the interviewer says "cold," the interviewer might respond with "hot." seed.

**C. Completed Sentence** - The respondent completes an incomplete sentence. "The most important consideration when deciding to buy a new home is...", for example.

**D. tale Completion** - The respondent completes an incomplete tale.

**E. The picture** is finished when the respondent fills in the blank dialog bubble.



**F. Thematic Perception Test:** In this test, subjects evaluate an image or make up a story about what they think is going on in the visual. (For selecting, constructing, and producing questionnaires, see [www.wikipedia.com](http://www.wikipedia.com)).

The information gathered from the residents was gathered via a totally unstructured questionnaire.

The following is an example from the questionnaire:

1. What are your thoughts about Samarkand hotels?
2. When and where was your most recent hotel stay?
3. Have you ever gotten a review for a hotel you've previously been at?
4. How was the service in the hotels you previously stayed at?

#### **Questionnaire for Sharqoniy Samarqand hotel personnel.**

To acquire precise replies and data from hotel workers, closed-ended questions were employed. This is the most common survey style and saves time on responses.

The following are some examples of closed-ended inquiries (S Roopa and Rani, 2017).

- a. Participants respond to the questions with a "yes" or "no" answer. Have you ever stayed at a five-star hotel? Yes No, the rain.
  - b. Multiple Choice - The respondent can choose one of the options in any sequence. For instance, how would you rank this hotel? (1) Outstanding (2) Good (3) Average (4) Bad seed
  - c. Scale Questions - Answers are assessed progressively, much like grading the look of a product on a scale of 1 to 10, with 10 being the most desirable appearance. For instance, are you pleased with the service you received? (1) strongly disagree (1) strongly disagree (2) strongly disagree (3) not sure (4) agree (5) firmly agree.

#### **Participants**

The right participants must be selected in order to conduct productive research in the hotel business. In this situation, selecting the sample and its methodology is crucial. For this study, which employs a qualitative methodology and the interpretive paradigm, non-random sampling is deemed appropriate (Onwuegbuzie and Collins, 2007). As opposed to a huge number of respondents, qualitative research requires detailed information that offers more insightful analysis of the issues being examined (Willig, 2008). For this study, snowball sampling and purposeful sampling were used to ensure that the data were richer and more insightful (Suri, 2011). Three groups make up the participants: Samarkand residents, local hotel sector stakeholders (Hotel Sharqoniy Samarqand), and local officials.

In purposive sampling, the selected people are assumed to be already known by the researcher as qualified and with a great deal of valuable insight and information about the research questions (Denscombe, 2010). To select the right participants, several points have to be kept in mind, such as the size, nature and accessibility of the population of interest (Jennings, 2010). In this study, individuals were chosen based on the following criteria:

- 1 - a Samarkand, Uzbekistan, resident.
2. Must be older than 18 for ethical and accessibility considerations.
3. Constant interaction with visitors within the hotel industry;
4. Individuals with an interest in local tourism and hospitality.
5. Hotel industry professionals have five to ten years' worth of experience;

Mason (2010) states that samples for qualitative studies tend to be much smaller than those in quantitative studies. One of the reasons for this is that "one occurrence of a piece of data, or a code,



is all that is necessary to ensure that it becomes part of the analysis framework” (Mason, 2010, pp.1-2). The right sample size in qualitative research, according to De Gagne and Walters (2010), is entirely dependent on the researcher's judgment and experience in determining the caliber of the data acquired.

At the Sharqoniy Samarkand Hotel, a 3-star hotel in Samarkand, the study was carried out. Just me conducting research. There were 50 total questionnaires distributed, and 41 (91%) of them were usable. The questionnaire took an average of 10 minutes to finish.

Information about the sample size for Hotel Sharkoniy Samarkand may be found in Table 2 below.

**Participants**

<b>Variables</b>	<b>Sample size</b>
<b>Age</b>	
<b>20-29</b>	<b>22</b>
<b>30-39</b>	<b>15</b>
<b>40-49</b>	<b>13</b>
<b>Gender</b>	
<b>Male</b>	<b>37</b>
<b>Female</b>	<b>13</b>
<b>Education</b>	
<b>Elementary school</b>	<b>2</b>
<b>High school</b>	<b>18</b>
<b>College</b>	<b>21</b>
<b>University</b>	<b>9</b>
<b>Place of residence</b>	
<b>Samarkand city</b>	<b>33</b>
<b>Samarkand district</b>	<b>11</b>
<b>Pastargom district</b>	<b>4</b>
<b>Tayloq district</b>	<b>2</b>

Source: Made by me

50 people were used as samples, with 37 men and 13 women.





Respondents The majority of respondents (26.8%), or the main age group, are between the ages of 30 and 39. big next

Twenty-nine-to thirty-nine-year-olds make up 26.1% of all respondents. more Respondents have earned their college degrees. The city of Samarkand had the most respondents, followed by the neighborhoods of Samarkand Basdargom and Tayloq.

Locals from the Samarkand region make up the following participants. Think about pandemic data obtained by the distribution of questions over social media using recorded feedback. The same method is used to collect both media and responses.

This specimen is larger than Sharqoniy Samarkand. 150 total people 89% of those who took the poll responded to the questions.

There are 8 employees in state agencies, and they all actively contribute to the research questions. The questions have a different meaning for them than for the other participants. They were questioned about their preferred strategies for raising the caliber of service management in the hospitality business as well as their aspirations for the future because they are in charge of enhancing the hospitality sector.

## **Results and Discussion**

The hotel business in the world economy is regarded as a very specific type of entrepreneurial activity, which is the basis for the growth of national tourism forming a certain country brand in the eyes of the international community, carrying a huge potential for a sustainable income to the state budget and contributing to the expansion of foreign economic activity of the state through a system of integration links and specifics of building the hotel management systems (Borash et al., 2018). Since it is a crucial responsibility of building a successful business, methods to the construction and maintenance of a competitive hotel infrastructure are becoming urgently necessary. In nations with post-socialist economies, the hotel industry is one of the most promising and quickly growing sectors of the service industry, generating millions of dollars in revenue. The analysis of hotels as businesses allows for the identification of the potential for an increase in the overall influence on society and the state that their operation will have. Hotels are businesses with their own goods, markets, technology, methods of organizing numerous processes, and management systems.

### **Multi-dimensional and Hierarchical Model of Service quality**



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It should be emphasized that hotel service management in developed nations includes: services offered by hotel staff; catering; leisure; additional; and customized; and management practice through service delivery strategy. information technology, human resources, and quality. The findings of this capstone project demonstrate that the majority of tourism-related businesses lack a clear understanding of their quality standards. They fail to comprehend the link between increased quality and competitiveness. According to the World Bank's Business Innovation Survey, 83% of Uzbek businesses do not require ISO certification due to their domestic focus or lack of international clients.

### Discussion

One of the most crucial aspects of the hospitality sector is quality, which has the power to make or ruin a hotel's image. In the hospitality sector, service management standards are crucial since they help to gauge customer happiness, which is crucial to a hotel's overall success. Therefore, the secret to achieving customer happiness in service management is a holistic strategy.

The Hospitality Industry is Highly competitive and consumers have any options to choose from when searching for accommodation. In such a setting, quality becomes a significant factor, and



customers often base their decision on the quality of service provided by the hotel. The hotel industry needs to ensure their services are of the highest quality to meet customer expectations as this helps create a competitive edge in the marketplace.

In conclusion, the management of service quality is a crucial component of the hospitality sector. The ability to consistently deliver high quality services that meet or exceed client expectations is ensured by doing this, giving hotels a competitive advantage. In order to boost client happiness, loyalty, and repeat business, the hospitality industry must strive for the highest standards of service management.

### **Conclusion and Recommendations**

The qualities of a service are what allow it to fulfill a stated or anticipated requirement. In the service industry, it is crucial for hotel firms to comprehend what the customer means by quality; in other words, when the phrase "quality" is brought up, the customer's personality is the main point of discussion. In hotel operations, this factor is crucial.

The most typical criteria for assessing the hotel industry are as follows:

- From the hotel's location to the building's historical significance.
- The hotel's material and technological foundation's condition.
- by service type and service category;
- Staff;
- Food grade
- Program to reward frequent visitors
- By reputation or brand.

This service is the first stage in measuring customer satisfaction based on customer reviews, establishing the standing of a certain hotel, its market reputation, and assessing its financial state.

### **Recommendation**

The following suggestions were made in light of the dissertation's findings and conclusions.

1. When discussing the idea of "quality of service," hotel management should prioritize customers and their needs.
2. It is appropriate for the hotel management to develop evaluation criteria based on the hotel's capabilities.
- 3.. The hotel management must work with customer complaints and complaints, analyze their content and analyze the causes of problems and deficiencies.
4. The introduction of modern technologies in Uzbekistan's hotel sector.
5. Gain knowledge about and expertise in overseas service experience.

The final project looks into theoretical and practical challenges related to enhancing the effectiveness and quality of hotel services. The following are some of the outcomes and scientific recommendations that were generated based on the release program with the goal of enhancing the effectiveness and quality of hotel services while eradicating the impacts of the global financial crisis:

Observations reveal that the majority of local visitors frequently try to see their relatives or favor a rental as their place of lodging. The survey revealed that most respondents thought hotel rates had increased. In order to do this, the city must adjust the growth of the hotel industry in a way that takes into account local demand.



2. Factors both internal and external that have an impact on the effectiveness of hotel services and initiatives to increase tourism prospects. This thesis looked at influential factors, and its findings were based on correlation-regression analysis. The capacity of the hotel determines its efficiency, occupancy and cost are inversely related, and the influx of domestic and international travelers is intimately linked. The quantity of services is inversely correlated with the quantity of hotels and is directly correlated with hotel revenues, capacity, costs, domestic and foreign tourists, highly educated professionals, and average pricing. It occurs.

3. While the number of hotels expanded, demand for lodging services declined. Competition was severe in this environment. Offering your rivals excellent service is one of the most effective strategies to obtain a competitive edge in the hospitality sector. The needs of your target audience must also be met, and you should go above and above to satisfy them.

4. Special areas for employees to rest and eat must be provided in every hotel complex. The extent of these conditions need to be proportional to the workforce.

5. In the current climate, it is important to take into account the enhancement of the quality of goods, works, and services from both an economic and a social perspective. The reason for this is that in our nation, people and their interests are seen as having the highest value, and all reforms are intended to provide a humane life rather than reform.

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