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WAYS TO IMPROVE QUALITY IN HOTELS THROUGH DIGITAL TECHNOLOGIES

N.A. Rakhmonova

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Annotatsiya: Mehmonxonalarda xizmat sifati raqobatbardoshlikni belgilovchi asosiy omillardan biridir. Ushbu maqolada raqamli texnologiyalar yordamida mehmonxona xizmatlarining sifatini oshirish yo'llari tahlil qilingan. Jumladan, mijozlar tajribasini yaxshilash, sun'iy intellekt asosidagi xizmatlar, onlayn rezervatsiya tizimlari, aqlli xona boshqaruvi va raqamli fikr-mulohaza tizimlarining samaradorligi ko'rib chiqilgan. Maqolada ilg'or xorijiy tajribalar tahlil qilinib, O'zbekiston sharoitida ularni tatbiq etish bo'yicha tavsiyalar berilgan.

Kalit so'zlar: raqamli texnologiyalar, mehmonxona sifati, mijoz tajribasi, sun'iy intellekt, aqlli tizimlar, xizmat ko'rsatish.

Аннотация: Качество обслуживания в гостиницах является ключевым фактором конкурентоспособности. В статье рассмотрены пути повышения качества гостиничных услуг с использованием цифровых технологий. Особое внимание уделено улучшению клиентского опыта, внедрению сервисов на основе искусственного интеллекта, системам онлайн-бронирования, интеллектуальному управлению номерами и цифровым системам обратной связи. Представлены зарубежные практики и рекомендации по их адаптации в условиях Узбекистана.

Ключевые слова: цифровые технологии, качество гостиниц, клиентский опыт, искусственный интеллект, умные системы, гостиничный сервис.

Abstract: Service quality is a crucial determinant of competitiveness in the hotel industry. This article explores ways to improve hotel service quality through digital technologies. It focuses on enhancing customer experience, implementing AI-based services, online booking systems, smart room control, and digital feedback mechanisms. The paper analyzes international practices and provides recommendations for their adaptation in the context of Uzbekistan.

Key words: digital technologies, hotel quality, customer experience, artificial intelligence, smart systems, service improvement.

INTRODUCTION

Globalization, increased competition, and the growing expectations of customers are pushing the hospitality industry to continuously improve the quality of service delivery. The quality of hotel services directly affects customer satisfaction, business sustainability, revenue, and the hotel's reputation in the market.

In recent years, the rapid development of information and communication technologies has triggered a digital transformation in the hospitality industry. Especially through digital solutions, hotels can now automate service processes, personalize guest experiences, and enhance communication with customers.

This paper analyzes how digital technologies contribute to improving service quality in hotels, with a focus on:



CRM (Customer Relationship Management) systems;
Smart-room technologies;
Online booking platforms;
Guest feedback management systems.

LITERATURE REVIEW ON THE TOPIC

Improving service quality in the hotel industry has been a central research theme in hospitality and service management. One of the most widely adopted conceptual models in this area is the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry. The model proposes five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—that shape customers' perceptions of service quality. It has been extensively applied to measure the gap between guest expectations and their actual experiences in hotel services.

In the context of technological advancement, digital transformation has emerged as a driving force for service improvement. Ivanov and Webster argue that artificial intelligence (AI) and service automation are not only changing operational efficiency but are also reshaping how value is created and perceived in hospitality. Their research emphasizes that robotic service delivery, smart-room systems, and AI-driven personalization increase both customer satisfaction and operational consistency.

The role of customer relationship management (CRM) is another key element in hotel service optimization. Chathoth explores how CRM strategies support the development of long-term relationships with guests by allowing for targeted communication, loyalty programs, and personalized offers. This approach is critical in retaining repeat customers and building brand advocacy.

Real-world applications of these concepts are observed in leading hotel chains. According to Hilton Worldwide, smart-room technologies such as digital keys and AI-powered assistants significantly improve guest convenience and engagement. These innovations are further supported by the findings of the ReviewPro benchmark study, which show a positive correlation between technology-driven feedback systems and guest satisfaction scores.

The importance of managing online guest feedback is also highlighted by platforms like TrustYou and TripAdvisor. The Global Review Index Report by TrustYou underlines that timely responses to reviews and integration of guest insights into operational decisions are vital for maintaining service excellence and high online ratings. Moreover, Booking.com and Airbnb emphasize transparency and guest empowerment through their business insights and review policies, which allow users to make informed decisions based on real experiences.

From a quality assurance perspective, the ISO 9001:2015 standard provides a globally recognized framework for quality management systems in hospitality. It guides the implementation of systematic service control mechanisms and continuous improvement strategies. Meanwhile, statistical data from Statista.com indicates that digital adoption trends in hospitality are steadily rising, with investments in automation, mobile technology, and cloud-based systems becoming essential for competitive advantage.

In summary, the integration of CRM, AI, smart-room technologies, and digital feedback management into hotel operations is consistently supported by empirical studies and industry practices. These tools not only align with modern guest expectations but also support sustainable improvements in service quality, brand loyalty, and market competitiveness.

RESEARCH METHODOLOGY

This study employs a qualitative research approach, focusing on the practical application of digital technologies in hotels. The main data sources include:

International and local hotel practices;
Academic publications and statistical reports;
Online platforms such as Booking.com, TrustYou, TripAdvisor, and ReviewPro;
Company websites of CRM and smart-room solution providers.

The SERVQUAL model and ISO 9001 quality management standards were used as the methodological foundation.

The research was conducted in three stages:

Identification and classification of digital technologies relevant to hotels;
Evaluation of their impact on service quality using real-life examples;
Identification of challenges and development of practical recommendations.



ANALYSIS AND RESULTS

Digital technologies have significantly transformed the operational models and service standards in the hospitality industry. One of the most impactful innovations is the integration of Customer Relationship Management (CRM) systems, which enable hotels to collect, store, and analyze guest data to deliver personalized services. For example, Marriott Bonvoy collects guest preferences and booking history to tailor its services accordingly, while Hilton Honors utilizes CRM tools to greet guests by name, address previous complaints, and send customized promotional offers. Additionally, automated email communication and loyalty programs contribute to increased guest retention and overall satisfaction. These features ensure continuous and high-quality interaction with customers, fostering long-term loyalty and encouraging repeat bookings.

Furthermore, smart-room technologies have introduced new levels of comfort and personalization within guest rooms. Through digital keys such as Hilton Digital Key, guests can access their rooms via smartphones, eliminating the need for physical check-in. IoT-enabled thermostats and lighting systems adjust to user preferences automatically, and voice-controlled assistants such as Alexa or Google Assistant allow for seamless, hands-free management of in-room services. These technologies not only enhance comfort but also reduce service delivery time and minimize human error, contributing to operational efficiency.

Online booking platforms such as Booking.com, Agoda, Expedia, and Airbnb play a pivotal role in increasing accessibility, transparency, and competitiveness in the hotel market. They offer a wide range of options, enable price and service comparison, and provide authentic user reviews that aid decision-making for prospective guests. These platforms help establish a transparent environment, compelling hotels to uphold high service quality standards to remain competitive.

Guest feedback management systems, including TripAdvisor, ReviewPro, TrustYou, and Google Reviews, have empowered hotels to manage guest perceptions and service quality proactively. Negative reviews help identify service gaps, while timely responses to guest comments reflect attentiveness and responsibility. Analytical tools embedded in these platforms allow real-time monitoring of service trends and key performance indicators (KPIs). As a result, feedback systems drive continuous improvement and help maintain the hotel's reputation and ranking in an increasingly digitalized market.

The integration of digital technologies in the hotel industry introduces a paradigm shift in efficiency, personalization, and data-informed decision-making. Each technological tool contributes unique value: CRM systems improve communication and nurture loyalty; smart-room technologies elevate comfort and guest control; online booking platforms broaden market exposure and reinforce transparency; feedback management systems facilitate real-time insight for service enhancement. Collectively, these technologies offer several advantages: faster and more accurate service delivery, customized guest experiences, real-time monitoring with advanced data analytics, increased customer satisfaction and loyalty, and reduced workload and operational errors for staff.

However, these advancements are not without challenges. Common obstacles include limited digital literacy among hotel staff or management, significant financial investment required for system implementation, and concerns related to data privacy and cybersecurity. To address these challenges, it is recommended that hotels conduct regular staff training programs to build digital competence, tailor digital solutions to the specific needs of local operations, and ensure that all platforms are user-friendly and comply with modern security standards to protect user data effectively.

CONCLUSION AND SUGGESTIONS

Implementing digital technologies in hotel management is one of the most effective strategies for enhancing service quality. CRM systems strengthen customer relationships, smart-room technologies improve comfort and operational efficiency, online booking platforms promote transparency and accessibility, and feedback management systems enable continuous refinement of services based on real-time data and guest input.

Therefore, hotels that adopt and integrate digital solutions effectively will not only enhance their service quality but also significantly boost their competitiveness in the modern hospitality market.

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