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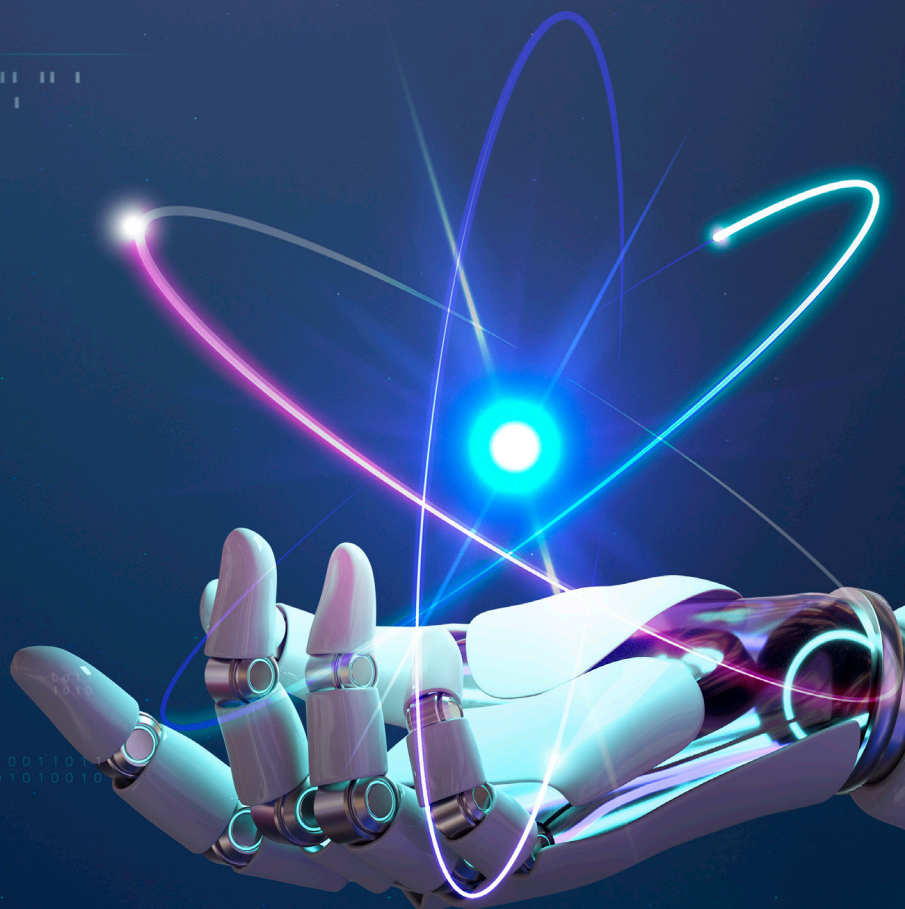
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CONTENTS

FINANCING OF SMALL BUSINESSES THROUGH INVESTMENT LOANS BY COMMERCIAL BANKS.....	15
Yangiboyev F.B.	
INTEGRATION OF THE TRANSPORT SECTOR INTO THE GREEN ECONOMY AND IMPACT ON SUSTAINABLE DEVELOPMENT: ECOLOGICAL TRANSFORMATION AND INNOVATIVE SOLUTIONS	20
Narziyev Umidjon Bakhrrillayevich	
FOREIGN EXPERIENCE IN INCREASING THE INVESTMENT ACTIVITY OF JOINT-STOCK COMPANIES	24
Begamov. S.X.	
AN ENHANCED FINANCING MODEL FOR STARTUP PROJECTS IN HIGHER EDUCATION INSTITUTIONS OF UZBEKISTAN	27
Kasimova Nargiza Sabitdjanovna	
STRATEGIES FOR ENHANCING INVESTMENT POTENTIAL.....	32
Tillayeva Barno Ramizitdinovna	
THE IMPORTANCE OF USING ARTIFICIAL INTELLIGENCE IN HOTEL MANAGEMENT.....	36
Husenova Madina Farkhodovna	
MARKETPLACES AND ECONOMIC SECURITY IN UZBEKISTAN: RISKS AND REGULATION	42
Umarkhodjayeva Zaynabkhon Nodirkhonovna	
TECHNOLOGICAL STRENGTH AND PROPERTIES OF METAL OF AUSTENITIC JOINTS DURING WELDING WITH VARIOUS FLUXES.....	47
Khudoykulov Nurilla Zikirillaevich, Khudoyorov Sardor Sadullaevich	
MODERN SYSTEMS OF PRODUCT COST CALCULATION: METHODOLOGICAL FOUNDATIONS AND DIRECTIONS OF PRACTICAL TRANSFORMATION	51
Abdumalik Abdiraximovich Tulyaganov	
SUPPORTING ECONOMIC EXPANSION AND MAXIMIZING PRODUCTION EFFICIENCY WITHIN A MARKET ECONOMY.....	56
Aytmuratov Qutlimurat Jalgasovich	
SUCCESS FACTORS OF DIFFERENTIATION STRATEGY IN A MARKET ECONOMY.....	62
Sodiqov Miraxror Abbos ugli	
THE “MISSING MIDDLE” PROBLEM IN SOCIAL PROTECTION SYSTEMS AND MECHANISMS FOR ADDRESSING IT	67
Farrukh Juraqulovich Bafoev	
IMPROVING POPULATION INVESTMENT ACTIVITY THROUGH THE DEVELOPMENT OF BANK BROKERAGE SERVICES AND FINANCIAL LITERACY IN FORMING A SECURITIES PORTFOLIO IN THE KHOREZM REGION	72
Bakhtiyorov Khudaybergan Hamdam ugli	
DEVELOPMENT OF THE SERVICE SECTOR AND ITS IMPACT ON POVERTY REDUCTION.....	79
Dauletmuratov Adilbay Mirzabaevich	
THE ROLE AND IMPORTANCE OF A SYNERGETIC APPROACH IN DEVELOPING THE MANAGEMENT SKILLS OF SCHOOL DIRECTORS.....	84
Yusupova Dilnoza Fayzullayevna	
REGIONAL INNOVATION DEVELOPMENT INDICATORS AND THEIR EVALUATION SYSTEM	89
Xamrayev Quvvat Iskandarovich	
GADGETS AND VALUES: HOW DOES THE VIRTUAL WORLD IMPACT THE EDUCATION OF YOUTH?	97
Makhmudova Sohiba Ravshan kizi, Mirzaliyev Sanjar Makhamatjon ugli	
WAYS TO IMPROVE SERVICE QUALITY AND SAFETY IN THE HOSPITALITY INDUSTRY THROUGH DIGITAL TECHNOLOGIES	101
Musayeva Shoira Azimovna	

WAYS TO IMPROVE SERVICE QUALITY AND SAFETY IN THE HOSPITALITY INDUSTRY THROUGH DIGITAL TECHNOLOGIES

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Abstract: This article examines effective approaches to improving service quality and ensuring tourist safety through the introduction of digital technologies in the hospitality industry. The study analyzes the opportunities to enhance service quality and safety in hotels and restaurants through modern digital systems such as online reservation platforms, automated service monitoring systems, security camera systems, and mobile applications. In addition, the impact of these technologies on business processes and customer satisfaction levels is explored.

Key words: hospitality, service quality, safety, digital technologies, tourism, innovation.

INTRODUCTION

In recent years, the use of digital technologies in the hospitality industry has developed rapidly. The global tourism market continues to grow steadily, while customer expectations are also evolving significantly. Today, tourists expect not only convenient and high-quality services but also enhanced safety, protection of personal data, and fast service processes.

Traditional service delivery methods often rely heavily on the human factor, which may sometimes lead to operational inaccuracies or delays. For instance, manual registration or telephone-based reservation systems can occasionally result in data entry errors. In addition, the qualifications and workload of employees may influence the overall service process, which can affect customer satisfaction levels.

For this reason, the introduction of digital solutions in the hospitality sector is becoming increasingly important. Digital technologies are not only tools for automating service processes but also effective instruments for enhancing customer convenience and strengthening security. For example, online reservation systems allow guests to book rooms in advance, record special requests, and enable personalized service delivery. Automated monitoring systems make it possible to track service performance and optimize operational processes.

Furthermore, digital solutions in the field of security, including video surveillance systems, smart cards, and sensor-based technologies, play an important role in ensuring guest safety. With the help of these technologies, movements within hotel facilities can be monitored, unusual situations can be detected in a timely manner, and appropriate actions can be taken quickly.

Thus, digital technologies not only contribute to improving service quality but also help strengthen customer trust and enhance competitiveness in the hospitality industry. At the same time, the effective implementation of digital systems depends on employee competencies, regular technological updates, and a comprehensive analysis of customer needs.

The main objective of this study is to identify effective approaches to improving service quality and ensuring safety through the use of digital technologies in the hospitality sector.

ANALYSIS OF LITERATURE ON THE TOPIC

The use of digital technologies in the hospitality industry has become an important subject of academic research in recent years. Many studies show that digital solutions are effective tools for improving service quality and ensuring customer safety. Research indicates that monitoring each stage of the service process through digital systems helps employees improve service efficiency and respond more quickly to customer needs. For example, in restaurants and hotels, service speed and order-tracking systems reduce operational errors and make workflow processes more efficient.

Many economists and researchers have contributed to the development and implementation of marketing strategies related to service industries. Among the most prominent scholars in this field are Philip Kotler, David Aaker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Baer, whose works have significantly influenced modern marketing theory and practice.

At the same time, research conducted in our country in the field of marketing is based on national economic characteristics and practical conditions. It is also important to recognize the contributions of local scholars who have played a significant role in the development of marketing theory and service management. Among them are I. Tuxliyev, Yo. Abdullayev, A. Saliev, M. Sharifxo'jayev, M. Aliyeva, Sh. Ergashxo'jayeva, and Sh. Musayeva, whose scientific works have contributed to the development of marketing and service quality management in the national economy.

RESEARCH METHODOLOGY

The study applied a systematic approach, marketing analysis, benchmarking, and digital metrics to examine the role of digital technologies in improving service quality and safety in the hospitality industry. Data collection and analysis were carried out using monitoring methods that allowed the evaluation of customer feedback, service performance, and digital interaction indicators. In addition, data from social media platforms were analyzed to identify customer preferences, satisfaction levels, and emerging service trends. The obtained information made it possible to assess the effectiveness of digital technologies and determine directions for improving service processes in the hospitality sector.

ANALYSIS AND RESULTS

For the purposes of the study, hotels of different categories (3–5 stars) in Tashkent and Samarkand that actively implement digital solutions to improve service quality and security were selected. The following criteria were considered during the selection process:

- the level of implementation of digital technologies;
- a high flow of tourists;
- the possibility of effectively monitoring service processes.

The quantitative data collected during the research were analyzed using SPSS and Microsoft Excel software. The analysis included the following methods:

- Descriptive statistics (mean, median, variance);
- Correlation analysis to determine the relationship between the use of digital technologies and service quality;
- Visual presentation of results through charts and graphs.

Table 1. GuestStandards set in the food industry

Criteria	Average rating (1–5)	Comment on the SPSS result	Correlation
Service quality	4.2	Tourists expressed overall satisfaction with the service	0.71(strong connection)
Security system	4.5	Security camera, card access system is effective	0.68
Digital Technology Degree	4.0	Mobile app, online check-in, electronic payment available	—
The effectiveness of digital technologies	4.3	Reduced queues, faster service	0.74(highest correlation)

The presence of digital technologies demonstrated a correlation of 0.71 with service quality and 0.68 with the level of security. The strongest relationship was observed between the efficiency of digital technologies and service quality (0.74).

The results of the study indicate that digital technologies play a significant role in improving service quality and ensuring safety in the hospitality industry. One of the most effective tools identified was the online reservation system. According to the experience of the hotels observed during the research, allowing customers to book rooms in advance significantly reduced waiting times by an average of 40%. This not only improves customer convenience but also reduces employee workload and minimizes errors in managing reservations. For instance, after the introduction of the online reservation system at the City Inn Hotel in Tashkent, the check-in process became noticeably faster.

Automated monitoring systems also allow for more effective supervision of employee activities and service processes. The study showed that such systems reduce the number of service-related errors by approximately 25%. For example, automatic order recording systems in restaurants reduce the time spent on manual data entry and help prevent incorrect orders.

Security systems, including video surveillance cameras and smart card access systems, significantly enhance the safety of hotel facilities. The results showed that suspicious situations can be identified more quickly and appropriate measures can be taken promptly, which increases guests' sense of safety. For example, after the introduction of smart security cards at the Silk Road Hotel in Samarkand, cases of unauthorized room access decreased considerably.

In addition, mobile applications allow for better service personalization and control. The research revealed that customers can easily monitor room status, dining options, and additional services through mobile applications, which increases overall customer satisfaction by an average of 30%. As a result, guests can quickly and conveniently receive services tailored to their individual needs.

Interviews conducted with hotel employees also indicated that digital systems not only improve service quality but also help simplify workflow processes and enhance operational efficiency. Employees reported that digital tools make it easier to manage orders, identify customer needs promptly, and provide more personalized services. Consequently, service speed increases while the likelihood of operational errors decreases.

CONCLUSION AND RECOMMENDATIONS

Globally, digital transformation is increasingly being applied in the hospitality industry. It has become an important factor not only in improving service quality but also in ensuring the comfort and safety of guests. For example, Marriott International has introduced contactless check-in and digital key (mobile key) systems across many of its hotels. As a result, guests can access their rooms directly using their smartphones without waiting in line at the reception desk. This approach significantly reduces waiting time and decreases the workload of hotel staff.

In addition, the guest service process is being modernized through digital tools. For instance, hotel operations management platforms such as ALICE allow guests to order food, request a taxi, access room service, or receive additional services at any time through their smartphones. Such solutions create greater convenience for guests while enabling staff to provide services more quickly and accurately.

Digital technologies also contribute to improving employee efficiency. Automated guest management systems, real-time monitoring, order management platforms, and room access control technologies simplify hotel operations, reduce the likelihood of errors, and enhance the overall quality of service.

At the same time, the guest experience is significantly improved through the use of digital services. Features such as mobile check-in, digital room keys, and contactless services are becoming increasingly important factors in hotel selection, as they provide convenience, speed, and personalized service.

These examples demonstrate that digital technologies are fundamentally transforming the global hospitality industry. They help meet evolving guest expectations, improve service quality in a sustainable manner, and increase operational efficiency.

If similar digital solutions are widely implemented in Uzbekistan, they can significantly enhance service quality and strengthen the competitiveness of the national hospitality industry in the international tourism market.

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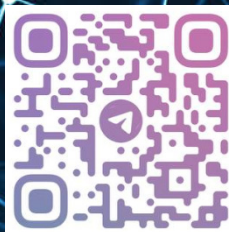
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