



**THE ROLE OF CUSTOMER SERVICE IN TOURISM HOSPITALITY  
AND ITS INFLUENCE ON TOURIST SATISFACTION**

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**Abstract:** *This paper discusses the role of customer service in the development of tourism industry, the quality of interactions between service providers and customers which directly influences tourists satisfaction has been analyzed and the results reveal that tourists feedback is very important for further development.*

**Key words:** *Tourism, Hospitality, Customer Service, Satisfaction, Business Sustainability.*

**TURISTIK SOHASIDA MIJOZLARGA XIZMAT KO'RSATISHNING  
O'RNI VA UNING TURISTLARNING TURISTIK XIZMATLARDAN  
QONIQISHIGA TA'SIRI**

**Annotatsiya:** *Ushbu maqolada turizm industriyasini rivojlantirishda mijozlarga xizmat ko'rsatishning o'rni ko'rib chiqilgan, xizmat ko'rsatuvchi provayderlar va mijozlar o'rtasidagi turistlarning qoniqishiga bevosita ta'sir ko'rsatadigan o'zaro munosabatlarning sifati tahlil qilindi va natijalar turistlarning fikr-mulohazalarini yanada rivojlantirish uchun juda muhimligini ko'rsatdi.*

**Kalit so'zlar:** *Turizm, mehmondo'stlik, mijozlarga xizmat ko'rsatish, qoniqish, biznes barqarorligi.*

**РОЛЬ ОБСЛУЖИВАНИЯ КЛИЕНТОВ В СФЕРЕ  
ГОСТЕПРИИМСТВА В СФЕРЕ ТУРИЗМА И ЕГО ВЛИЯНИЕ НА  
УДОВЛЕТВОРЕННОСТЬ ТУРИСТОВ**



*Аннотация: В данной статье обсуждается роль обслуживания клиентов в развитии туристической отрасли, анализируется качество взаимодействия между поставщиками услуг и клиентами, которое напрямую влияет на удовлетворенность туристов, и результаты показывают, что обратная связь с туристами очень важна для дальнейшего развития.*

*Ключевые слова: Туризм, Гостеприимство, Обслуживание клиентов, Удовлетворенность, Устойчивость бизнеса.*

In recent years, the importance of customer service in the hospitality industry has increased significantly. The developing tourism and travel industry has increased customer requirements for service quality, which has become an important factor in increasing the competitiveness of hotels, restaurants and other service enterprises. Service in the field of hospitality is not only limited to the provision of tourist services, but also closely related to meeting the individual needs of customers, increasing their satisfaction and loyalty.

The role of customer service in the tourism sector is of critical importance, as it directly impacts the overall experience of tourists. Good customer service is essential for increasing tourist satisfaction, ensuring their loyalty, and obtaining positive recommendations.

### Tourist services

The tourism sector has an important social and economic importance is determined by the influence of the following factors:

1. Increases local income.
2. Creates new jobs.
3. It is related to the production of tourist services develops all areas.
4. Social and production in tourist centers develops its infrastructure.
5. Activities of folk craft centers accelerates development.



6. The local population ensures an increase in the standard of living.
7. It helps to increase the amount of foreign exchange earnings.

Tourist services meeting the needs of tourists and excursionists and aimed at providing, focused on one goal in the service sector is a set of actions, which are related to tourism goals, character and tourism response to how the service is directed and universal should not be against the principles. According to the definition of the state standard, it is touristic services with the activity of meeting the needs of tourists is a product of the activities of tourism organizations.

Tourist services are provided on the basis of a contract. In the contract the scope and quality of the provided services, the rights of the parties and obligations, payment and settlement procedure, contract validity period and failure to fulfill it or not properly liability for non-performance, as well as the agreement of the parties determines other conditions.

Tourist services are divided into two types:

1. The main services (transportation, accommodation, meals) are included in the tour package.
2. The main tourist services are purchased in advance (before starting the trip), that is, the payment is made in advance. Payment for additional tourist services is made by the tourist as an additional payment during the use of the service.

The role of customer service in hospitality and its impact on the tourist experience is one of the most important aspects of tourism. Hospitality aims to improve the overall experience of tourists by providing high quality service. Tourists satisfaction and their travel experience depend on many factors, one of the most important of which is hospitality.[HospitalityNet].

Hospitality is the principle in the service industry of treating customers with sincerity and courtesy, welcoming them warmly, and meeting their needs. Hospitality makes guests comfortable and makes their travel experience more enjoyable.

First of all, customer service is very important in hospitality because this industry is directly based on the needs and expectations of customers. Here are some key points about the role of customer service in hospitality:





1. **Customer Experience:** Providing superior customer service improves their overall experience. Hotels, restaurants, and other service establishments can make a positive impression on customers by meeting and exceeding their expectations.
2. **Increase Loyalty:** Providing friendly, kind, and attentive customer service increases the likelihood that customers will return. Loyal customers bring more revenue to the business and attract other customers through word of mouth advertising.
3. **Reputation and Brand Building:** Superior customer service builds a good reputation for a business. Customers often share positive experiences on social media and other platforms, which helps the brand become popular.
4. **Problem Solving:** Customer service enables quick and efficient resolution of customer complaints and issues. Proper problem management helps maintain customer satisfaction.
5. **Staff training:** Staff should learn how to deal with customers and how to meet their needs. High levels of customer service often depend on skilled and motivated employees.

In the hospitality industry, customer service plays an important role in the success of a business, as this industry is based on complete customer satisfaction.

Customer service is all about helping customers before, during, and after they make a purchase. This makes it an essential part of the power chain. Every industry has different production service requirements, but ultimately the idea of good service is to increase revenue and profit.

In the hospitality sector, the quality of customer service plays a crucial role in shaping tourist experiences and overall satisfaction. The following table provides an overview of key indicators used to measure service quality and its impact on customer satisfaction. These indicators help to assess various aspects of service delivery, including customer satisfaction rates, service speed, staff qualifications, and business success. Understanding these indicators allows organizations to identify areas for improvement and enhance their service offerings to better meet the needs of their guests.



The table below outlines several critical indicators, their descriptions, and average statistical values that reflect the effectiveness of customer service in the hospitality industry:

Table 1

**Key Performance Indicators of Customer Service in Hospitality and Their Influence on Tourism<sup>1</sup>**

Indicators	Description	Statistical Indicators (Average)
Customer Satisfaction Rate	Overall customer satisfaction with the service provided, satisfaction index	85-90%
Service Speed	The speed of customer service (waiting time, service delivery time)	5-10 minutes
Likelihood to Recommend	Probability that customers would recommend the service to friends or family	70%
Staff Qualification and Experience	The qualification and experience level of staff working in customer service	2-5 years
Service Quality	Ability to meet customer needs and resolve issues effectively	90%
Reviews and Ratings	Customer ratings and reviews on online platforms	4.5-5 stars
Customer Return Rate	Willingness of customers to revisit the establishment (loyalty rate)	75%

This table shows hospitality industry indicators of customer service in English and their impact on the tourist experience. Hospitality is the art and culture of receiving and serving guests. It plays an important role in the field of tourism, because the level of hospitality directly shapes the experience of tourists. A high level of hospitality

<sup>1</sup> Author's development



improves the overall experience of tourists and increases their satisfaction with the service. Hospitality helps to adapt to the needs and desires of tourists. Service providers personalize the experience by providing tailored service to tourists based on their personal preferences. This helps tourists feel valued and special, which increases overall satisfaction.

A high level of hospitality increases the satisfaction of tourists. The hospitality of service providers delights tourists through warm hospitality, prompt and efficient service, and personalized approaches. This, in turn, improves the overall experience of tourists, increases the likelihood of them returning and ensures positive word-of-mouth recommendations. Hospitality increases the loyalty of tourists. Good hospitality improves the tourist experience and makes them more likely to return. And customer loyalty affects the long-term success of the organization, because loyal customers can be a source of constant revenue.

A high level of hospitality helps to ensure stability and growth of business. Good hospitality increases tourist satisfaction, which strengthens the reputation of the service network and attracts new customers. And sustainable service practices ensure long-term business success. Hospitality helps to establish good social relations with tourists. Good service staff warmly welcomes tourists and develops social relations with them. Hospitality increases tourists spending on services. Good service makes tourists spend more money, which brings economic benefits to businesses.

Over the past 10 years, Uzbekistan has witnessed an ever-increasing number of tourists, indicating an increasing interest in tourism offers. According to the World Tourism Organization (UNWTO), Uzbekistan welcomed approximately 6.7 million international tourists in 2023, which is an increase of 15% compared to the previous year. However, compared to neighboring countries in Central Asia, the number of tourists in Uzbekistan remains relatively.

In Conclusion, customer service in the hospitality industry is a key factor that directly influences tourists satisfaction, loyalty, and likelihood to recommend the experience. In Uzbekistan, developing this sector by providing high-quality service plays a crucial role in enhancing the country's tourism potential. Superior service not





only improves the overall tourist experience but also contributes to the long-term sustainable growth of national tourism. It maybe to develop cooperation with international tourism organizations of Uzbekistan and neighboring countries, facilitate the flow of transgeographic tourism and develop regional cooperation.

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