

CUSTOMER SATISFACTION WITH TRAVEL SERVICES IN UZBEKISTAN

Mustafakulova Sabina Eshnazarovna

Student of "Silk Road" International University of Tourism and Cultural Heritage  
[sabinamustafakulova1@gmail.com](mailto:sabinamustafakulova1@gmail.com)

Djurayeva Zilola Aramovna

Lecturer of the Department of Endocrinology, Samarkand State Medical University  
[ziloladj1974@gmail.com](mailto:ziloladj1974@gmail.com)

Boynazarov Shokhruhmirzo Ishnazarovich

Student of Westminster International University in Tashkent  
[bshokhruh9779@gmail.com](mailto:bshokhruh9779@gmail.com)

**Abstract:** *The tourism industry consists of a few different sectors, including travel, hospitality, and visitor services. In each of these sectors, there are a number of individual businesses that have tried to measure customer satisfaction as part of their quality assurance programs. This is becoming more common as the industry recognizes the importance of quality issues in an increasingly competitive environment. In addition, travel services play a fundamental role in the development of Uzbekistan's tourism sector, and they face intense changes in their competitive environment. "A satisfied customer is one who will continue to buy from you, seldom shop around, refer other customers and in general be a superstar advocate for your business." (G. Ciotti). Tourist satisfaction is considered the most important factor in tourism research because it also plays an important role in attracting and retaining tourists. In this context, the main purpose of this investigation is to identify and evaluate those elements and measurements that determine customer satisfaction with the services offered by travel agencies in country.*

**Keywords:** *tourist, satisfaction, travel, hospitality, service*

**Абстракт:** *Индустрия туризма состоит из нескольких различных секторов, включая путешествия, гостеприимство и обслуживание посетителей. В каждом из этих секторов есть ряд отдельных предприятий, которые пытались измерить удовлетворенность клиентов в рамках своих программ обеспечения качества. Это становится все более распространенным, поскольку отрасль осознает важность вопросов качества в условиях растущей конкуренции. Кроме того, туристические услуги играют фундаментальную роль в развитии туристического сектора Узбекистана, и они сталкиваются с интенсивными изменениями в своей конкурентной среде. «Удовлетворенный клиент — это тот, кто будет продолжать покупать у вас, редко ходить по магазинам, рекомендовать других клиентов и в целом будет суперзвездой для вашего бизнеса». (Дж. Чотти). Удовлетворенность туристов считается наиболее важным фактором в исследованиях туризма, поскольку она также играет важную роль в привлечении и удержании туристов. В этом контексте основной целью данного исследования является выявление и оценка тех элементов и*



измерений, которые определяют удовлетворенность клиентов услугами, предлагаемыми туристическими агентствами в стране.

**Ключевые слова:** турист, удовлетворение, путешествие, гостеприимство, сервис.

**Abstrakt:** Turizm industriyasi sayohat, mehmondo'stlik va tashrif buyuruvchilarga xizmat ko'rsatish kabi bir nechta turli sektorlardan iborat. Ushbu sektorlarning har birida sifatni ta'minlash dasturlari doirasida mijozlar qoniqishini o'lchashga harakat qilgan bir qancha individual korxonalar mavjud. Bu sanoat tobora kuchayib borayotgan raqobat muhitida sifat masalalari muhimligini anglab yetganligi sababli keng tarqalgan. Bundan tashqari, sayyohlik xizmatlari O'zbekistonning turizm sohasini rivojlantirishda muhim rol o'ynaydi va ular raqobat muhitida keskin o'zgarishlarga duch kelmoqda. "Qo'niqarli mijoz - bu sizdan xarid qilishni davom ettiradigan, kamdan-kam xarid qiladigan, boshqa mijozlarga murojaat qiladigan va umuman biznesingiz uchun super yulduz himoyachisi bo'ladigan mijozdir." (G. Ciotti). Turistlarning qoniqishi turizm tadqiqotida eng muhim omil hisoblanadi, chunki u turistlarni jalb qilish va ushlab turishda ham muhim rol o'ynaydi. Shu nuqtai nazardan, ushbu tadqiqotning asosiy maqsadi mijozlarning mamlakatdagi sayyohlik agentliklari tomonidan taqdim etilayotgan xizmatlardan qoniqishini aniqlaydigan elementlar va o'lchovlarni aniqlash va baholashdir.

**Kalit so'zlar:** turist, qoniqish, sayohat, mehmondo'stlik, xizmat ko'rsatish

## Introduction

Currently, the tourism industry is one of the most dynamically developing sectors of the world economy. For several countries, tourism is a source of significant foreign exchange earnings, contributes to the creation of additional jobs, employment, and expansion of international contacts. In comparison with developed countries, the role of tourism for the national economy of Uzbekistan is not so significant yet, which is explained by the absence of an organized tourism industry in the country as a single system capable of comprehensively carrying out activities in the international tourism market, influencing the formation of tourist flows and the provision of services at the level of world standards. Nowadays, the Uzbek tourism industry, having used obvious reserves of development lying on the surface, needs such management methods that will allow it to survive in the competitive struggle in the global tourism market. In modern conditions of global competition and the rapid emergence of new technologies, the growth of consumer demands for the quality of a tourist product, the staff of a tourism industry organization is the main factor determining its success in the market in the long term. However, the reality is that most of the tourist organizations are not able to effectively use the potential of their employees, the applied methods of personnel management do not provide the required labor productivity, quality of service and customer satisfaction. And as key elements, the following factors of tourist satisfaction were derived: beach facilities, hospitality, food and drink establishments, accommodation facilities, environment, and degree of commercialization.



## Findings

**Beach facilities:** Beach tourism is one of the earliest modern forms of tourism and the main product of the tourism industry. This type of tourism in coastal resorts is often considered the result of an inevitable attraction to the beach, but the relationship is such that tourism and leisure are an integral part of shaping the desirability of beaches. Being a resort place, the beach is almost synonymous with the makings of modern tourism. For this reason, the creation of artificial beaches can also become an element of attracting tourists. Teenagers are particularly attracted to beaches where there are catering establishments, and they are the only identifiable group of users who seem to influence the congestion of people on beaches.

**Hospitality:** The success of any enterprise in the market depends on the effective management of financial and economic activities. This is especially true for hospitality industry enterprises since this sphere is particularly susceptible to changes in both the external and internal environment of Uzbekistan. The main periods of tourism and hospitality development against the background of historical, cultural, socio-political processes of national and world history are considered. It presents a panorama of travel, various traditions of hospitality and entertainment, characteristic of all periods of cultural development. The main reasons for the formation and factors of the development of tourism and hospitality in the country are shown. The results of the study showed that aspects such as quality, accessibility, accommodation, and their components directly affect the satisfaction of tourists, their intention to return and, ultimately, the development of the tourism industry in the region.

**Food and drink establishments:** Uzbek cuisine has its own characteristic features that distinguish it from the culinary traditions of other countries, give it color and charm. It is like Kazakh, Kyrgyz, Tajik and Turkmen, but it is unique, tasty and satisfying in its own way, as a result of which gastronomic tourism and gastronomy are gaining more and more popularity in Uzbekistan. Local cuisine can be considered as a tourist resource of the territories, allowing to create new tourist products. The connection of gastronomy and tourism contributes to an increase in the influx of tourists, lengthening the stay of tourists, and increases the profit from tourism. Gastronomic tourism is gaining great popularity in the world. People buy special gastronomic tours to get acquainted with the cuisine of a country. Such tours provide an opportunity not only to taste various national dishes, learn recipes for their preparation, bake Uzbek bread or cook pilaf yourself, but also to get to know the country itself, its culture, way of life and traditions.

**Accommodation facilities:** Accommodation facilities shed light on the rational justification of tourism, as it explains the inherent motivation of tourists to travel. It also describes the various aspects that collectively make up the tourism industry. Tourists travel to destinations available to them. They need housing if they are in any place for more than 24 hours. Vacationers and business travelers can also visit the sights and engage in recreational activities. Therefore, tourist destinations should have appropriate amenities. Considering this, various types of accommodation should be demonstrated as destinations in this country, starting with motels and five-star hotels, to satisfy a wide range of tourists.



Environment: It is generally recognized that tourism and the environment are closely interrelated, and tourism planning from an ecological point of view is important. Many small towns of Uzbekistan have a unique cultural, historical and natural heritage, which are of extremely important value. For the competent use of the opportunities of small towns, it is necessary to make local governments interested participants in the process of economic development of their territory, giving them the right to act as a coordinator of this process. And thus, to achieve the satisfaction of tourists who visit the cities of Uzbekistan.

### Conclusion

The results confirmed that the quality of service directly affects the satisfaction of tourists with all destinations, the accessibility of the destination and the attractiveness of the destination. The study also proves that the development of beach areas has a significant impact on attracting tourists, and, of course, catering and beverage establishments play an important role in tourism, increasing the level of tourist satisfaction. The results of this study confirmed the evidence that good accommodation conditions and the environment have a positive impact on the satisfaction of tourists. This study provided some theoretical and managerial conclusions based on the elements of the most important tourist services in Uzbekistan designed to the satisfaction of tourists.

### REFERENCE LIST:

1. Chris R. (1995) Researching tourist satisfaction: issues, concepts, problems. Researching tourist satisfaction: issues, concepts, problems.,
2. Mukhles M. (2013) Service quality and its impact on tourist satisfaction. Institute of Interdisciplinary Business Research 164,
3. Muzaffer U., John A W. (2013) Current issues and development in hospitality and tourism satisfaction. Routledge
4. Natalia V T., Nataliya S T., A Ch., Oleksandr S P., Denys V Y., Valentina S D. (2020) Financial provision of investment activities of the subjects of the world industry of tourist services. Journal of Environmental Management & Tourism 11 (4 (44)), 890-902
5. Rachel D., Mark Robert Holmes (2019) Beach tourists; what factors satisfy them and drive them to return. Ocean & coastal management 168, 158-166,
6. Rafat B.Sh. (2012). Factors that influence tourist satisfaction. Journal of travel and tourism Research, special issue destination management. Malaysia
7. Ralf B. (2011) Tourism and environment. Annual review of environment and resources 36, 397-416
8. Teresa M., Osvaldo S., Sheila F., Ana M., Virgílio V., Licínio T. (2020) Health perception, travel concerns, and senior tourist satisfaction. Advances in tourism, technology, and smart systems, 405-414
9. Сайера К. Ф. (2020) Перспективы развития гастрономического туризма в Узбекистане. Вопросы науки и образования