



THE ROLE OF STANDARDS IN ENSURING SERVICE QUALITY AND SAFETY IN TOURISM AND HOSPITALITY

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Abstract. *This article analyzes the importance of standardization in the tourism and hospitality sector, its legal and organizational foundations, and its role in ensuring service quality. The national standards currently in force in the Republic of Uzbekistan, including UzDSt (Uzbekistan State Standard, from Uzbek “O‘zbekiston Davlat Standarti”) 3220:2023, as well as the processes of integration with international standards, are examined. In addition, mechanisms for ensuring the safety of tourism services, sanitary and hygienic requirements, certification, and inspection control are discussed. The author scientifically substantiates the importance of standards in the development of the sector and outlines modern directions for their practical implementation.*

Keywords: *tourism, hospitality, standardization, service quality, certification, sanitary and hygienic requirements, safety, international standards, tourism infrastructure, licensing, inspection control*

Introduction. The tourism and hospitality sector currently occupies a central place in the socio-economic development strategies of many countries. Providing high-quality services to tourists, ensuring

safety, and strictly complying with sanitary and hygienic requirements are important not only for service quality but also for shaping a country's image. Therefore, standards applied in tourism and hospitality are among the key mechanisms that regulate service provision and establish a system of legal and regulatory requirements.

Literature Review. In the textbook *"Hospitality and Tourism"* (2024) by Akhmatova M.E., the essence of the tourism sector, service quality, infrastructure, tourism systems, and principles of standardization are presented on a scientific and pedagogical basis.

In addition, scholars from the Samarkand Institute of Economics and Service have conducted in-depth analyses of regulatory norms, inspection control, and quality management principles in tourism services.

Research results in this field indicate that the standardization system in tourism and hospitality is an important factor in improving service quality, ensuring safety, and strengthening tourists' trust. Researchers have found that the implementation of national standards significantly improves service levels in hotels and other accommodation facilities.

Overall, these findings highlight the need to further develop standardization in tourism and hospitality, align it with international requirements, and widely implement it in practice.

Research Methodology. This article provides a comprehensive analysis of international standards, the national system, the legal and regulatory framework, practical measures, existing problems, and possible solutions in the tourism and hospitality sector of the Republic of Uzbekistan.

Analysis and Results. Standards are documents that clearly define safety, sanitary, environmental, and quality indicators for services. They are developed based on national legislation, approved by state authorities, and implemented in practice. In Uzbekistan, the legal basis of standardization relies on laws that define general tourism policy. At the same time, regulations include technical and standard requirements directly related to service processes.

One of the main legal documents in the tourism sector is the Law “On Tourism,” adopted on July 18, 2019, which defines service quality, the protection of tourists’ rights, licensing procedures, and mechanisms of public administration. While this law regulates the rights and obligations of tourists and tourism entities, it does not fully cover technical aspects. This gap is addressed by standards.

The Technical Regulation Agency has approved numerous national standards that specify technical, sanitary, and quality requirements for hospitality services. In particular, the standard UzDSt 3220:2023 “Tourist services. Accommodation facilities. General requirements,” adopted on July 7, 2023, and entered into force on November 11, 2023, establishes mandatory requirements for hotels, hostels, and other accommodation facilities. These requirements cover building conditions, technical equipment, sanitary and hygienic standards, staff qualifications, and service organization.

The development of this standard involved not only Uzbekistan’s Technical Regulation Agency but also the Tourism Development Agency, representatives of the private sector, and international hotel chains such as Hilton, Hyatt, and Wyndham.

In Uzbekistan, compliance with standards is ensured through inspection control. According to the Regulation “On the procedure for certification of tourism services and classification of tourism industry facilities,” approved by Resolution No. 433 of the Cabinet of Ministers dated July 10, 2020, accommodation facilities, entry and exit areas, kitchens, and service quality are inspected in accordance with national standards. Facilities that fail to meet these requirements may have their certificates temporarily suspended or revoked.

Standards also establish strict requirements in the field of sanitation and hygiene. Compliance with sanitary conditions in service areas, environmental protection measures, and food safety requirements is mandatory. These requirements are regulated by documents developed in cooperation with the Ministry of Health and sanitary-epidemiological services and are monitored through regular inspections.

The quality of hospitality services is an important factor in ensuring the international competitiveness of tourism. Therefore, in 2025, Uzbekistan began implementing the International Code for the Protection of Tourists developed by the World Tourism Organization (UNWTO). This code aims to ensure tourist safety, protect their rights, and align service quality with international standards, thereby strengthening integration between national and international systems.

Practical examples can be observed in major cities such as Tashkent, Samarkand, and Bukhara, particularly in modern hotel chains. In youth camps and recreational areas, fire alarm systems, sanitary and hygienic facilities, and clean drinking water supply have been established in accordance with the requirements of UzDSt 3220:2023. Room equipment,

kitchen facilities, and staff qualifications are also certified based on national standards.

Additionally, the standard UzDSt ISO 21101:2022 “Adventure tourism. Risk management systems. Requirements” defines risk management systems in adventure tourism and ensures service safety.

In the development of tourism infrastructure, government bodies are implementing measures to simplify and digitalize standard requirements. Licensing and certification processes are gradually being transferred to online platforms, which helps accelerate inspection procedures and reduce human error.

Conclusion and Recommendations. In conclusion, the implementation of standards in tourism and hospitality plays an important role in improving service quality, ensuring tourist safety, and enhancing the country’s international competitiveness. To further develop the national system and align it with international standards, the following recommendations are proposed:

1. Further harmonization of national tourism standards with international standards.
2. Wider introduction of digital monitoring systems to ensure compliance with standards.
3. Improvement of professional development and certification systems for hospitality sector employees.
4. Expansion of awareness-raising activities and training seminars on standards.
5. Development of new standards that take into account environmental and sustainable tourism principles.

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