

## **INNOVATIVE FORMS OF SERVICE IN THE HOTEL AND TOURISM BUSINESS**

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**Annotaciya:** Bul jumis miymanxana hám turizm biznesinde xızmet kórsetiwdiń innovaciyalıq túrlerin sáwlelendiredi. Keyingi jıllarda turizm tarawında básekinıń kúsheyiwı, qarıydarlardıń talabınıń artıwı hám texnologiyalardıń jedel rawajlanıwı xızmet kórsetiw procesin modernizaciyalawdı talap etpekte. Jumısta

**Tayansh sózler:** Miymanxana xızmetleri, turizm biznesi, innovaciyalıq xızmetler, sanlı texnologiyalar, jasalma intellect, aqıllı xanalar, virtual hám ar/vr tájiriybeleri, kontaktsiz sistemalar, ekologiyalıq innovaciyalar, jekelestirilgen xızmetler, qáwipsizlik texnologiyaları, brend imidji, xızmet sapası

**Аннотации:** Данная работа освещает инновационные формы предоставления услуг в гостиничном и туристическом бизнесе. В последние годы усиление конкуренции в сфере туризма, рост потребительского спроса и стремительное развитие технологий требуют модернизации процесса обслуживания.

**Ключевые слова:** Гостиничные услуги, туризм и гостиничный бизнес , инновационные услуги, цифровые технологии, искусственный интеллект , умные номера , виртуальные и AR/VR впечатления, бесконтактные системы, экологические инновации, персонализированные услуги, технологии безопасности, имидж бренда

**Abstract:** This work highlights innovative forms of service in the hotel and tourism business. In recent years, increased competition in the tourism sector, increased customer

demand, and rapid technological development require modernization of the service process.

**Keywords:** Hotel services, tourism business, innovative services, digital technologies, artificial intelligence, smart rooms, virtual and AR/VR experiences, contactless systems, environmental innovations, personalized services, security technologies, brand image, service quality.

In recent years, the hotel and tourism industry has been developing rapidly, and the increasing competition has made it necessary to offer customers not only traditional services but also innovative and personalized ones. Modern tourists look for more than just a room or a meal - they seek comfort, speed, safety, unique experiences, and a personalized approach. Therefore, hotels are paying great attention to digitalization, automation, and enriching their services with technological innovations.

Digital technologies are one of the main areas of innovation in the hotel industry. Many hotels now offer mobile applications for booking, online check-in, room access, placing orders, and using other services. For example, a guest can upload documents, choose a room, and even unlock it using a mobile phone before arriving. Automation also eliminates the need to wait in queues, saving guests' time and improving service quality. After the pandemic, contactless systems have become even more important and are now a standard part of hotel services.

Artificial intelligence (AI) plays a major role in personalizing and improving hotel services. AI systems analyze a guest's previous visits, eating habits, preferred room temperature, and lighting preferences to offer tailored services. For instance, if a guest ordered dinner in their room during a previous stay, the system might offer a personalized menu or prepared drink upon their next visit. Additionally, virtual concierges and chatbots provide 24/7 support, answering all guest inquiries promptly. Some large hotels even employ robotic staff who handle luggage, deliver orders, provide directions, and welcome

guests. These services not only offer convenience but also create a unique and memorable experience for the guest.

Hotel rooms are also evolving from traditional designs to smart-room technology. In smart rooms, lighting, temperature, curtains, televisions, and music systems can be controlled by sensors or voice commands. Upon entering, the room automatically adjusts to the guest's preferences: the air conditioning turns on, the lighting shifts to a soft mode, and the TV may display a welcome video or the guest's favorite program. Additionally, some hotels are equipped with systems that automatically manage water, energy, and waste. For example, in some major hotels in London and Dubai, smart energy-saving sensors automatically turn off lights and air conditioning when the room is unoccupied, reducing costs and promoting environmental sustainability.

Innovations in dining services are also significant. Menus are now accessed via QR codes and provide information about ingredients, allergens, calories, and even short videos. Robot servers, contactless services, and automated kitchen systems offer fast and convenient service. Some hotels introduce local cuisine using AR and VR technologies, promoting gastro-tourism. Personalized menus can also be adapted to guests' dietary needs and health considerations; for instance, a vegetarian or gluten-free guest would be offered a tailored menu.

Virtual and immersive experiences are another crucial aspect of tourism innovation. VR tours allow guests to "visit" famous locations without leaving the hotel, while AR technology can display historical monuments, transportation routes, restaurants, and shops in real time. These technologies save time and resources and help tourists explore cities more efficiently. Moreover, virtual experiences increase interactivity and provide guests with memorable, unique experiences.

Environmental innovations are also widely applied in modern hotels. Energy- and water-saving systems, solar panels, waste reduction programs, eco-friendly toiletries, and elimination of plastics contribute to the concept of a "green hotel." These initiatives not only support environmental protection but also attract eco-conscious customers. At the

same time, they enhance the hotel's brand image and increase its competitiveness on a global scale.

Personalized services are expanding as well. Guest itineraries can be automatically tailored based on age, interests, and budget. For example, if a guest wants to visit historical sites, an app can suggest the most convenient transport, timing, and routes. Additionally, integrating hotel services with global platforms ensures fast and convenient service for international guests.

Security innovations are also important. Biometric identification, fingerprint or facial recognition systems, smoke and gas sensors, and automatic alert systems ensure guests' safety. Digital payment security has also been enhanced, with contactless payments becoming a routine part of service. These technologies protect guests' personal and financial information.

Overall, innovative services in the hotel and tourism industry not only improve convenience and quality but also provide unique experiences, save time and resources, ensure safety, and support environmental sustainability. Modern guests do not just seek a room or a meal; they expect personalized, technological, interactive, and memorable experiences. Therefore, innovation is the future of the hotel industry and the most effective way to remain competitive globally.

Moreover, innovative services enhance a hotel's image, attract loyal customers, advance the tourism sector into a new technological era, and elevate the entire travel experience to a high-quality, convenient, and memorable level. Leading hotels implementing these innovations stand out from competitors. For example, Singapore's Marina Bay Sands combines VR and AI technologies to create personalized experiences, while Dubai's Burj Al Arab successfully uses robotic services, smart rooms, and eco-friendly technologies. According to statistics, digital and innovative services can increase guest loyalty by 30-40%, which significantly benefits the hotel economically. Thus, innovations not only improve service quality but also boost hotel revenue.

In conclusion, innovative service forms in the hotel and tourism business make services faster, more convenient, safer, and more memorable, while also providing environmental, economic, and branding benefits. Implementing innovations is an integral part of strategic development in modern hotel and tourism businesses.

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