

COLLECTION

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problems in the scientific activities of young
researchers and students: theory and
practice

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Innovation, integration and modern problems in the scientific activities of young
researchers and students: theory and practice collection of materials of the
international scientific and practical conference on the topic

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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

MEHMONXONA VA RESTORAN BIZNESINI RIVOJLANTIRISHDA REKLAMANING O‘RNI

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Annotatsiya. Ushbu tezisdan mehmonxona va restoran biznesini rivojlantirishda reklamaning o‘rni keng yoritiladi. Reklama marketing tizimining ajralmas qismi sifatida xizmat ko‘rsatish sohasida muhim ahamiyat kasb etadi. Mazkur ishda reklamaning mijozlarni jalb etishdagi roli, zamonaviy reklama turlari, ularning samaradorligi, shuningdek, turizm va xizmat ko‘rsatish sohasidagi raqobatbardoshlikni oshirishdagi ta‘siri batafsil tahlil qilinadi.

Kalit so‘zlar: reklama, marketing, mehmonxona, restoran, xizmat ko‘rsatish, mijoz, raqobat, brend

Xizmat ko‘rsatish sohasi va uning iqtisodiy ahamiyati

Hozirgi globallashtirish davrida xizmat ko‘rsatish sohasi iqtisodiyotning eng muhim tarmoqlaridan biri hisoblanadi. Ayniqsa, mehmonxona va restoran biznesi turizm bilan chambarchas bog‘liq bo‘lib, mamlakatlar daromadining sezilarli qismini tashkil qiladi. Mehmonxonalar va restoranlar nafaqat turistlar uchun qulaylik yaratadi, balki ish o‘rinlarini yaratish, mahalliy mahsulotlar va xizmatlarga talabni oshirish orqali iqtisodiy o‘sishga hissa qo‘shadi³⁴.

Masalan, O‘zbekiston turizm sohasida faol rivojlanayotgan davlatlardan biri bo‘lib, 2025-yilga kelib mehmonxonalar va restoranlar orqali yaratilgan daromad hajmi sezilarli darajada oshdi. Bu esa reklamaning samaradorligini oshirish va xizmat sifatini yaxshilash zaruratini ko‘rsatadi.

Reklama tushunchasi va uning mohiyati

Reklama – bu iste‘molchilarga mahsulot yoki xizmat haqida axborot yetkazish, ularni jalb qilish va xaridga undashga qaratilgan faoliyatdir³⁵. Reklama marketingning asosiy elementlaridan biri bo‘lib, quyidagi vazifalarni bajaradi:

Mijozlar e‘tiborini jalb qilish

Brendni yaratish va rivojlantirish

Raqobat ustunligini ta‘minlash

Sotuvni va daromadni oshirish

Reklama xizmat ko‘rsatish sohasida nafaqat mahsulot yoki xizmat haqida ma‘lumot beradi, balki mijozlar bilan muloqot qilish, ularning ehtiyojlarini o‘rganish va xizmat sifatini yaxshilashga xizmat qiladi.

Mehmonxona biznesida reklamaning o‘rni

³⁴ Philip Kotler – Marketing Management

³⁵ John R. Walker – Hospitality Marketing and Management

Mehmonxona biznesida reklama mijozlar oqimini oshirishning asosiy vositalaridan biridir³⁶. Turistlar mehmonxonani tanlashdan oldin ko'plab manbalarni o'rganadi: rasmiy saytlar, ijtimoiy tarmoqlar, sharhlar va reytinglar. Shu sababli mehmonxona reklamasida axborotning ishonchliligi, vizual jihatlari va interaktiv imkoniyatlar muhim rol o'ynaydi.

Mehmonxonalar reklama vositalari:

Rasmiy veb-saytlar: xizmatlar, narxlar, paketlar haqida batafsil ma'lumotlar. Saytga SEO optimizatsiya qo'shish orqali qidiruv tizimlarida yuqori o'rinlarni egallash mumkin.

Ijtimoiy tarmoqlar: Instagram, Facebook, TikTok orqali mijozlar bilan interaktiv muloqot, yangiliklar, aksiyalar va maxsus takliflar e'lon qilinadi.

Bron qilish platformalari: Booking.com, Expedia va Agoda kabi xizmatlar orqali global auditoriyaga chiqish va reytingni oshirish.

Foto va video materiallar: xona va xizmatlar tasvirlarini ko'rsatish, virtual turlar tashkil etish, professional fotosuratlar va video kliplar orqali vizual ta'sirni oshirish.

Shuningdek, mehmonxonadagi xizmat sifati ham reklama sifatida ishlaydi. Mijozlar o'z tajribalarini ijtimoiy tarmoqlarda bo'lishadi, bu esa og'zaki marketingning samarali shakli hisoblanadi³⁷.

Restoran biznesida reklamani o'rni

Restoran biznesida reklama yanada muhim bo'lib, bu sohada raqobat yuqori³⁸. Mijozlar ko'pincha reklama, tashqi ko'rinish, menyu dizayni va ijtimoiy tarmoqlardagi sharhlarga asoslanib tanlov qiladi.

Restoranlarda reklama usullari:

Taomlar fotosuratlar va videolari: Instagram va Facebook postlari, reels va stories orqali mijozlar e'tiborini jalb qilish.

Chegirmalar va aksiyalar: mavsumiy menyu, bayramlar yoki maxsus tadbirlar uchun takliflar.

Blogerlar va influencerlar orqali reklama: ommaviy auditoriyaga tez yetib boradi va brendga ishonchni oshiradi.

Brend dizayn: logotip, ichki interyer va tashqi ko'rinish orqali brendni mustahkamlash.

Ijtimoiy tarmoqlar restoran reklamasida eng samarali vositalardan biri bo'lib, ular mijozlar bilan interaktiv muloqot imkonini beradi³⁹.

Reklamani zamonaviy turlari

Bugungi kunda reklama quyidagi asosiy turlarga bo'linadi:

An'anaviy reklama: televidenie, radio, bosma nashrlar

Raqamli reklama: internet, ijtimoiy tarmoqlar, email marketing, Google Ads, SEO

Og'zaki reklama: mijozlar tavsiyalari, sharhlar va reytinglar

Vizual reklama: bannerlar, plakatlar, tashqi reklama, interyer dizayni

³⁶ World Tourism Organization – Tourism Reports

³⁷ John R. Walker – Hospitality Marketing and Management

³⁸ John R. Walker – Restaurant Management

³⁹ Statista – Digital Marketing Data

Raqamli reklama ayniqsa samarali bo‘lib, u keng auditoriyani qamrab oladi va natijalarni o‘lchash imkonini beradi. Misol uchun, restoranlar Instagram va TikTok reklamalari orqali o‘z auditoriyasini 3–5 baravar oshirishi mumkin.

Reklama strategiyasining ahamiyati

Har qanday biznes uchun reklama strategiyasini to‘g‘ri ishlab chiqish muhimdir. To‘g‘ri tashkil etilgan reklama:

Mijozlar sonini oshiradi

Daromadni ko‘paytiradi

Brendni rivojlantiradi

Raqobatbardoshlikni mustahkamlaydi

Reklama strategiyasini yaratishda auditoriya tahlili, marketing maqsadlari, byudjet, kanal tanlovi va samaradorlik monitoringi muhim hisoblanadi⁴⁰. Masalan, yosh auditoriyani jalb qilish uchun TikTok va Instagram samaraliroq bo‘lsa, kattaroq mijozlar uchun Facebook va mahalliy reklama vositalari ishlatiladi.

Reklamaning iqtisodiy samaradorligi

Reklama nafaqat mijozlarni jalb qiladi, balki xizmatlarga bo‘lgan talabni oshiradi. Samarali reklama kampaniyasi investitsiyani tezda qoplaydi va biznesning daromad qobiliyatini oshiradi. Masalan, restoranlarda blogerlar bilan hamkorlik orqali aktsiyalarni targ‘ib qilish savdoni sezilarli darajada oshirishi mumkin.

Shuningdek, mehmonxona va restoran biznesida reklama iqtisodiy samaradorlikni oshirish bilan birga, brend imidjini shakllantirish va mijozlarning sodiqligini oshirishga yordam beradi.

Xulosa qilib aytganda, reklama mehmonxona va restoran biznesini rivojlantirishning asosiy omillaridan biridir. U mijozlarni jalb etadi, xizmatlarni targ‘ib qiladi, brendni mustahkamlaydi va korxonaning raqobatbardoshligini oshiradi. Zamonaviy marketing vositalaridan samarali foydalanish biznes muvaffaqiyatining asosiy omilidir. Reklama strategiyasini to‘g‘ri ishlab chiqish va turli kanallar orqali samarali targ‘ib qilish mehmonxona va restoran biznesining barqaror rivojlanishini ta‘minlaydi.

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