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researchers and students: theory and
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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 XO‘JALIGINI BOSHQARISHDA XALQARO TAJRIBADAN SAMARALI FOYDALANISH

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Annotatsiya: Mazkur tezis mehmonxona va restoran xo‘jaligini boshqarishda ilg‘or xalqaro tajribalarni o‘rganish va milliy amaliyotga joriy etish masalalariga bag‘ishlangan. Tadqiqotning maqsadi xorijiy mamlakatlarda qo‘llanilayotgan innovatsion boshqaruv modellari va raqamli texnologiyalarni tahlil qilib, ularni O‘zbekiston sharoitida qo‘llash imkoniyatlarini aniqlashdan iborat. Xususan, Hilton kabi global mehmonxona operatorlarining Food & Beverage innovatsion laboratoriyalari faoliyati, ko‘p millatli jamoalarni boshqarish tajribasi o‘rganilgan. Shuningdek, O‘zbekistonda xalqaro brendlar (Hyatt, Hilton, Marriott) ishtirokida amalga oshirilayotgan loyihalar tahlil qilingan. Tezisdan xorijiy tajribani milliy sharoitga moslashtirish mexanizmlari, kadrlar tayyorlash tizimini xalqaro standartlar asosida rivojlantirish bo‘yicha ilmiy-amaliy tavsiyalar ishlab chiqilgan.

Kalit so‘zlar: mehmonxona va restoran xo‘jaligi, xalqaro tajriba, innovatsion texnologiyalar, raqamlashtirish, mehmondo‘stlik industriyasi, xalqaro standartlar.

Mehmonxona va restoran xo‘jaligi zamonaviy iqtisodiyotning eng jadal rivojlanayotgan tarmoqlaridan biri hisoblanadi. Globallashtirish jarayonlari, xalqaro turizmning o‘sishi va iste‘molchilar talablarining murakkablashishi ushbu sohani boshqarishda yangicha yondashuvlarni talab qilmoqda. O‘zbekistonda so‘nggi yillarda turizm sohasiga qaratilayotgan katta e‘tibor, xususan, xalqaro mehmonxona brendlarining mamlakatga kirib kelishi mahalliy boshqaruv amaliyotini takomillashtirish zaruratini keltirib chiqardi. Mazkur ishning maqsadi mehmonxona va restoran xo‘jaligini boshqarishda ilg‘or xalqaro tajribalarni tizimlashtirish va ularni O‘zbekiston sharoitida qo‘llash imkoniyatlarini o‘rganishdan iborat.

Mehmonxonalar va restoranlar har bir mamlakatda mavjud bo‘lib, ular turizm sanoati, ish safari va anjumanlar bilan chambarchas bog‘liqdir. Ko‘pgina mamlakatlarda turizm sanoati umumiy iqtisodiyotning asosiy qismini tashkil etadi. Mehmonxonaning asosiy vazifasi mehmonlarni turar joy bilan ta‘minlash bo‘lsa, restoranlarning asosiy vazifasi uydan tashqaridagi odamlarni oziq-ovqat va ichimliklar bilan ta‘minlashdan iborat.

Mehmonxonalar turlari ishbilarmon sayohatchilar va sayyohlar uchun mo‘ljallangan mehmonxona va motellardan tortib, dam olish maskanlari, kurortlar va anjuman mehmonxonalarigacha bo‘lgan keng spektrni o‘z ichiga oladi. Ko‘pgina mehmonxonalar restoranlar, barlar, kirxonalar, sog‘lomlashtirish va fitnes klublari, go‘zallik salonlari, biznes markazlari kabi yordamchi xizmatlarni ham taklif etadi.

Restoranlar turlari orasida keng xizmat ko'rsatuvchi hashamatli restoranlar, mahalliy aholiga xizmat ko'rsatadigan oilaviy restoran va kafelar, tez ovqatlanish restoranlari hamda kafeteriyalar mavjud. Ko'pgina restoranlarda alkogolli ichimliklar taqdim etiladigan alohida bar yoki dam olish joylari ham bo'ladi. Mehmonxona va restoran xo'jaligi asosan kichik korxonalaridan tashkil topgan yirik, ko'p tarmoqli, mehnat talab qiladigan xizmat ko'rsatish sanoatini tashkil etadi. Bir qator yirik korporatsiyalar mavjud bo'lsa-da, ularning mehmonxonalari va restoranlari odatda to'g'ridan-to'g'ri emas, balki franchayzing asosida yakka tartibda ishlaydi.

Xalqaro mehmondo'stlik industriyasi so'nggi yillarda jiddiy o'zgarishlarni boshdan kechirmoqda. COVID-19 pandemiyasidan keyingi davrda innovatsiyalar, texnologiyalar va barqaror rivojlanish soha rivojining asosiy yo'nalishlariga aylandi. Raqamlashtirish va sun'iy intellekt. Raqamli texnologiyalar mehmonxona va restoran biznesining ajralmas qismiga aylanmoqda. Mobil ilovalar orqali bron qilish, kontaktsiz ro'yxatdan o'tish, xonalarga aqlli qurilmalarni o'rnatish va sun'iy intellekt asosidagi mijozlarga xizmat ko'rsatish tizimlari keng tarqalmoqda. Bu nafaqat mijozlar tajribasini yaxshilaydi, balki operatsion xarajatlarni kamaytirishga ham xizmat qilmoqda.

Barqaror rivojlanish. Ekologik toza texnologiyalar, chiqindilarni qayta ishlash, energiya tejovchi qurilmalar va mahalliy mahsulotlardan foydalanish xalqaro mehmonxona operatorlarining asosiy strategiyalariga aylangan. Iste'molchilarning ekologik mas'uliyatga e'tibori ortib borayotgani bu tendensiyani yanada kuchaytirmoqda. Shaxsiylashtirilgan xizmat. Sun'iy intellekt va ma'lumotlar tahlili yordamida mijozlarning individual afzalliklarini aniqlash va ularga mos xizmatlar taklif etish xalqaro mehmonxona brendlarining raqobatbardoshlik omiliga aylangan.

Innovatsion konsepsiyalar. Hilton kabi global mehmonxona operatorlari tomonidan yaratilgan Food & Beverage innovatsion laboratoriyalari ("StiR") sohadagi eng ilg'or yondashuvlardan biridir. Ushbu laboratoriyalar yangi oziq-ovqat va ichimliklar konsepsiyalarini ishlab chiqish va sinovdan o'tkazish bilan shug'ullanadi.

Xulosa qilib aytganda, ilg'or xalqaro tajribalarni milliy sharoitga moslashtirish, xalqaro standartlarni joriy etish va malakali kadrlar tayyorlash tizimini takomillashtirish O'zbekistonda mehmonxona va restoran xo'jaligi boshqaruvini sifat jihatdan yangi bosqichga ko'tarish imkonini beradi. Mehmonxona va restoran xo'jaligini boshqarishda xalqaro tajribani o'rganish va qo'llash soha rivojining muhim omilidir. Rivojlangan mamlakatlar (AQSh, Yaponiya, Buyuk Britaniya) tajribasi shuni ko'rsatadiki, sifat menejmenti standartlari (ISO 9001), raqamli texnologiyalar va innovatsion boshqaruv modellari mehmonxona va restoran biznesining raqobatbardoshligini oshirishda hal qiluvchi ahamiyatga ega. O'zbekistonda xalqaro mehmonxona brendlari (Hyatt, Hilton, Marriott) faoliyat yuritayotgani va MDIST kabi ta'lim muassasalarida xalqaro andozalar asosida kadrlar tayyorlanayotgani xorijiy tajribani joriy etish uchun qulay sharoit yaratgan. Biroq sohada sifat menejmenti tizimlarini keng joriy etish, raqamlashtirishni

chuqurlashtirish va kadrlar tayyorlashda amaliy ko'nikmalarga e'tiborni kuchaytirish zarur.

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