

COLLECTION

Innovation, integration and modern
problems in the scientific activities of young
researchers and students: theory and
practice

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31
MARCH



Jizzakh, Uzbekistan

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF
THE REPUBLIC OF UZBEKISTAN

JIZZAKH BRANCH OF THE NATIONAL UNIVERSITY OF UZBEKISTAN
NAMED AFTER MIRZO ULUGBEK

SCIENTIFIC JOURNAL OF SCIENCE TECHNOLOGY & DIGITAL FINANCE
JOURNAL OF INTERNATIONAL SCIENCE NETWORKS

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

(March 31, 2026)

Jizzakh-2026

Innovation, integration and modern problems in the scientific activities of young researchers and students: theory and practice – Jizzakh: Department of economics and tourism of Jizzakh branch of the national university of Uzbekistan named after Mirzo Ulugbek, March 31, 2026, 990 pp.

Editors in charge: Ass.prof. Soy M.P.

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 RESTORANLARDA XIZMAT KO'RSATISH SIFATINI OSHIRISHNING INNOVATSION USULLARI

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Annotatsiya: Ushbu tezis mehmonxona va restoranlarda xizmat ko'rsatish sifatini oshirishda qo'llaniladigan innovatsion yondashuvlarni o'rganishga bag'ishlangan. Zamonaviy raqobat muhitida mijozlar ehtiyojlarini qondirish, xodimlarning malakasini oshirish va texnologik yangiliklarni joriy etish orqali xizmat sifatini yaxshilash imkoniyatlari tahlil qilinadi. Tadqiqot natijalariga ko'ra, mehmondo'stlik sohasida sifat menejmenti tizimini takomillashtirishning samarali mexanizmlari taklif etilgan.

Kalit so'zlar: mehmonxona menejmenti, restoran menejmenti, xizmat sifati, innovatsiyalar, mijozlar ehtiyojlari.

Mehmonxona va restoran biznesi global miqyosda eng tez rivojlanayotgan sohalardan biri hisoblanadi. O'zbekistonda turizm sohasiga davlat darajasida katta e'tibor qaratilayotgani hamda sayyohlar oqimining ortishi xizmat ko'rsatish darajasini tubdan yaxshilashni taqozo etmoqda. Sifatli xizmat nafaqat mijozlarni jalb qilish, balki ularning sodiqligini ta'minlash va barqaror raqobatbardoshlikka erishishning asosiy omilidir.

So'nggi yillarda sohaga raqamli transformatsiya va inson resurslarini boshqarishning zamonaviy usullari jadal joriy etilayotgan bo'lsa-da, ko'plab korxonalarda an'anaviy yondashuvlarning ustunligi xizmat sifatiga salbiy ta'sir ko'rsatmoqda. Shu sababli, innovatsion usullarni ilmiy o'rganish va amaliyotga tatbiq etish dolzarb masala sanaladi. Mazkur tadqiqotning maqsadi xizmat sifatini yaxshilashga qaratilgan innovatsion yechimlarni tahlil qilish va samarali takliflar ishlab chiqishdan iborat.

Xizmat ko'rsatish sifati menejmenti bo'yicha J. Juran va E. Deming kabi olimlar fundamental tamoyillarni ishlab chiqqan bo'lsa, F. Kotler marketing va sifat o'rtasidagi bog'liqlikni tadqiq etgan. Sohaga oid tadqiqotlarda SERVQUAL modeli (Parasuraman, Zeithaml, Berry) keng qo'llanilib, u sifatni moddiy omillar, ishonchlilik, tezkorlik, kafolat va empatiya kabi besh o'lchov asosida baholaydi.

Mahalliy olimlardan Sh. Fayziyev va N. Zokirova turizmga xizmat sifatini oshirishda milliy mentalitet va madaniy omillarni inobatga olish muhimligini ta'kidlashgan. Bugungi kunda onlayn bron qilish tizimlari, sun'iy intellekt asosidagi chatbotlar va muloqotsiz (contactless) xizmat ko'rsatish sifatini oshirishning asosiy drayverlariga aylandi. Tadqiqotda sifat va miqdoriy usullar uyg'unligi qo'llanildi.

Toshkent shahridagi 5 ta mehmonxona va 10 ta restoranda 200 nafar mijoz o'rtasida SERVQUAL metodikasi asosida so'rovnoma o'tkazildi. Shuningdek, 15 nafar rahbar va mutaxassislar bilan innovatsiyalarni joriy etishdagi to'siqlar bo'yicha chuqurlashtirilgan intervyular tashkil etildi. Ma'lumotlar SPSS dasturi yordamida statistik qayta ishlandi. Tahlillar shuni ko'rsatdiki, mijozlarning 68 foizi xizmat sifatini "yaxshi" deb baholagan bo'lsa, 10 foizi "qoniqarsiz" deb hisoblaydi. Asosiy muammolar sifatida quyidagilar aniqlandi:

Xizmat ko'rsatish tezligi (35% respondent).

Xodimlarning kasbiy malakasi (28%).

Moddiy-texnik bazaning eskirganligi (20%).

SERVQUAL modeli bo'yicha eng katta uzilish (gap) "tezkorlik" va "empatiya" o'lchovlarida kuzatildi. Mijozlar individual yondashuv va tezkor xizmat kutishmoqda, biroq amaldagi ko'rsatkichlar pastroq. Shuningdek, korxonalarining faqat 30 foizida sifatni boshqarish bo'yicha maxsus bo'limlar mavjud bo'lib, moliyaviy cheklovlar va kadrlar yetishmovchiligi innovatsiyalar yo'lidagi asosiy to'siqlar sifatida qayd etildi..

Olib borilgan tadqiqot asosida xizmat sifatini oshirish bo'yicha quyidagi takliflar ishlab chiqildi:

Raqamli transformatsiya: Mijozlar bilan real vaqt rejimida aloqa o'rnatish uchun mobil ilovalar va elektron navbat tizimlarini joriy etish.

Uzluksiz ta'lim: Korxonalar qoshida trening markazlarini tashkil etish va xodimlarni motivatsiya qilishning zamonaviy tizimlarini (KPI, bonuslar) yaratish.

Xalqaro standartlar: ISO 9001 standartlarini tatbiq etish va muntazam ichki audit tizimini yo'lga qo'yish.

Shaxsiylashtirilgan xizmat: CRM tizimlari orqali mijozlar afzalliklarini tahlil qilish va ularga moslashtirilgan takliflar berish.

Ushbu chora-tadbirlar korxonalarining raqobatbardoshligini oshirish va mijozlar sodiqligini mustahkamlashga xizmat qiladi.

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