

COLLECTION

Innovation, integration and modern
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.

TURIZM SOHASIDA RESTORANLAR OVQATLANISHNING ASOSIY TIZIMI SIFATIDA

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O‘zMU Jizzax filiali “Iqtisodiyot va turizm kafedrası” 341-25 guruh talabasi

Annotatsiya: Mazkur ilmiy ishda turizm sohasida restoranlarning o‘rni va ahamiyati, ularning turistlarga xizmat ko‘rsatish tizimidagi “assist tizim” sifatidagi funksiyalari keng tahlil qilingan. Restoranlarning gastronomik turizmni rivojlantirishdagi roli, xizmat ko‘rsatish sifati va uning turistik oqimga ta‘siri o‘rganilgan. Shuningdek, O‘zbekistonda restoran biznesining rivojlanish tendensiyalari va istiqbollari ko‘rib chiqilgan. Tadqiqot natijalari restoranlar turizm infratuzilmasining ajralmas qismi ekanligini va ular turizm samaradorligini oshirishda muhim omil ekanligini ko‘rsatadi.

Kalit so‘zlar: *turizm, restoran, gastronomik turizm, xizmat ko‘rsatish, assist tizim, turist ehtiyojlari, milliy oshxona, servis sifati, infratuzilma, mehmondo‘stlik*

Bugungi globallashtirish sharoitida turizm sohasi jahon iqtisodiyotining strategik tarmoqlaridan biriga aylangan. Jahon turizm tashkilotlari ma‘lumotlariga ko‘ra, turizm ko‘plab mamlakatlarda yalpi ichki mahsulotning muhim qismini tashkil etadi va millionlab ish o‘rinlarini yaratadi.

Turizmning samarali rivojlanishi infratuzilmaning barcha elementlariga, jumladan transport, joylashtirish vositalari va ovqatlanish xizmatlariga bevosita bog‘liqdir. Ayniqsa, restoranlar turistlarga xizmat ko‘rsatish tizimida asosiy bo‘g‘inlardan biri bo‘lib, ular nafaqat oziqlanish ehtiyojini qondiradi, balki turistik tajribaning sifatini belgilaydi.

Mazkur ishning dolzarbligi shundaki, zamonaviy turizmga restoranlar oddiy xizmat ko‘rsatuvchi subyekt emas, balki “assist tizim” sifatida butun turizm jarayonini qo‘llab-quvvatlovchi muhim mexanizmga aylangan.

Turizm infratuzilmasida restoranlarning o‘rni

Turizm infratuzilmasi murakkab tizim bo‘lib, u quyidagi elementlardan iborat:

- transport xizmatlari
- mehmonxonalar
- ovqatlanish obyektlari
- madaniy va ko‘ngilochar maskanlar

Restoranlar ushbu tizimda markaziy o‘rin egallaydi. Chunki turistlarning kundalik ehtiyojlari orasida ovqatlanish eng muhimlaridan biridir.

Ilmiy adabiyotlarda restoranlar quyidagi funksiyalarni bajarishi ta‘kidlanadi:

- oziqlanishni ta‘minlash
- milliy madaniyatni aks ettirish
- ijtimoiy muhit yaratish
- xizmat ko‘rsatish darajasi orqali mamlakat imijini shakllantirish

Shu sababli restoranlar turizm iqtisodiyotining muhim daromad manbalaridan biri hisoblanadi.

Restoranlar – assist tizim sifatida nazariy yondashuv

“Assist tizim” tushunchasi turizmda yordamchi va qo‘llab-quvvatlovchi xizmatlar majmuini anglatadi. Restoranlar quyidagi jihatlar orqali ushbu tizimning ajralmas qismi hisoblanadi:

Kompleks xizmat ko‘rsatish tizimi

Turizmda xizmatlar integratsiyalashgan holda ishlaydi. Masalan:

- mehmonxona + restoran
- turpaket + ovqatlanish xizmati
- ekskursiya + tushlik dasturi

Bu esa restoranlarning boshqa xizmatlar bilan chambarchas bog‘liqligini ko‘rsatadi.

Turist ehtiyojlarini diversifikatsiya qilish

Zamonaviy turistlar turli xil ovqatlanish ehtiyojlariga ega:

- vegetarian va vegan ovqatlar
- halal yoki kosher taomlar
- dietik menyular

Restoranlar ushbu ehtiyojlarni qondirish orqali xizmat ko‘rsatish tizimini moslashtiradi.

Psixologik va ijtimoiy funktsiya

Ovqatlanish jarayoni nafaqat fiziologik, balki psixologik ehtiyojni ham qondiradi. Sifatli restoran:

- dam olish muhitini yaratadi
- ijobiy emotsiyalar beradi
- sayohat taassurotlarini mustahkamlaydi

Gastronomik turizm va uning rivojlanishida restoranlarning roli

Gastronomik turizm – bu turizmning eng tez rivojlanayotgan yo‘nalishlaridan biridir. Tadqiqotlarga ko‘ra, turistlarning katta qismi yangi mamlakatga borganda, uning milliy taomlarini sinab ko‘rishni xohlaydi.

Restoranlar gastronomik turizmga quyidagi vazifalarni bajaradi:

- milliy oshxonani targ‘ib qilish
- madaniy merosni namoyish etish
- kulinariya tajribasini yaratish

Masalan, O‘zbekistonda:

- palov
- somsa
- shashlik
- lag‘mon

kabi taomlar xalqaro turistlar orasida mashhur hisoblanadi.

Bundan tashqari, gastronomik festivallar, oshpazlik mahorat darslari ham turistlarni jalb etishda muhim vosita hisoblanadi.

Restoran xizmatlari sifatini oshirish omillari

Restoranlarning raqobatbardoshligi xizmat sifati bilan belgilanadi. Asosiy omillar:

Kadrlar malakasi

Xodimlarning professional tayyorgarligi xizmat sifatiga bevosita ta'sir qiladi.

Texnologik innovatsiyalar

- elektron menyu
- mobil ilovalar orqali buyurtma
- onlayn bron qilish tizimi

Sanitariya va gigiyena

Gigiyena talablariga rioya qilish turistlar ishonchini oshiradi.

Marketing strategiyalari

- reklama
- ijtimoiy tarmoqlar
- mijozlar bilan aloqa

O'zbekistonda restoran biznesining rivojlanish istiqbollari

So'nggi yillarda O'zbekistonda turizmni rivojlantirish bo'yicha keng ko'lamli islohotlar amalga oshirilmoqda. Bu restoran biznesiga ham ijobiy ta'sir ko'rsatmoqda.

Asosiy tendensiyalar:

- milliy restoranlar sonining oshishi
- xalqaro standartlarga moslashuv
- xizmat sifatining yaxshilanishi
- gastronomik turizm rivoji

Kelajakda restoranlar:

- innovatsion xizmatlarni joriy etishi
- ekologik toza mahsulotlardan foydalanishi
- milliy brendni rivojlantirishi

zarur hisoblanadi.

Xulosa qilib aytganda, restoranlar turizm sohasida muhim o'rin tutadi va ular ovqatlanishning assist tizimi sifatida samarali faoliyat yuritadi. Ular turistlarning nafaqat oziqlanish ehtiyojlarini, balki madaniy va emotsional ehtiyojlarini ham qondiradi.

Restoranlar faoliyatini takomillashtirish orqali:

- turizm xizmatlari sifati oshadi
- turistlar oqimi ko'payadi
- mamlakat iqtisodiyoti rivojlanadi

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