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ANALYSIS OF THE ROLE AND SPECIAL FEATURES OF THE RESTAURANT BUSINESS IN THE DEVELOPMENT OF THE SERVICE INDUSTRY IN BUKHARA REGION



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Abstract: This article provides practical information on the analysis of the role and special features of the restaurant business in the development of the service sector in the Bukhara region.

Key words: restaurant market, transformation process, restaurant business, hospitality industry, competitiveness, consumer, requirement.

INTRODUCTION.

Currently, the development of the restaurant business, the expansion and improvement of the types of services in it leads to the emergence of large corporations and restaurant chains. This approach makes it possible to attract additional resources for the development of business structures in the restaurant business.

Entrepreneurial structures of the restaurant business are coordinated through the establishment of associations and associations that allow developing a joint system of training and retraining of personnel, without changing their legal and economic independence.

A market economy requires a competitive environment in all sectors of the economy. In such conditions, companies require appropriate changes in their management system and methods, regardless of the direction of their activity and the size of the enterprise.

LITERATURE ANALYSIS AND METHODS.

Scientific and research works devoted to the theoretical and practical aspects of the development of small business and private entrepreneurship in the field of service provision are widely found in the economic and mass literature of foreign countries, especially the CIS countries and our republic.[1]

The problems of development of services in small business (entrepreneurial) activities, its role in the modern market economy have been thoroughly studied by Uzbek and foreign scientists. Kotler F., Cravens, David W., Lamben on the topic of service delivery in small business enterprises. JJ, Chumpitas. R., Shuling I. scientists have studied.

In our republic, the research conducted by the scientists of our country, dedicated to the development of the spheres of service provision on the basis of international standards, is not enough. Peculiarities of service industries and some theoretical and

practical aspects were discussed by M.K. Pardaev, G. Gudratov, B.A. Abdukarimov, Q. Mirzaev among the economists of our country and Fayziev E. covered in the work of others. In their work, they researched the specific features of the development of the service sector, the concepts of its development, ways and methods of solving socio-economic problems. However, the fact that our government envisages further strengthening of entrepreneurship in the field of services, its importance in providing employment and increasing its share in GDP indicates the relevance of this chosen topic and the fact that not enough work has been done in this regard.[1]

RESULTS.

The restaurant business is an increasingly competitive industry today. Currently, a large number of restaurants are operating throughout our country. Some of the newly opened enterprises in the restaurant business market cannot withstand the competition and leave the market. Competition is a strong incentive to improve the activity of entrepreneurial structures in the restaurant business.

The main tasks of the restaurant business are to create competitive advantages and increase competitiveness, to acquire regular customers by attracting consumers, to search for and create new ways of development, to constantly update its directions, taking into account the dynamically developing market.[2]

In the process of stable socio-economic development of our republic, along with the expansion of catering establishments, the demand for the services provided by them is also growing. Today's demand is to further develop the service provided in public catering establishments, to organize it in accordance with consumer requirements. A modern approach is required in order to improve the work of enterprises providing catering services. Since the service sector is of great importance in the socio-economic development of every country, this sector creates an opportunity to improve and develop not only a person, but also an entire system.

Services provided in the services market are conditionally divided into services provided to consumers and services provided to business entities. Also, depending on the period of provision of these services, they are classified into services provided simultaneously to both consumers and business entities (enterprises). Today, special attention is paid to the sustainable development of the service sector in the policy implemented in the socio-economic system of our republic.[3]

Currently, the service sector includes more economically efficient types of activities than production, because service enterprises have a much higher turnover of financial resources, and an important aspect is that they require less investment to start the initial activity.

The development of the service industry in Bukhara region is the main direction of ensuring social and economic stability in the region. The total volume of services in the region in 2023 will be 19,344.0 billion amounting to sums; this indicator has increased by 2.4 times compared to 2019. Sectors with a high growth rate in the service sector in the region are financial services (4.7 times), educational services (3.0 times), trade and personal services respectively (2.3 times), health services (2.2 times), computer and household goods repair services (2.1 times), rental services (2.1 times), and real estate related services (192.6 %) contributed. Also, communication and information services

(165.2%), transport services (135.8%), architecture, engineering research, technical testing and analysis services (164.4%) had a lower growth trend (Table 1). [4]

Table 1

Volume of services by types of services in Bukhara region (billion sums)[4]

Industries and sectors	Years				
	2019	2020	2021	2022	2023
Total services	8413,2	9843,1	12574,1	15 848,8	19 344,0
Including:	376,9	419,0	506,5	628,3	756,9
Communication and information	1150,5	1633,5	2086,4	3128,5	3 958,5
Transport services	1983,9	2238,4	2906,5	3 298,1	4 031,1
Including: auto transport services	1842,3	2128,1	2621,1	2 910,1	3 613,3
Accommodation and food services	405,1	367,8	465,2	643,8	838,2
Trading services	2721,6	3353,0	4062,7	5 043,6	5 875,7
Services related to real estate	232,9	209,4	282,6	321,8	365,5
Educational services	415,6	517,3	723,6	773,2	1 114,0
Health care services	156,9	153,2	223,2	321,2	383,6
Rental services	216,0	223,3	314,0	367,1	406,2
Computer and household goods repair	169,9	190,6	253,9	317,0	403,2
Personal services	170,1	185,0	258,7	336,3	441,7
Services in the field of architecture, engineering research, technical testing and analysis	147,9	100,9	117,2	158,1	178,0
Other types of services	265,9	251,7	373,6	511,8	591,4

It should be noted that the development of the service sector is important in creating new jobs. Therefore, the higher the dynamic development trend of this sector, the higher the growth rate of the country's gross domestic product.

If we analyze the volume of services provided in the Bukhara region by regions, the lowest indicator of growth dynamics corresponds to the contribution of the city of Bukhara (159.3%). In the section of districts, the high rate corresponds to Peshku (5.3 times), Jondor (4.7 times), Vobkent (4.6 times), Shafirkon (4.2 times), Romitan (4.0 times) districts.

Table 2

Volume of services rendered in Bukhara region (billion sums)[4]

Areas	2019 y.	2020 y.	2021 y.	2022 y.	2023 y
Bukhara region	8413,2	9843,1	12574,1	15 848,8	19 344,0
Bukhara city	3129,5	3737,8	4650,1	6 035,7	7 486,0
Kogon city	319,9	355,2	443,2	597,1	725,9
Districts:					
Olot	325,4	375,0	446,2	526,3	635,5
Bukhara	487,3	574,3	675,5	827,8	1 005,3
Wobkent	437,1	447,7	825,6	1 042,9	1 207,7
Gijduvan	1143,7	1301,1	1684,4	1 937,6	2 361,7
Kogon	284,0	315,8	424,8	538,6	651,4
Karakol	392,1	438,6	548,9	699,6	845,2
Qarovulbazar	152,4	196,7	238,9	314,7	394,2
Peshku	445,0	547,6	688,3	879,3	1 053,7
Romitan	463,2	517,2	690,8	883,3	1 077,6
Jondor	437,1	598,5	699,8	853,2	1 038,1
Shafirkon	396,5	437,6	557,6	712,7	861,7

In 2019, Bukhara city accounted for 57.2% of the volume of services provided in the province, and in 2023, this figure was 38.3%. From this it can be concluded that the development of the service sector is gradually gaining momentum even in the regions. In particular, Gijduvon and Vobkent districts, which have a high share of the volume of provided services, were 10.8% and 3.5% in 2019, respectively, and in 2023, these figures were 12.8% and 6.7%, respectively. It is possible to think that the service sector has a tendency of rapid development in the districts as well (Table 2).

Table 3

Volume of services per capita in Bukhara region (thousand sums)[4]

Areas	2019 y.	2020 y.	2021 y.	2022 y.	2023 y
Bukhara region	4 406,3	5 085,5	6 409,0	7 951,2	9 543,6
Bukhara city	11 216,7	13 316,0	16 459,1	21 066,7	25 646,0
Kogon city	5 252,8	5 794,0	7 155,8	9 471,6	11 307,5
Districts:					
Olot	3 313,3	3 768,8	4 429,7	5 156,2	6 134,0
Bukhara	2 958,5	3 426,6	3 960,3	4 769,6	5 692,6
Wobkent	3 162,8	3 188,9	5 795,1	7 207,1	8 198,7
Gijduvan	3 797,3	4 261,6	5 443,0	6 161,9	7 384,9
Kogon	3 683,6	4 013,2	5 294,0	6 579,4	7 791,8
Karakol	2 412,7	2 667,6	3 301,3	4 151,0	4 948,3
Qarovulbazar	8 376,3	10 688,0	12 725,4	16 322,1	20 010,0
Peshku	3 666,0	4 433,8	5 478,4	6 879,8	8 105,1
Romitan	3 311,1	3 629,8	4 761,7	5 983,4	7 179,3
Jondor	2 532,8	3 414,2	3 932,7	4 718,7	5 644,8

Shafirikon	2 259,1	2 460,0	3 092,1	3 894,1	4 647,8
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If we look at the volume of services per capita in the Bukhara region, this indicator has increased by 2.2 times in the period of 2019-2023. In 2023, the volume of services per capita is the highest in Bukhara city (25,646.0 thousand soums), Qarovulbazar district (20,010.0 thousand sums), Kogon city (11,307.5 thousand sums) and Vobkent district (8,198,000 sums), 7 thousand soums). In 2019-2023, Olot (3.9 times), Vobkent (2.6 times), Korovulbazar (2.4 times) districts and Bukhara city (2.3 times) are the regions with the highest dynamic growth rate of these services per capita) contributed (Table 3).

Table 3

The share of service sector industries in the gross regional product of Bukhara region (in % of the total)[4]

	2017 y.	2018 y.	2019 y.	2020 y.	2021 y.	2022 y.	2023 y
GNI, total	100	100	100	100	100	100	100
Services	32,3	30,7	30,4	29,0	29,5	29,1	31,2
shopping, living and dining services	7,5	7,3	7,1	7,2	7,1	7,5	7,9
other services	17,5	17,1	17,8	16,6	16,9	16,2	17,9

If we look at the indicators of the share of service sectors in the composition of the gross regional product in Bukhara region, in 2017, the share of total services in GDP was 32.3%, and in 2023, this indicator was 7.9%. Also, the share of trade, living and dining services in GDP was 7.5% in 2017 and 7.9% in 2023.

Currently, restaurants, cafes, bars are considered important and take the main place in the general catering establishments. These are the main means of meeting the needs of the population and organizing their recreation. The effectiveness of customer service in restaurants all over the world does not only include the material and technical base and quality service, but also directly depends on the appearance, politeness and cultural level of the employees.

As an important principle of providing restaurant services, it is necessary to take into account the reduction of the relative level of service costs at the expense of the income obtained as a result of economic activity, to pay attention to the improvement of the quality of services, and to develop the system of material incentives for workers.

One of the most important and primary goals of the service enterprise in the conditions of the innovative economy is to determine effective ways of using resources in service processes. Effective use of available resources provides an opportunity to achieve high economic efficiency and increase productivity. Therefore, improving the efficiency of service processes depends on fully satisfying the consumer's demand for services, reducing its time, and ensuring the quality of services. For example, if there is a part-time employee in the sales hall and a high level of turnover in retail trade, this does not mean that the labor efficiency of workers is increasing.[5]

CONCLUSION.

Effective use of available resources in restaurants includes increasing the efficiency of services based on ensuring mutual relations between employees and customers, integrating and coordinating functions based on special principles within the overall system. Therefore, the rational organization of service processes in restaurant enterprises is to fully satisfy the needs of customers and to ensure a competitive advantage in this sector of the service market by creating their maximum entertainment opportunities. In this way, providing quality services to customers and providing exclusive entertainment in restaurants, on the one hand, ensures their competitiveness, and on the other hand, increases the amount of income. According to the results of the research, a scientifically based competent approach to achieving economic efficiency and modernization of the management system of service processes in restaurant enterprises is a means of achieving competitive advantage.

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