



KONFERENSIYA

**“ZAMONAVIY TA’LIM TIZIMINI
RIVOJLANTIRISH VA UNGA QARATILGAN
KREATIV G’OYALAR,
TAKLIFLAR VA YECHIMLAR”**

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Mazkur ilmiy-amaliy on-line konferensiyada zamonaviy ta’lim tizimini rivojlantirish jarayonida innovatsion ta’lim texnologiyalarini joriy etish va loyihalashtirish, integratsion ta’limni rivojlantirishda yo‘nalishlar bo‘yicha kreativ g’oyalar, takliflar va yechimlarni amalga oshirish maqsad qilib olingan. Mazkur Respublika ilmiy-amaliy on-line konferensiya materiallaridan OTM professor-o‘qituvchilari, akademik litsey va kasb-hunar kollejlari va umumta’limmaktabo‘qituvchilari, mustaqil tadqiqotchilar, magistrantlar, ilmiy xodimlar, iqtidorli talabalar hamda shu sohada ilmiy ish olib borayotgantadqiqotchilar foydalaishlari mumkin.

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THE DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY IN THE FIELD OF PUBLIC CATERING AS A FACTOR IN IMPROVING THE QUALITY OF SERVICES FOR THE POPULATION.

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In order to increase customer loyalty, we suggest that catering establishments use an approach based on the idea of a bonus reward for a regular customer. The purpose of such a campaign is to stimulate the consumer to purchase services in this institution. The loyal customer bonus system includes a points accumulation system for subsequent free service of choice.

At the same time, an innovative system of remuneration in kind for a regular customer has a number of advantages. Thus, the client not only spends money on a certain range of services, but at the same time "earns" points, which are transferred to a special account of the participant of the corresponding reward program. For example, a client receives 10 points for every ruble spent on paying a bill.

A purely psychologically intangible service gains an element of tangibility. For each unit spent, the client receives a service in the future, for example, a free breakfast or a free snack for dinner, free use of a local telephone, the Internet, etc. The guest is usually issued a plastic card or certificate. The accumulated points make it possible for the client to feel like the owner of something material, which in the future will be transformed into a certain benefit, good.

The loyalty reward program will help to compile a database and thereby analyze what the guest needs and what he expects from the proposed service. Through the database, the restaurant has the ability to constantly and directly monitor the relationship with the consumer in order to maximize the degree of satisfaction of his needs. As a result, the visitor receives a high-quality service that corresponds precisely to his individual specific needs.

This is due to the fact that in recent years, consumers have become more and more demanding. They search for consumer services adapted to their characteristics, seek completeness of information, strive to expand the range and consumption of environmentally friendly products, which characterizes and confirms the common sense and professionalism of consumers.

Enterprises, to a greater extent this relates to the field of restaurant business, should inform regular customers about any innovations, as well as about the possibility of price variations. Establishing an interactive relationship with the client enables the restaurant to anticipate (anticipate) the decisions that the client desires. This also improves the quality of service.

At the same time, the "frequent guest" program assumes a constant expansion of the range of services provided, which encourages managers to look for partners for cooperation. Relationships are established with firms both in their own segment and with firms operating in other market segments.

Considering the high level of competition in the restaurant business services market, we consider it expedient for these enterprises to expand the system of bonuses for regular customers. In particular, you can use a variety of customer coupons. The role of coupons in identifying the real demand for catering services contributes to motivation and material incentives for repeat customer visits.

In particular, in restaurants, for example, three types of coupons can be used for customers:

1. Coupons "courtesy": - pocket coupons, which are available to all employees of the restaurant; - ordinary checks, giving certain benefits to guests on a second visit. Coupons of this type can also be used as a reward for regular customers in order to further attract them to the restaurant.

2. Cross-marketing coupons - used to attract guests during quiet hours (morning and noon hours).

3. Affiliate Coupons - given to loyal customers and encouraging going to the restaurant with close friends.

In the modern leisure and hospitality industry, the services provided by restaurants are becoming more and more homogeneous, and customers are paying increased attention not only to the professional "exclusives" of the chef, but also to how they are served. At the same time, the role of the personal factor in the struggle for the client increases sharply. Service is becoming an important means of competition, and in some areas of business - one of the most important. It's easier to learn how to cook delicious and original dishes than to serve customers correctly.

In parallel with the development of standards, it is important to pay special attention to improving the professional and personal self-esteem of service personnel, effective interpersonal communication: the aesthetics of accepting an order, the manner in which a waiter walks with a tray, a convenient time for updating an ashtray, repertoire and quality of musical accompaniment, etc. It is also necessary to develop the ability to persuade, to be responsive, informed, self-confident.

It is necessary for all restaurant management structures: administrators, hostesses, waiters, bartenders to clearly and in detail explain the algorithm for improving the quality of service. The introduction of training programs is especially effective, especially for waiters, since the waiter is the most demanded person with whom the client most often communicates, and the client's loyalty to the restaurant depends on his effective work. The professional behavior of such an employee becomes especially important in the event of difficult situations. Possession of methods of working with a "problem" client, as well as the presence of clear standards of service, behavior in conflict situations makes it possible not only to retain the client, but also to make him an adherent of restaurant service where this program is implemented.

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