

Innovative Approaches to the Development of Services in the Sphere Of Public Catering

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Abstract: The article examines modern problems and approaches to the development of catering services based on innovative technologies, taking into account the tendencies and trends of the transformation of the relevant market. The tendencies and directions of innovative development of the catering sector are highlighted, revealing their advantages and disadvantages.

Keywords: innovative approaches and technologies, catering enterprises, development of catering services.



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INTRODUCTION

In the context of the country's population growth, the issue of improving the living standards of the population and improving the service sector is urgent. Each developing country tries to learn from the experience of economically developed countries in improving economic sectors.

As is known, catering enterprises occupy a special place in the service sector. Regardless of the dishes offered as a result of the activities of catering enterprises, the fact that their customers are comfortable, and the availability of innovative services also determine their effective development in today's competitive environment.

While highlighting the scientific and theoretical foundations of increasing the efficiency of innovative activities in the service sector using the example of catering enterprises, it is appropriate to understand the place of catering enterprises in the service sector and its impact on human life. In the economic literature, a group of scientists have outlined a number of scientific views on the place of catering enterprises in the service sector and ways to increase the efficiency of innovative activities in them.

The service sector is a key sector that serves to improve the economic and social situation of the country. The growth of the country's economic situation leads to an increase in the demand for services by the country's population.

The socio-economic development of the service sector, by its content, covers various areas of economic activity aimed at improving the well-being and quality of life, creating favorable conditions for the development of human capital associated with the formation of modern industries, and ensuring a relatively high level of division of labor.

Currently, in the context of the transformation of the economy, the continuous sustainable development of service enterprises and the improvement of the socio-economic mechanism for increasing efficiency in ensuring the intensity of service provision are of particular relevance.

Accordingly, issues related to increasing the efficiency of service enterprises and improving the socio-economic mechanism of their activities, increasing the intensity of labor processes and labor productivity, efficient use of resources, ensuring the

efficiency of labor potential, improving the quality and effectiveness of services provided, and more fully meeting the demands and needs of consumers are important problems of the development of the industry.¹

Like all service industries, the catering industry is developing as a result of investments and innovations.

The introduction of new innovations is considered to be the most effective way to win competition in the international catering market.

The following are considered the main innovations that have entered the international catering market in the past decade.

- Perry stainless steel catering equipment;
- Vito oil filtration equipment;
- LinghtFry - 100% oil-free cooking technology;
- Two-dimensional combi ovens.

All of these innovations are currently used in the catering market of the Republic of Uzbekistan, and as a result of the innovations introduced, the size of the catering services market is growing, and its share in the country's GDP is also increasing.

In the Republic of Uzbekistan, the gross value added of the services sector in the country at the end of 2023 amounted to 533,107.7 billion soums, which is 100,661.00 billion soums or 23.27% more than in 2022. Of these, construction services amounted to 84,944.3 billion soums, management-related services to 13,880.7 billion soums, arts, recreation and entertainment services to 5,771.3 billion soums, information and communication services to 23,552.7 billion soums, financial and insurance services to 44,111.1 billion soums, transportation and storage services to 60,551.2 billion soums, accommodation and catering services to 68,116.7 billion soums, trade services to 71,433.5 billion soums, real estate-related services to 57,204.6 billion soums, educational services to 63,516.9 billion soums, health-related services to 28,274.2 billion soums, and other services to 11,750.5 billion soums (Table 1).

Sectors that created added value in the GDP of the Republic of Uzbekistan in 2021-2023 and their value added
in billion soums

№	Sectors that create added value to the country's GDP	2021	2022	2023
1	Agriculture, forestry and fisheries	181788	208809	245223
2	Construction	63608,5	73209,4	84944,3
3	Mining and open-pit mining	28649,4	33396,2	34975,8
4	Manufacturing	159764	189872	225024
5	Professional, scientific and technical activities	8615,2	10394,8	12588,2
6	Administrative and support service activities	8559,6	11277,1	13880,7
7	Public administration and defense; compulsory social security	30863,2	43933,8	63084,9
8	Arts, entertainment and recreation	3692,2	4568,3	5771,3
9	Other service activities	8388,3	9522,5	11750,5
10	Electricity, gas, steam and air conditioning supply	12322,9	15380,5	18407
11	Water supply; sewerage, waste collection and disposal	1482,6	1562,2	1606,9
12	Information and communication	13020,4	17955,9	23552,7
13	Financial and insurance activities	20157,4	33778	44111,1
14	Transportation and storage	39045,3	47055,1	60551,2
15	Accommodation and food services	34017,4	50618,9	68116,7
16	Wholesale and retail trade;	48910,9	57703,8	71433,5
17	Real estate operations	41364,1	48621,1	57204,6

¹ B.A.Ismoilov "Socio-economic significance and principles of the development of the service sector" scientific article. 2023. <https://ijtimoiy.uz/2319/>

18	Education	43098,1	53459,9	63516,9
19	Health care and social work activities	21196,2	24676,7	28274,2

The service industry is divided into many sectors and is described in various ways. At the international level, services are classified by Suzette Blakemore as services that satisfy material and financial needs, services that satisfy recreational and nutritional needs, social services, and services that have an intermediary nature

(Figure 1).

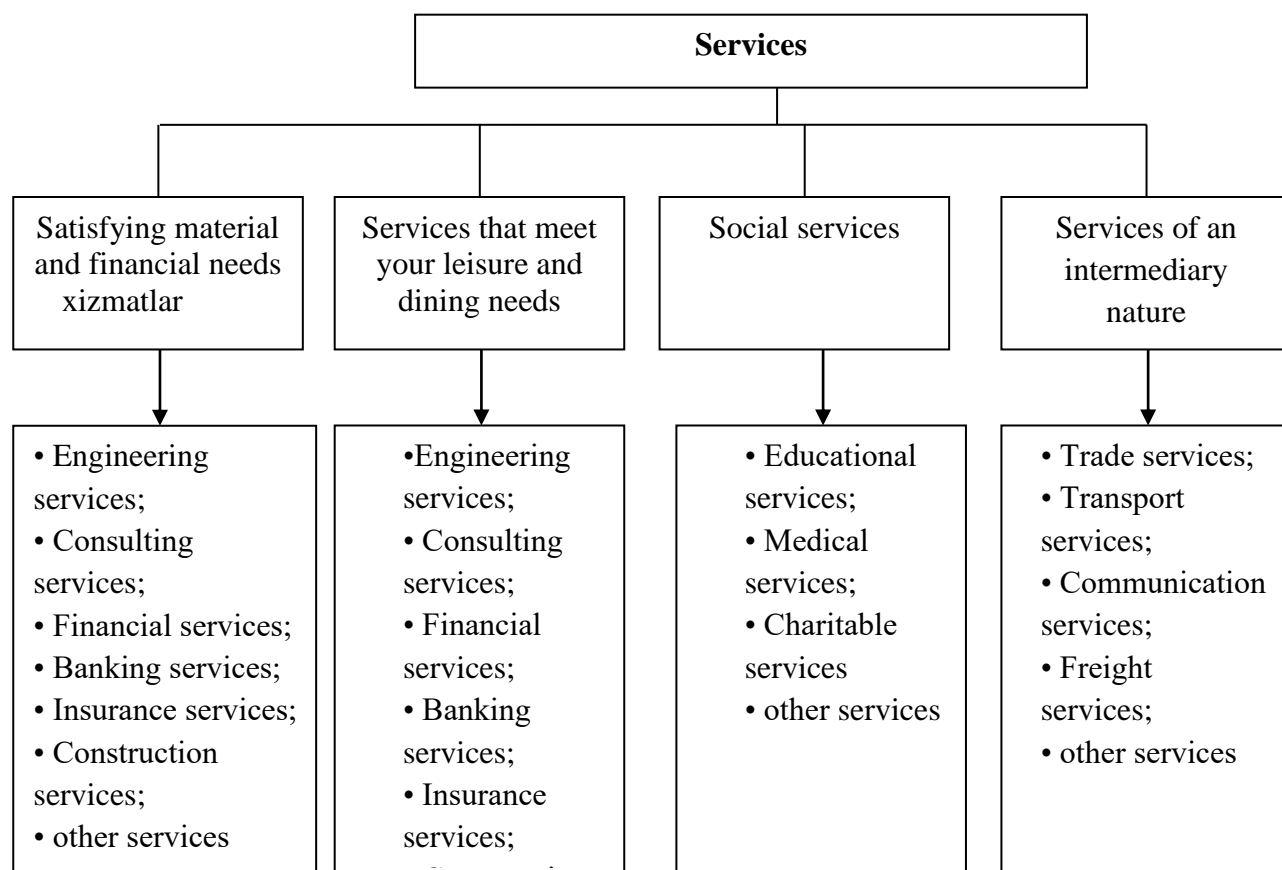


Figure 1. Classification of the service sector²

Aydiyeva S.A. in her dissertation entitled "Methodical foundations of economic construction at the present stage" classified services as services provided through material actions to the human body, services provided through material actions directed at goods and other material objects, services provided through intangible actions directed at the human mind, and services provided through intangible actions with intangible assets (Table 2).

Table 2

Classification of services³

Service areas	Types of services
Services provided through tangible actions to the human body	Health services, beauty salon services, hairdressing services, massage services and other services
Services provided through tangible actions to goods and other tangible objects	Construction services, trade services, transport services, freight services and other services

² Suzette Blakemore "Project management for the unoffissial project manager" Californiya-2024, 254 c.

³ Aydiyeva S.A. Metodicheskie osnovy stroitelstve na sovremennom etape khozyaestvennie:08.00.05: makachkala.2000 g. 41 str.

Services provided through intangible actions to the human mind	Educational services, communication services, charitable services, theater services and other services
Services provided through intangible actions to intangible assets	Legal consulting services, insurance services, banking services, services related to the purchase and sale of securities

The Unified National Classifier of Services used by the Ministry of Economy and Finance in the field of public procurement divides services into the following types⁴:

1. Water supply, water treatment, waste disposal and sorting services;
2. Services for the construction and repair of structures and other objects;
3. Wholesale and retail trade services; repair services for motor vehicles and motorcycles;
4. Accommodation and catering services;
5. Wholesale trade services, except for wholesale trade in motor vehicles and motorcycles;
6. Retail trade services, except for retail trade in motor vehicles and motorcycles;
7. Transport and warehousing services;
8. Hotel and catering services;
9. Information and communication services;
10. Financial and insurance services;
11. Real estate services;
12. Scientific, engineering, technical and professional services;
13. Administrative and support services;
14. Rental and leasing services;
15. Services in the field of public administration and military security; compulsory social security services;
16. Services in the field of education;
17. Health services and social services;
18. Services in the field of arts, entertainment, recreation and sports;
19. Services of public organizations, other services for the population;
20. Various goods and services produced in households for their own needs, including services of employers for domestic workers.

One of the sectors with the largest share in services is the catering sector. Therefore, our President Sh.M. Mirziyoyev announced that starting from January 1, 2024, part of the value-added tax for catering enterprises will be returned to the entrepreneur as cashback, and the profit tax for catering enterprises that have voluntarily agreed to pay value-added tax will be reduced by 2 times.

Today, innovation is becoming a key factor in human development and economic growth all over the world. The innovative development of the country is one of the priorities of modern society. The constant development of the innovation process has a significant impact on the transformation of humanity and social life. The increase in the standard of living of the population and the increase in free time also depend on innovations. It is not for nothing that the President of our country, in his Address to the Oliy Majlis, emphasized: "Innovation is the future. We must start building our great future precisely on the basis of innovative ideas. It is not for nothing that we are moving towards innovative development and the digital economy. Because in this era of rapid development, who will win? The state that relies on new ideas, new ideas, and innovation will win⁵."

Because the development of any economy is based on the active use of innovations in production, distribution, and consumption processes to create new consumer value, improve financial results, and increase efficiency. According to the results of a study conducted by McKinsey in 2023, 84% of managers and directors of various companies consider innovations to be very important for the success of the enterprise⁶.

Only 23.2% of enterprises operating in the Republic of Uzbekistan used product innovations and 14.4% used process innovations during 2021-2023. However, only 5% of these firms spent an average of more than 1,270,000.0 soums for innovation purposes. As a result of observations conducted in 2021-2023, 10% of enterprises adopted external advanced departments, 13% used internal capabilities, and 7% used outsourcing to implement innovations⁷.

⁴ <https://tasniflagich.mf.uz/>

⁵ Mirziyoyev Sh.M. O'zbekiston Respublikasi Prezidentining Oliy Majlisga Murojaatnomasi. – T.2018, 19-20-betlar

⁶ <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/how-we-help-clients/Strategic-Growth-and-Innovation>
Mirziyoyev Sh.M. Address of the President of the Republic of Uzbekistan to the Oliy Majlis. – T.2018, pp. 19-20

⁷ <https://review.uz/oz/odp>

The concept of innovation has undergone a number of qualitative changes in the context of the enrichment and complexity of scientific knowledge and the current conditions of production and entrepreneurial activity. This is explained by the uniqueness of innovation, which is directly related to the specificity of each industry. The scientist identified three types of innovative solutions:

- 1- Voluntary innovative solution;
- 2- Collective innovative solution;
- 3- Innovative solution encouraged by the government.

The main motive that encourages entrepreneurs to search for innovative solutions is to obtain high profits in a monopoly situation that has arisen and will not last long. The faster those who learn and master the innovation act, the faster the monopoly situation will end and the number of competitors will increase, and at the same time the need for new innovations will arise. From this we can conclude the following:

Firstly, it is necessary to prepare and launch new products or services on the market, without waiting for the natural death (extinction) of the product or service.

Secondly, it is impossible to extend the life of an obsolete product for too long, since the costs of its constant maintenance can be much higher than the costs of developing a new one.

The general fundamental cycle of any development is manifested in innovations. Any service or product on the market, like a living organism, goes through successive life stages, namely, birth, growth, maturity, aging and death.

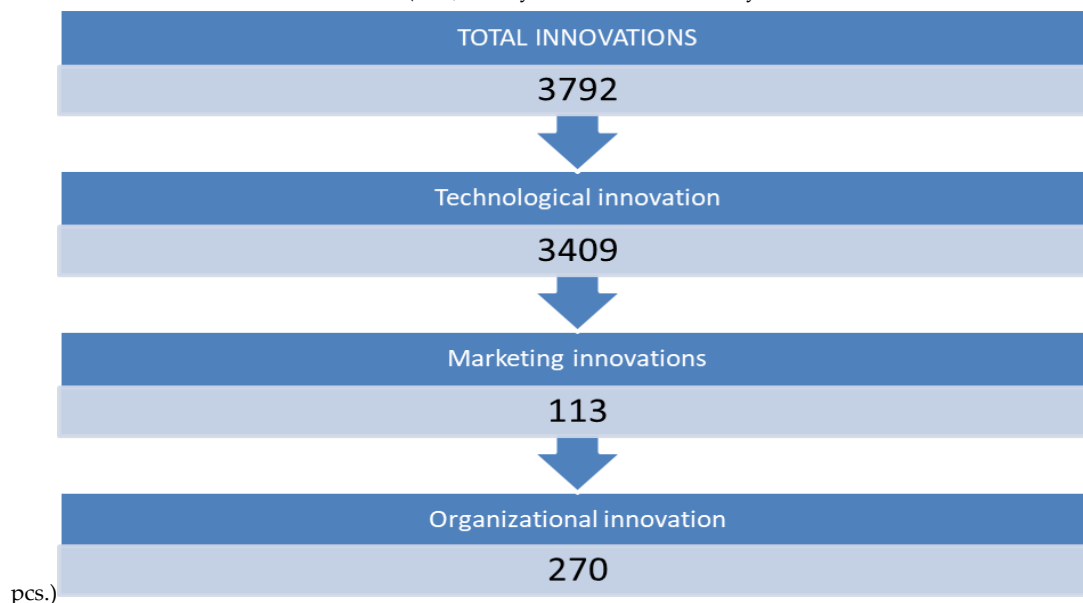
Although the term "innovation" was introduced into economic theory at the beginning of the 20th century, by the beginning of the 1970s, the impact of innovation on the economy and interest in it had increased sharply in the world. Microelectronics, computer technology, and fine chemical technologies clearly demonstrated that they had become competitive branches of scientific research and the driving force of the national economy.

Innovations are divided into 3 types. These are technological, marketing and organizational innovations. The total number of innovations introduced in 2022 was 3792, of which 3409 were technological innovations, 113 were marketing and 270 were organizational innovations. Innovative activity is an activity associated with the transformation of ideas, which is accompanied by the introduction of a new or improved product to the market (-figure).

By definition, innovation includes a certain amount of innovation that is new for the organization, new for the domestic market or new for the whole world. In 2022, the total number of small enterprises and micro-firms that produced innovative products, works and services on their own was 3822, of which the highest indicators were 991 in Tashkent city and 514 in Tashkent region.

The total number of innovations introduced in the Republic of Uzbekistan

(For January-December 2023, one year,



Innovation in catering is an economic, social and organizational mechanism introduced in order to win the competition in the market of catering enterprises in terms of quality, speed and price categories and to increase the attractiveness of catering services.

The effectiveness of innovative activities in catering enterprises is a dynamic increase in the level of profitability through the introduction of economic, social and organizational mechanisms in order to win the competition in the market of catering enterprises in terms of quality, speed and price categories and to increase the attractiveness of catering services.

These definitions reflect the specific characteristics of catering enterprises, in particular, the degree to which they satisfy the needs of customers both in terms of recreation and nutrition during their activities.

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