



Theoretical and Methodological Aspects of Restaurant Services Research

Kamoliddin Mamatkulovich Ibodov

Senior Lecturer, Samarkand institute of economics and service

E-mail address: kamail_uz@mail.ru

ABSTRACT

The article describes the theoretical and methodological aspects of the study of restaurant services, analyzes the author's definitions of restaurant services and develops an improved author's definition of the concept of "restaurant services". The role and importance of restaurant services as a separate branch of the service sector of the national economy is substantiated.

ARTICLE INFO

Article history:

Received 20 Mar 2022

Received in revised form
21 Apr 2022

Accepted 23 May 2022

© 2022 Hosting by Research Parks. All rights reserved.

Keywords: restaurant services, catering, positive effect, servicecape, consumer skills.

Introduction

The notion of "public catering" or "catering services" has been turned into "restaurant business" and "restaurant services" as a result of the worldwide changes taking place in Uzbekistan. This revolution was place not only in terms of terminology, but also in terms of the unique arrangement of the nourishment process.

Restaurant services are quite important in modern economic activities. Restaurant services are usually provided by a different individual, group, or corporation. Restaurant services are generally focused on offering specific catering services in exchange for a fee to a certain individual, organization, or location. In such circumstances, it is critical to investigate the concepts of "restaurant services" and "restaurant services industry."

The generalized definition of the concept of service is given by Uzbek scientists M.K.Pardaev (M.Pardaev, I.Ochilov, 2011), M.A.Yusupov, Sh.D. Ergashkhojaeva (Yusupov M.A., Ergashkhodjaeva Sh.D., 2013), J. Kurbanov (J. Qurbonov, 2009), A. Bektemirov (Bektemirov A., 2014), N. M. Nabieva (N.M. Nabieva, 2018), including in the author's research.

When characterizing restaurant services, we believe it is important to pay attention to their unique characteristics; the economic entities involved in this sector cover not only production and sale, but also the consumer process, as well as numerous cultural and recreational activities. Specific characteristics of services, such as imperceptibility, non-preservation, non-continuity of quality, and non-abstraction from the source of the service, are also losing importance as a result of the influence of Information Society factors (K.M. Ibodov, 2019). As a result, the need for a single, universal definition of the idea of restaurant services becomes more pressing

Literature review. Restaurant services-this or that is a shift in the condition of goods or services that are subordinated to the economic system as a result of the second system's desire and the first system's ability and consent (K.M.Ibodov, 2020). As a result of activity, restaurant services must be evaluated, as well as the subject of turnover or trade, as well as the sort of activity that does not separate directly from the manufacturer.

Restaurant services, according to N.A. Platonova, are a beneficial result of important labor aimed at meeting people's basic needs (Платонова Н.А., 2005).

Restaurant services, according to Lifit I.M., are a proposition by one party to be turned into a second party, and the service process does not anticipate having or not having any future material goods or services (Лифиц И.М., 2001).

Restaurant services, according to Chervyakov N.Y., are entrepreneurial operations relating to the organization and management of public catering, aiming at satisfying people's needs for excellent, varied, and healthful meals while also making a profit (Червяков Н.Ю., 2019).

"A restaurant business is an organization that offers to satisfy the needs of customers for quality food in specially allocated areas, as well as offering certain services (Music, Entertainment) in accordance with the type of institution, with the goal of obtaining business benefits on the basis of all sanitary and hygienic, legislative requirements," according to Timchuk V.V. (Тымчук В. В., 2006).

"A restaurant business is a type of service that delivers catering and beverages to consumers in specified isolated locations and meets some fundamental and regulatory and hygienic criteria," according to V.V. Borodina (Бородина В. В., 2004).

According to I.E.Jidkova, a "restaurant" is "a common catering enterprise that is organizationally and technically comprehensive, aiming at creating a profit through a wide range of assortment, service, and a high quality of production." From an institutional standpoint, the restaurant industry provides vital social and economic tasks in the national economy, according to this definition (Жидков И. Е., 2003).

T.N.Polyakova defines it as "a type of economic activity aimed at meeting the personal or collective demands of members of society, homes, diverse firms, organizations, and associations" ((Полякова Т.Н., 2004)), with reference to restaurant services.

Restaurant services, of course, have a place and value in addressing client wants even when market relations have not been decided. As a result, scientists from our nation and outside offered differing perspectives and descriptions based on the function and relevance of society in the system of economic interactions to the notion of restaurant services. Restaurant services are the consequence of purposeful

directed labor actions aimed at serving the wants of people in society, as these viewpoints and definitions demonstrate.

Methodology for research. The study employed induction and deduction, as well as logical analytical approaches. Tables and graphics were used to convey the study's findings in a more holistic way.

Analysis and results.

We can see that it consists of the organization of rational nourishment, as well as entertainment for all segments of the population, as well as a set of extra services associated to this activity, based on the definitions offered in the field of restaurant services, as well as diverse approaches.

Many services in the modern market system are also explained by moderation or convergentization. Bunda commodities have both intangible and tangible qualities, and services have both. It's difficult to envision restaurant services without modern interiors, kitchen appliances, restaurant ekstereri, varied odors, colors, movements, and music, all of which contribute to the materialization of Restaurant Services (European Journal of Business and Management/Vol.8, No.11, 2016). Those factors can also be thought of as a "service landscape" for services. The interaction between the restaurant and the customer is realized in this environment with the help of various material materials that allow to simplify the service process and increase the level of perception, the services are distinguished from competing restaurant services, and a high level of evaluation is guaranteed. Material items are sometimes seen as a "service landscape," and the general case is referred to as a service. In some circumstances, material products and materials are used to improve the quality of services provided to customers (K.M.Ibodov, Z.M.Bazarov, 2016).

Restaurant services are dependent on the restaurants' location, the availability of a large number of residents, and the property's ability to be kept for an extended period of time, which necessitates the clarification of the restaurants' service limits (the economic and geographical limits of the services market) (Pekisheva E.P., 2012).

During the development of the society, individual nutrition, which is primarily organized by one person or in the family, is the most fundamental type of Organization of the process of people's food consumption. Economic development has a huge impact on various cultures, traditions, and food consumption, particularly in connection to diet, and this food consumption is passed down from generation to generation. It's worth mentioning that the forms of nutrition organization evolved with time, and the number and types of extra services supplied increased on a consistent basis. As a result, external environmental conditions have changed, as have the interests and objectives of those providing these services.

Restaurant services are now considered as a new section of public catering, consisting of a system of holistic processes that encompasses reproduction, turnover, and consumption. This holistic process is made up of structures like organizational, material-technical, technological, and commercial, all of which are subject to the production and consuming spheres.

It's worth noting that the majority of items used in the common diet are consumed in the same location. As a result, they can be understood as both a commercial and a food-related business.

The uniqueness of restaurant services, in our opinion, is reflected in the process of production, consumption, and exchange in a given area and time. It has the following features as well:

- non-permanent clients;
- to cater to various consumer segments;

- in a short amount of time, process raw materials, semi-finished products, and sell final products;
- a wide range of technologically required devices;
- reflect the interrelated system of production, distribution, and consumption;
- due of the frequent swings in consumer demand, ongoing marketing research is required.

Restaurant services also constitute a human activity sphere. As a result of the relationship between the maker and the consumer, it arises. Restaurant services will not have a physical form, will not be able to function independently, and will not be included in the brand value (K.M. Ibodov, 2021).

There is no one definition of restaurant services as a subject of turnover in the scholarly literature. Restaurant services are viewed by some economists as a historical development and enhanced form of human activity that may be found in a variety of social systems and production relations (K.M. Ibodov, 2021).

The consumption of material goods comes first in the arrangement of restaurant services, followed by the restoration of the population's working capability or labor force. Thus, the realm of restaurant services provides an important socio-economic function by participating in a specific stage of reproduction.

Because the maintenance and quality of restaurant services are not consistent, their use in the future will be meaningless; the relationship between the manufacturer and the consumer will be favorable, and all hygienic criteria will be met. This is a unique feature not seen in most services.

The restaurant's services are unique in that they are, in our opinion, linked to their production and consumption, which is carried out by the manufacturer in the process of providing these services to the consumer, expressing the impossibility of separating the service from the source of production. Indeed, restaurant services can be delivered directly to the consumer via manufacturer-to-consumer contact.

The examination of the above various points of view, which were aimed at defining the idea of restaurant services, allowed for the development of a better definition based on the demands of the present economic system.

Restaurant services, in our opinion, are a subset of the sphere of services, resulting in a new type of material naflilik associated with the provision of highly individualized catering services, organized around customers' national, cultural, and consumer dishes, as well as sanitary and hygienic requirements, as well as additional services related to the organization and implementation of the consumer.

This description, in our opinion, adequately describes restaurant services as a source of good influence while also not contradicting the basic definition of services. Restaurant services are a form of service that will eventually materialize, be felt, and have a good impact on people through the discharge of tangible items, cultural, and spiritual enjoyment.

In daily lives, restaurant services coexist alongside several areas of the service business. It is, however, incorrect to presume that restaurant services are also suited for other commercial companies or subsidiary farms that work with restaurants. As a result, restaurant services are offered by Production Units or individual economic entities with the responsibility of delivering these services to the general public and economic entities.

Another unique feature of restaurant services is that the majority of the workers in the area works in the service industry. As a result, it is classified as one of the service industries. However, its importance to the sphere of production or restaurant services should be determined by its contribution to the

reproduction of gross domestic product and national income, as well as the labor characteristics of the population working in the region.

Worker labor in the sphere of Restaurant Services takes on a tangible shape and is manifested at new consumer values. Also, the work of restaurant hall employees or service people is a material service, with the primary goal of completing finished items. This means that, due to the nature of labor and the functions performed in the field of restaurant services, it serves to improve the competitiveness and efficiency of peer sectors of the economy as a separate branch of the services industry, while services related to the provision of material services to consumers are its own peculiarities. In my opinion, the realm of restaurant services should be described as a separate branch of national economic services as follows: (Figure 1).

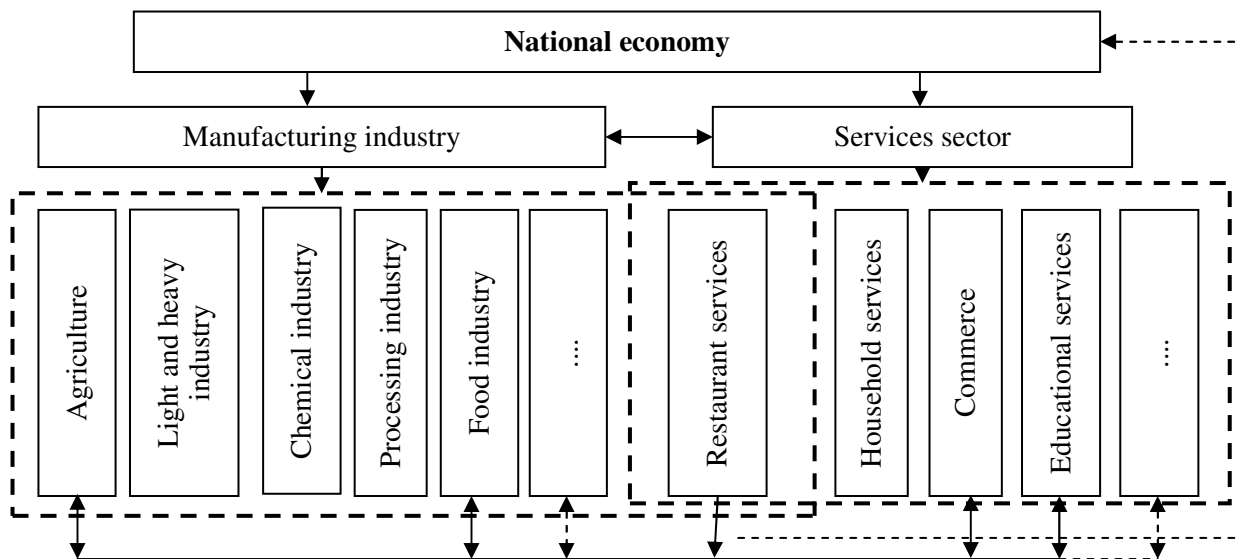


Figure 1. Its position within the national enterprise in the food services sector

Source: Developed by the author based on research results

As a result, the social and economic significance of the restaurant services industry is expressed in the harmonization of market players' interests, resulting in the development and efficiency of the national economy.

While the area of restaurant services is an important sector of the national economy, it is also a separate sector whose activities and growth are mirrored in the national economy's development and stimulate more effective market relations decision-making.

Conclusion and recommendations. The following findings were obtained based on an examination of the theoretical and methodological aspects of research in the field of restaurant services:

- due to the deepening of socioeconomic processes, the necessity for regular analysis of the services market, including the internal and external environment of the restaurant services sector, is becoming more important in the face of rising competition.
- the notion of “public catering” or “catering services” was transformed into “restaurant business” and “Restaurant Services” as a result of worldwide changes taking place in our country.
- the fact that restaurant services are described as a subject intended to provide services for a fertile layer of the population, as well as the services provided by it, has resulted in the future popularity of

these types of services being limited, as well as the inability to keep up with the trend of providing services related to catering organization in today's world.

- the postindustrial nature of the services sector's development indicates that Restaurant Services consists of organizing rational nutrition and recreation for all categories of the population, as well as a set of additional services related to this activity, such as concurrently entering a mixed state, recalculation or return of excess orders according to the wishes of customers;
- restaurant services, in our opinion, are a singular network of highly personalized services associated with the creation of a new type of materiality associated with the provision of catering services based on national, cultural, and consumer practices, as well as the organization of consumption and recreation. reflects a collection of extra services.

References:

1. M.Pardaev, I.Ochilov. Ways to increase efficiency in enterprises in the service sector. Monograph. T.: "ECONOMY-FINANCE", 2011. 11 p., I.Ochilov. Types of services in the context of market relations and their classification.//Development of services, services and tourism: problems and their solutions. Monograph. T.: "ECONOMY-FINANCE", 2008. 37 p.,
2. Yusupov M.A., Ergashkhodjaeva Sh.D. Marketing of goods and services. TSU, Economics, 2013. –174 pages.
3. J. Qurbonov. "Service". S.: "Service". 2009. Issue 1, 56 p.
4. Bektemirov A. Theoretical and methodological bases of improving the system of heat supply services. Monograph.- Tashkent, "Navruz" publishing house, 2014.-144 p.
5. N.M.Nabieva. Develop a marketing strategy for the development of service enterprises. Doctor of Philosophy in Economics (PhD) dissertation abstract: 08.00.11 / Nabieva Nilufar Muratovna. - 08.00.11. T.: Tashkent State University of Economics, 2018.– 25 p.
6. K.M. Ibodov. Marketing in tourism. - Textbook. Tashkent, T.: "SCIENCE AND TECHNOLOGY", 2019.– 261 pages.
7. K.M.Ibodov. Innovative ways to increase the efficiency of restaurant service management // Actual problems of modern science and innovation in the central Asian region: collection of articles of the international conference. - Jizzahk, 2020. - 718 pages. 415-423 pages.
8. Платонова Н.А. Экономические проблемы бытового обслуживания населения в период формирования рынка/Н.А.Платонова. - М., 2005. – 112 с.
9. Лифиц И.М. Теория и практика оценки конкурентоспособности товаров и услуг/И.М.Лифиц. - М.: Юрайт-М, 2001. - 244 с.; Марвин Б. Как привлечь клиента и удержать в вашем ресторане/Б.Марвин. - М.: Издательство Жигульского (ООО «Современные розничные и ресторанные технологии»), 2002. - 216 с.; Маркетинговые исследования Российского рынка общественного питания: рестораны и фаст- фуды. М.: Вып. 3- 2007.-187 с.; Кристофер Эгертон-Томас. Ресторанный бизнес. Как открыть и успешно управлять рестораном: Пер. с англ.- М.: РосКонсульт, 2001. – 272 с.
10. Червяков Н.Ю. Микрологистическая система управления производственными процессами на предприятиях быстрого питания// Старт в науке. – 2019. – № 6. – С. 6-6; URL: <http://science-start.ru/ru/article/view?id=1810>

11. Тымчук В. В. Предпринимательские решения в развитии ресторанного бизнеса (на примере Санкт-Петербурга): автореф. дис. ... канд. экон. наук. – СПб., 2006. – С. 10
12. Бородина В. В. Маркетинг услуг. – М.: Гардарика, 2004. – С. 371.
13. Жидков И. Е. Формирование и развитие рынка услуг ресторанного бизнеса в экономике России: автореф. дис. ... канд. экон. наук. – Тамбов, 2003. – 26 с.
14. Полякова Т.Н. Регулирование регионального рынка социально значимых услуг. Автореф. дисс.канд.экон.наук:08.00.05/Т.Н.Полякова. - Воронеж, 2004. -22с
15. The Influence of Service Marketing Mix on Customer Choice of Repeat Purchase of Restaurant in Kumasi, Ghana/European Journal of Business and Management/Vol.8, No.11, 2016
16. K.M.Ibodov, Z.M.Bazarov. Marketing concept of improving the quality of services in the restaurant business // “Problems of development of international and domestic tourism” Samarkand, June 2-3, 2016. pp 278-281
17. Pekisheva E.P. Innovative mechanism of management of restaurant business: abstract diss. ... Candidate of Economic Sciences: 08.00.05 / Pekisheva Ekaterina Pavlovna. -M .: In-t mejdunar, prava ekonomiki im. A.S. Griboedova, 2012. - 26 p.
18. K.M. Ibodov. Marketing in restaurant business. - Textbook. Tashkent, “ECONOMY-FINANCE”, 2021.– 464 pages.
19. K.M.Ibodov. Improving the methodology of analysis and evaluation of innovative potential of restaurant services // “Business-Expert”, 2021, No. 1 (157), pp. 74-79.
20. Ibodov KM, Marketing research on the competitiveness of banking services: Monograph .; - Tashkent “Navruz”. 2016.-150 pages.