

Automation System for Kiosk Ordering Processes for Tourists

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Abstract

In this research work, the system of automating kiosk ordering processes for tourists and its possibilities are mentioned. In this, the service functions of kiosks, better and faster customer service, adequate satisfaction of customer needs, prevention of disagreements between customers and employees, ordering kiosks for tourists and their capabilities are fully covered.

Keywords: Tourism, kiosk ordering, automation, kiosk system.

In the current era of advanced information technologies, kiosk systems, like mobile communication devices, are also developing and becoming widespread among people. Especially during the COVID pandemic, the need for more widespread use of kiosk systems has increased. A kiosk system is a computer terminal with special hardware and software that provides access to information and applications for communication, commerce, entertainment or education. The first interactive kiosks were similar to telephone booths. Later, it began to be used in the field of retail trade and food services to improve customer service and streamline operations. Interactive kiosks are usually installed in high-traffic areas such as stores, hotels, or airports. From a business perspective, kiosks can help reduce long lines, improve privacy, and most importantly, provide faster service.

There are several types of kiosks depending on the service tasks:

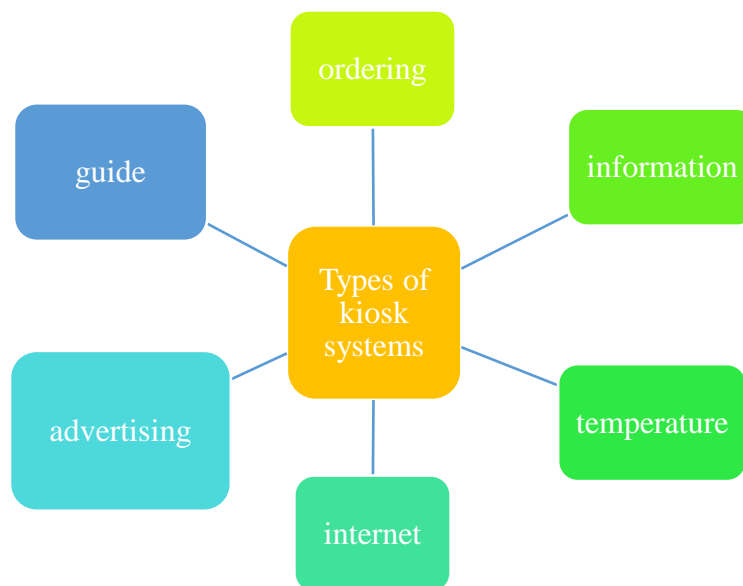


Figure 1. Types of kiosk systems according to their functions.

Today, the development of kiosk ordering systems for tourists is very relevant, because these systems do not require employees with special language skills. Popular fast food restaurants such as

Burger King and McDonald's are widely used for ordering food in restaurants and hotels for tourists. There are several advantages of using kiosk systems for ordering food in cafes and restaurants.

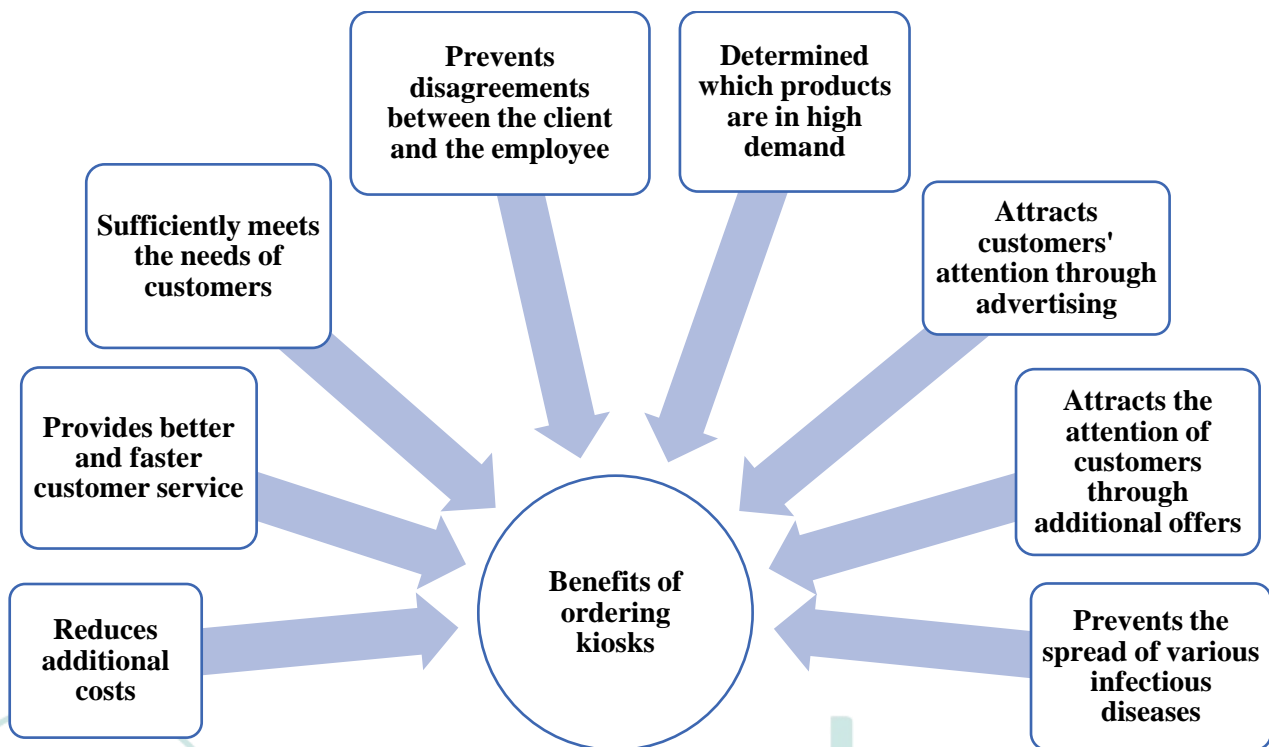


Figure 2. Advantages of kiosk systems.

Reducing additional costs. By automating ordering, restaurants employ fewer staff to serve customers. This leads to a significant cost reduction in restaurants.

Better and faster customer service. Through the kiosk system, it is possible to reduce queues in restaurants and prevent misunderstandings in-order delivery. Customers will be able to order food through a special tablet on the table or a special device installed in the restaurant without waiting for the waiter to come to order. In addition, order automation prevents customers from misplacing their orders.

Sufficient satisfaction of customer needs. Each customer has different tastes. That is, there are customers in every restaurant who want to eat more of some products, and less of some or not at all. This problem can be easily solved through the kiosk system. In this case, the customer chooses the amount of ingredients of the food he wants to order and pays for this choice. Serving customers in such an unconventional way makes them feel warm about this restaurant. Later, even if the service of such restaurants is expensive, they will visit this restaurant to eat.

Prevention of disagreement between the client and the employee. Sometimes waiters have difficulties in serving and dealing with sensitive and capricious customers. In addition, when serving tourists, the waiter's lack of perfect knowledge of foreign languages arouses dissatisfaction among customers. If the kiosk ordering system is used, customers will be able to order food without difficulty and without contacting waiters.

Determining which product is in high demand. Making an order using a tablet or other gadgets provides a high level of convenience to customers. Customers who are allergic to a certain product in the food can easily reduce the amount of this product in the food. In addition, it is beneficial for the restaurant administration that each customer chooses the amount of food based on his taste. Employees will be able to buy the necessary food based on this list by analyzing the choice of each customer and determining which products are in high demand and which products are in low demand. This will prevent excessive wastage in the restaurant. In addition, if the new dishes created

in the future are prepared based on the conclusions of this analysis, the wishes of the customers will be satisfied.

Attract customers' attention through advertising and additional offers. Existing advertisements in the kiosk system attract the attention of most customers. This then encourages customers to buy that product and generates revenue for the manufacturers of that product. In addition, in the process of ordering food, you can significantly increase the restaurant's income by offering additional products. For example, when ordering through the kiosk system, an additional offer of a drink or dessert is accepted by customers and customers order this product.

Preventing the spread of various infectious diseases. The kiosk system reduces redundant staff. Placing an order electronically will automatically reduce communication with waiters. If we recall the period when the COVID-19 pandemic began, restaurants and cafes suffered a lot from the spread of this disease and were forced to reduce the workforce. It was after the pandemic that large restaurants began to widely use the kiosk system.

Kiosk ordering system for tourists. The development of a kiosk ordering system for tourists is defined in the study. This will automate the ordering process for tourists in restaurants and hotels. Through an automated system, the ordering process is facilitated, leading to economic and social efficiencies.

Conclusion

Automation of the order is equally useful for both the customer and the restaurant administration. If the kiosk ordering system is used for tourists, every tourist will be satisfied with these facilities and will want to visit this country again the next time. Restaurant employees study the demands and offers of tourists and try to satisfy the needs of customers. Based on this, in the research, the kiosk ordering process automation system for tourists and its possibilities are mentioned.

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