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CURRENT ISSUES OF DEVELOPING THE CATERING SERVICES NETWORK IN NEW TOURIST AREAS

Annotation. This article analyzes the important aspects of developing the catering services network in new tourist areas, the problems encountered and effective approaches to solving them. In particular, issues such as infrastructure deficiencies, lack of qualified personnel, financing difficulties and weak marketing activities are considered. To eliminate these urgent problems, recommendations are given on modernizing the infrastructure, attracting investments, promoting national cuisine and using modern technologies. The article offers strategic solutions aimed at effectively developing the catering services network in new tourist areas.

Keywords: catering services, new tourist areas, infrastructure, national cuisine, investments, marketing strategies, qualified personnel, modern technologies, gastronomic tourism, tourist satisfaction.

The development of the tourism industry leads to the formation of many new tourist areas. The development of the catering industry in these regions is an important factor in ensuring the satisfaction of tourists, increasing their interest in the region and developing the local economy. However, a number of urgent problems arise in the process of organizing and developing this industry in new tourist areas. This article is devoted to analyzing these issues and offering effective solutions. Catering services are an integral part of tourism. The availability of convenient and high-quality catering facilities for tourists directly affects the level of satisfaction they receive from travel. Local dishes, the uniqueness of national cuisine and the culture of service are factors that attract tourists. Despite the fact that new tourist areas have great potential for the development of such services, the establishment of a service system there is often delayed or does not meet the requirements due to the shortcomings of the existing infrastructure. The following main problems are observed in the process of developing the catering industry in new tourist areas:

1. Insufficient development of infrastructure. The lack of infrastructure for modern restaurants, cafes and other catering facilities in tourist areas slows down development. Inadequate electricity, water and sewage systems become a major obstacle to business.
2. Lack of popularization of local culinary culture. In many new tourist areas, the lack of sufficient knowledge and experience in national cuisine, and the lack of adaptation of local dishes to foreign tourists, reduces the level of tourist satisfaction.
3. Shortage of personnel. The shortage of qualified chefs, waiters and other service staff is an urgent problem in new tourist areas. This leads to a low quality of service.
4. Financing issues. The establishment of catering facilities requires significant funds. The difficulty of attracting investments and obtaining credit resources in new areas negatively affects the development of this industry.
5. Insufficient marketing and advertising. Lack of information about catering services in tourist areas can reduce the flow of tourists. Lack of attention to advertising and marketing activities reduces the likelihood of tourists using these facilities [1].

It is necessary to develop infrastructure in tourist areas by strengthening cooperation between the government and the private sector. Modernization of electricity, water and road networks will create the necessary conditions for the development of catering services. Taking into account regional characteristics, it is necessary to adapt national dishes to the requirements of foreign tourists. Advertising dishes typical of local cuisine and forming them as brands will be an effective tool for attracting new customers. It is necessary to train personnel ready to work in tourist areas by organizing special training programs, seminars and trainings. It is also possible to improve the quality of service by temporarily attracting experienced specialists. It is necessary to create favorable conditions for attracting private sector and foreign investments to develop catering services in tourist areas. The introduction of tax incentives and state subsidies will be attractive for investors [2]. It is necessary to inform tourists by creating brochures, social media pages and websites that provide information about catering facilities. It is also effective to introduce the unique dishes of the region by organizing gastronomic festivals. The introduction of digital technologies is an important factor in the modernization of catering services. The introduction of electronic menus, online orders and payment systems will speed up the service process and create convenience for customers.

The solutions proposed above are important in the development of the catering network in new tourist areas. Improving infrastructure, training qualified personnel and implementing marketing strategies will increase the flow of tourists and have a significant positive impact on the local economy. The development of the catering network in new tourist areas will not only stimulate the growth of the tourism industry, but also the development of the regional economy. In this process, effective management, attracting investments and promoting national culinary culture are important. Therefore, it is necessary to carry out systematic work in this area and develop strategic approaches aimed at solving current problems [3].

The tourism industry is a major source of employment, foreign exchange, and tax revenue for developing countries. In developing countries, the foreign exchange flow of tourism revenues is much larger than all aid flows from foreign donors. According to the World Travel & Tourism Council, every dollar spent on travel and tourism generates more than three dollars in economic revenue. More than 100 million workers work in this industry worldwide, and high-quality hotels create twice as many jobs as budget hotels. Currently, the development of tourism, attracting investment in the industry, and increasing human resources are urgent tasks. Tourism in the republic is often limited to ancient cities, historical and cultural monuments. The country's unique nature, national reserves, and mountainous regions have great potential for tourism development. In particular, the development of medical tourism, pilgrimage tourism, and ecotourism will give a great impetus not only to the development of the economy, but also to the development of social sectors [4]. Today, there is a growing need for scientific research in the world to further develop the tourism sector, increase its share in macroeconomic indicators, and create a basis for improving the mechanisms for using tourist and recreational facilities in order to provide the population with new jobs in the regions of the country. In this regard, this research study analyzes the problems and prospects for developing the tourist services market in our country.

Tourism, as an important part of the service sector, is one of the largest and most dynamic sectors of the economy. The high growth rates of the sector and large foreign exchange earnings actively affect various sectors of the economy, contributing to the formation of the tourism industry. After a successful 2023 for tourism, international tourism is on the verge of returning to its pre-pandemic level in 2024. According to the United Nations World Tourism Organization (UNWTO), global tourism activity in 2023 reached 88% of the pre-pandemic level. In 2023, 1.3 billion people traveled

abroad. Increased demand, expanded air connectivity, and a more active recovery of Asian markets and destinations are expected to serve as the basis for a full recovery of global tourism by the end of 2024 [4].

However, the saturated market, constant changes in the structure of the tourist product, the growing needs of travelers and the need to maintain and strengthen the market position of tourist organizations in the face of increased competition between tour operators and travel agencies force them to look for new opportunities for economic development in a competitive environment. Turning to the issue of using the tourist potential of regions, we can see that today most of them do not have a sufficient material and technical base and practical mechanisms for managing economic and social processes. There are many enterprises and organizations in the tourism sector that need to be somehow adapted to a single regional management system, the main goal of which is to ensure long-term competitiveness in the market. Tourism, by its main characteristics, is not fundamentally different from other forms of economic activity. Therefore, all existing rules of modern marketing can be fully applied in the tourism sector. At the same time, there is a specific feature that distinguishes tourism not only from the sale of goods, but also from other forms of service provision. At the same time, there is trade in services and goods (according to experts, the share of services in tourism is 75%, goods - 25%), and another feature of tourist services and goods is that they are consumed where the services are provided and the goods are produced.

The problem of assessing the competitiveness of tourist facilities in tourism is one of the most controversial and controversial topics in the theory and practice of modern economics and management in the field of tourism. Today, the issue of determining the size of goods and services as a demand satisfied by tourist flows in the space of regions and countries considered attractive for tourism shows that not only annual monitoring of the volume and structure of tourist products of this scale, but also their comparison with the size of tourist products created in other countries is one of the urgent tasks [5]. The main goal of such comparisons is to provide tourists with high-quality tourist products and services based on their needs and requirements, to find the most effective ways to meet their requirements at a high level. By successfully implementing the goal, countries and regions seek to replenish the budgets of their countries and regions involved in the tourism sector and raise the living standards of the local population.

In such conditions, the study of existing models in science and practice for the formation of the competitiveness of facilities in the tourism sector; In the conditions of today's Uzbekistan, where there is a need to develop the local tourism industry and find ways to create regional tourism products that reflect the unique advantages of our country's progressive development, the development of new methodological approaches to identifying the main factors for assessing competitiveness is of particular importance. The use of marketing approaches is of great importance in fully utilizing the tourist and recreational potential of regions. In the regions of our country, national tourist enterprises operate in conjunction with strong competitors with extensive experience and potential in the tourist services market. Therefore, the strategy for developing the tourism industry should be aimed at increasing and developing the competitiveness of tourist regions in the country.

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