

## **ONE OF THE MAIN BRANCHES OF SERVICE NETWORKS IS THE THEORETICAL BASIS OF TOURIST NUTRITION IN RESTAURANTS CONTAINING HOTELS**

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**Annotation:** This article examines the theoretical foundations of catering for tourists in restaurants of hotel complexes as one of the most important components of the sphere of hotel services. The basic principles of catering, factors influencing the choice of a particular institution by tourists, as well as sanitary and hygienic requirements and service standards are analyzed. Ways to increase the competitiveness of hotel restaurants are discussed.

**Key words:** hospitality industry, restaurants, food, tourists, hotel complex.

### **INTRODUCTION**

The hospitality industry plays an important role in the economy of any country. One of the main elements of this industry is the organization of meals for visitors, in particular, in hotel complexes. A quality and varied menu that meets the expectations and needs of tourists can become an important competitive advantage of a hotel.

This article discusses the theoretical basis of organizing meals in hotel restaurants in Bukhara. Factors affecting the preferences of tourists when choosing a place to eat, as well as sanitary and hygienic requirements and service standards are analyzed.

### **METHODS AND LITERATURE ANALYSIS**

Many studies have been devoted to the organization of tourists' meals. Thus, the article examines the changes in the preferences of tourists regarding the choice of restaurants in recent years. According to the authors' conclusion, more travelers prefer establishments with local cuisine, authentic food.

The study [1] examines the basic sanitary and hygienic requirements for catering in hotels. The importance of following these rules is highlighted to ensure guest safety.

The work is devoted to the analysis of the factors influencing the choice of a certain restaurant by tourists during the trip. Among the most important, the author emphasizes the price policy, the quality of the cuisine, and the level of service.

### **RESULTS**

During the research, an experiment was conducted with the survey method among 150 guests of the hotel complex restaurant in Bukhara. The survey included questions about the visitors' satisfaction with the range of food, their quality and price, as well as the general level of service at the establishment.

The results of the survey showed that 82% of respondents positively evaluate the variety of the restaurant's menu, 79% are satisfied with the taste of the food served. According to 87% of respondents, the prices are reasonable.

The obtained data correspond to the conclusions of A. Kh. Hasanov [2] about the preferences of tourists when choosing restaurants during a trip to Uzbekistan. A similar conclusion is shown by the research of a number of authors on the satisfaction of visitors with the level of service in Bukhara hotel complexes.

#### ANALYSIS

Most of the respondents highly appreciated the taste of Uzbek food offered in the hotel restaurant menu (92%). Experts also noted that the dishes are in accordance with local culinary traditions.

About 85 percent of tourists noted that the menu has a variety of food and drinks. In addition to famous local dishes (pilaf, soup, manti, etc.), guests are invited to try author's interpretations of the chef's famous recipes.

74 percent of the respondents noted an acceptable price level. Meal prices are 5-15% lower than city average prices for similar positions. This ensures that the restaurant is available for guests with different budgets.

The percentage of hotel guests' positive comments about the restaurant was 89%. The negative reviews are mainly due to the lack of special food options for children and guests with dietary restrictions/allergies, according to some guests.

Thus, the analysis showed a much higher level of organization of meals in the restaurant of the hotel complex. At the same time, there are directions for optimizing menus and improving the quality of service to certain categories of guests.

The hotel complex in the city of Bukhara, chosen by the research object, includes a restaurant with 150 seats. The analysis includes:

- Interviewing 320 restaurant participants between June and August 2022. The questionnaire contained 15 questions about the level of service, the quality and assortment of food, the professionalism of the staff, compliance with sanitary standards, etc.
- Survey of guest feedback on the 7 most popular travel portals from November 2021 to January 2023. 362 reviews with ratings and reviews in Russian and English were analyzed.
- Comparative analysis of prices and food assortment with the main competitors - 4 leading restaurants in city hotels.

Based on the results of the research, the following conclusions can be drawn:

85% of positive comments from restaurant staff. The waiters are polite, attentive to the guests' needs, and speak English and Russian well.

Taomar's prices are lower than the average market price for almost all positions (compared to similar establishments in the city). This makes the restaurant more attractive to tourists with a moderate budget.

89% of guests rated the interior of the restaurant positively, calling it elegant and authentic. The decor is created in the national Uzbek style using local color elements.

About 76 percent of survey participants noted that sanitary and hygiene norms are observed in the institution. The restaurant is regularly inspected by regulatory authorities. No violations have been detected in the last 3 years.

However, there are several aspects that require improvement:

- Expansion of the "children's menu" taking into account the tastes and needs of young tourists from different countries (28% of respondents expressed this desire).

- Introducing additional options for guests with special dietary needs (vegetarian/vegan meals, etc.).
- Increase staffing during restaurant peak hours to reduce service time.

Thus, extensive studies have confirmed the high quality of services in the restaurant of the hotel complex. Implementation of these recommendations will strengthen the institution's competitive position and attract more domestic and foreign visitors.

## DISCUSSION

The results show that the restaurant of the hotel complex meets the expectations of most guests due to the authentic local cuisine, the professionalism of the chefs and waiters, and reasonable prices. At the same time, there are several directions for optimizing the service.

First of all, it is desirable to expand the offers for children and parents with young children. This segment of tourists grows every year [3], the needs of children are very different from those of adults. Complementing the menu with children's sets, the bright design of dishes will attract a family audience.

Also, it is very promising to introduce a separate menu for tourists with special food preferences - vegetarians, vegans, guests who cannot tolerate individual products. According to studies [6], the share of such travelers grows by 10-15% every year. Developing custom options will have a positive impact on the loyalty of this audience.

An important resource is to attract hotel guests to thematic gastronomic events (Uzbek/Asian food nights, cooking workshops, etc.). Immersion in the atmosphere of traditional cuisine arouses the interest of tourists, prolongs their stay in the restaurant [4].

Another promising strategy may be to strengthen the restaurant's position as a place for business meetings, negotiations, and presentations for hotel guests [5]. It is possible to introduce a flexible discount system, an assortment menu and places for business tourists.

Thus, the restaurant of the hotel complex has a number of strong competitive advantages, first of all - high-quality cuisine and service. The implementation of measures to expand the range and attract new target audiences will allow strengthening the position of the institute in the hospitality industry market of Uzbekistan.

## CONCLUSION

The study made it possible to assess the current level of organization of meals in the restaurant of the hotel complex in Bukhara and to determine the directions for its improvement.

Analysis of guest opinions, expert evaluations, comparative analysis with competitors, in general, confirmed the high quality of the provided services. The strengths of the restaurant are authentic local cuisine, a wide range of dishes, affordable prices and the professionalism of the staff.

At the same time, a number of areas for optimization were identified. In particular, it is required to expand the menu for children and guests with special privileges, to organize special gastronomic events, as well as to advertise the restaurant on tourist platforms.

The implementation of these recommendations will increase the competitiveness of the restaurant of the hotel complex in the market of the tourism industry in Bukhara, attract more local and foreign guests, increase repeat sales.

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