

Restaurant Business and Benefits

Makhliyo Atoeva Djalolitdinovna, Nigina Fuzaylova Khakimovna

Institutions's VatelBukhara teachers, Department of Coordination of Joint Programs with Foreign Higher Education, "Ministry Of Higher And Secondary Special Education Of The Republic Of Uzbekistan, Bukhara State University

Received: Des 23, 2023; Accepted: Jan 10, 2024; Published: Feb 9, 2024;

Abstract: Managing a restaurant is a real test of your entrepreneurial, behavioral, and management skills. The day offers no time to rest for the owners, as they juggle multiple tasks from leading the human resources team to managing the finances, all while running a successful restaurant that attract customers on a daily basis. The toughness can be illustrated best by the fact that 60% of restaurants fail or change ownership within the first year of business. Additionally, 80% of restaurants fail within the first five years. Why? According to a Toast survey, 46% of all restaurant owners list hiring, training, and retaining restaurant staff as their challenge. Training is undoubtedly a tiring process which makes use of manuals, shadowing, observing, and several other inefficient methods in order to train employees. This leads many to restaurateurs and management teams to scratch their heads, looking for an easier way. The purpose of the study is to study the peculiarities of restaurant business management.

The objects of research are restaurant enterprises.

Research subjects - restaurant business management.

Keywords: Restaurant, survey, training, human resource, management, benefits.

Introduction

At the beginning of the third millennium, tourism has become a powerful global socio-economic and political phenomenon that has a significant impact on the world structure and politics of a number of states and regions. It has become one of the most profitable businesses in the world, comparable in terms of investment efficiency to the oil and gas industry and the automotive industry.

In the tourism system, the interests of economy and culture, security and international relations, ecology and employment, the restaurant and hotel business, and transport organizations are closely intertwined. The development of tourism is of great importance both for the state as a whole and for an individual.

The tourism industry is a set of enterprises, institutions and organizations of material production and non-production sphere that ensure the production, distribution, exchange and consumption of tourist products, the development and use of tourist resources, and the creation of a material and technical base for tourism. Being a complex intersectoral national economic complex, the tourism industry

includes the following components:

- tourism organizers – tourist enterprises that develop, promote and sell a tourist product (tour operators and travel agents);
- businesses that provide accommodation services (hotels, motels, campsites, boarding houses, holiday homes, etc.);
- catering establishments (restaurants, cafes, bars, etc.);
- transport enterprises (automobile and aviation enterprises, railway departments, sea and river transport enterprises, etc.);
- tour desks;
- industrial tourist enterprises (production of tourist souvenirs, hotel furniture, tourist equipment);
- trade enterprises (shops selling tourist equipment and souvenirs);
- leisure and entertainment businesses (theme parks, movie and concert halls, hobby clubs, slot machine halls, etc.);
- institutions of amateur tourism (tourist, mountaineering, cycling clubs);
- tourism management bodies (state institutions, public tourism organizations);
- educational, scientific, and design institutions.

In this paper, more emphasis will be placed on catering enterprises (restaurants, cafes, bars, etc.), since the stated topic of the abstract involves a deeper study of the process of managing a restaurant business.

Literature review

Shock Patti D describes (Bowen John. Marketing in restaurant business).The restaurant business is different from all other types of businesses. This is an enterprise that combines art and tradition, the mechanisms of activity and experience of marketers, the philosophy of service and the concept of forming a potential audience.From year to year, the restaurant business is developing rapidly. There is a serious competition for visitors. It is this factor that forces top managers to think through not only the main strategy and style of the restaurant's activities, but also the details that give the institution its uniqueness and uniqueness.

Only with the formation of a well-developed concept and consistent integrated implementation of all components of the restaurant business, success in the development of the restaurant's activities is guaranteed.Restaurants play quite an important role in a person's life. In addition to meeting physiological nutritional needs, "going out" to a restaurant has an important social function.

F. Kotler explains (Hospitality and tourism: A textbook for universities).There are basic (general), specific, and special management functions.

The main management functions are common to all production and economic systems and relate to any object of management. They are necessary for solving general management tasks and are typical for the entire management process. Based on the content of the work performed, the general management functions are classified as follows::

- forecasting and planning
- organization of work
- coordination and regulation
- activation and promotion
- control, accounting, and analysis.

The implementation of each of the functions of managing an enterprise or catering organization includes the above-mentioned typical elements of the management cycle.

The planning function includes developing work plans for the organization, restaurant and each of its structural divisions and communicating these plans to all members of the team. Plans are developed based on forecasting, modeling, and programming. The planning function is the main one in management, since the implementation of all other functions is subordinated to the tasks of achieving results determined by the plan.

The work organization function ensures the interconnection and effectiveness of all management functions. Its content is as follows: organization of work on long-term and current economic and social planning; organization of selection and placement of personnel on a functional basis.

Methodology

Quantitative Methods:

The quantitative method will be used to gather data on the level of satisfaction of tourists who have visited cultural tourism destinations. A survey questionnaire will be designed based on the findings from the qualitative research phase. The survey questionnaire will be administered online using platforms such as Survey Monkey or Google Forms. The survey questionnaire will include questions about the accessibility features available in cultural tourism destinations, such as wheelchair ramps, accessible restrooms, and audio guides for visually impaired visitors. The questionnaire will also include questions about the overall satisfaction of tourists with their experiences at these destinations.

Data Analysis

Data collected from both qualitative and quantitative methods will be analyzed using statistical software such as SPSS or Excel. Descriptive statistics such as means, standard deviations, frequencies, and percentages will be used to summarize the data collected through both methods.

Qualitative data collected through interviews with tourists and stakeholders will be analyzed using content analysis techniques. Transcripts from interviews and other sources of qualitative data (e.g., policy documents) will be coded using a thematic approach to identify recurring themes related to accessibility issues in cultural tourism destinations.

Conclusion

While writing this paper, we got acquainted with the concepts of restaurants and the restaurant business. We reviewed the general classification of restaurants. We were convinced that the restaurant business operates according to the laws of entrepreneurial activity, but at the same time it has its own characteristics, since it is designed to meet not only the physiological, but also the social needs of its customers.

When organizing restaurant services, it is especially important to choose the concept of the future institution, that is, what is advantageous to distinguish it from a large number of competitors. For the market concept of the restaurant business, a combination of favorable location, quality of food and service, variety of menu, prices, atmosphere and management is important. To determine the proper level of all these components and effectively conduct the restaurant business, it is important for an entrepreneur to adhere to the established state standards. Restaurant services in the city are not licensed, but public catering companies receive a mandatory certificate, supplemented, in addition, by the conclusions of the sanitary and hygienic, construction, fire and other supervisory authorities.

Summing up, we can say that the hospitality industry is one of the dynamically developing areas of the service sector. At the present stage, the restaurant business as a branch of the economy is developing quite rapidly, and in general increases the GDP of any country. Therefore, this business is profitable if you manage it correctly and know such an industry as tourism management.

References

1. Shock Patti D., Bowen John. Marketing in restaurant business, Moscow: Restaurant Vedomosti, 2005, 234 p.
2. Soldatenkov D. V. Modern restaurant: new formats, Moscow: Restaurant Vedomosti, 2006, 144 p.
3. F. Kotler Marketing. Hospitstvo i turizm: Uchebnik dlya VUZov [Hospitality and tourism: A textbook for universities].
4. Volkova I. V., Miropolsky Ya. I., Mumrikova G. M. Restaurant business in Russia. Where to start and how to succeed. - Moscow: Flinta, 2006. - 184 p.
5. Efimov S. L., Kucher L. S. Restaurant business in Russia: technology of success. Ed. 3. - Moscow: Roskoslukt, 2007. - 512 p.
6. Romat E. V. Reklama [Advertising]. Textbook for Universities, Moscow: SPB, Piter, 2007, 208 p.