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Ways to Develop Innovative Activities in Catering

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Abstract
This article discusses some of the problems in the use of innovations, some types of innovations, the importance of innovations in improving the efficiency of public catering.

Keywords:
Innovation, Innovative activity, service, types of innovation, potential product, market, commodity, consumer

Research shows that the state of innovation depends on the level of development of the industry or sector, as well as the market of services. After all, it is only in competitive areas that there is an interest in innovation and the desire to innovate.

In assessing the state of public catering, it is useful to assess the state of the food services market within the country and regions, or in other words, the main indicators of the public catering sector.

Before assessing the state of the catering market in the region, ie in Samarkand region, it is advisable to clarify the concept of the market, the market of services.

The economic interpretation of the concept of market has been given differently in different literatures, and we will focus on some of them.

Kotler describes the market as a "complex of existing and potential buyers."[1].

K.R. McConnell and S.L. Brewer recognize the market as a mechanism that connects sellers and buyers of goods and services[2].

AS Usmanov describes the market as follows: "The concept of the market in the broadest sense is a sphere of trade, and as long as there is trade, there is a market."[3]

According to Tokhliev, "the market is an important link between production and consumption, the sum of the relations of exchange, commodity and money, organized on the basis of the laws of commodity production."[4]

[1] Kotler F. "Fundamentals of marketing". M., Progress, 1990 p. 54

[2] McConnell K.R., Brew S.L. Economics: principles, problems and policies. M., «Respublika» 1992.t.1.s.77.

[3] Usmonov A.S. Scientific foundations of regulated market relations. Toshkent: "Zinforagprom". 1992, p. 30.

[4]To'xliev N. The hard way to get to the market. Tashkent: Uzbekistan, 1999. 13-b.

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In Economics, Samuelson describes the market as "mexanizm markets as a mechanism that divides society and trade and production."[5].

A.Soliev and A.Usmanov describe the market as follows: “The market is a process of specific socio-economic relations in which goods and services are exchanged and the interests of producers and consumers collide and interact with each other. agrees. "[6]

"The best way to describe the market is a system that allows buyers and sellers to exchange prices," said E. Sarykov and M. Mamatov.[7].

Also, the definitions of the market were given by I.Ivatov on the example of the farmers' market, M.Muhammedov, M.Pardaev, K.Abdurahmanov, D.Aslanova, N.Bozorov on the example of the labor market, I.Tukhliev on the example of the market of tourism and consulting services, securities and finance. We can see the example of the market in the works of J.Zaynalov, E.Khodjaev.

There are many examples of such different definitions given to the market.

It is important to note that foreign and domestic scientists do not agree on the definition of the market from a scientific, socio-economic point of view. .

Giving different concepts and definitions of the same thing scientifically can often lead to misconceptions, resulting in the inability to reveal the true nature of the concept.

From a practical point of view, this situation is likely to lead to difficulties in mutual understanding between experts, misunderstandings in the creation of textbooks.

According to B. Abdukarimov, it is expedient to define the concept of the market, firstly, from the point of view of the economic entity of the economy, and secondly, from the theoretical, socio-economic point of view[8].

A market, as an economic entity of a market economy, is an economic object that brings together and reconciles buyers and sellers (place, enterprise, firm, stock exchange, trade, service outlets, etc.).

From a theoretical and socio-economic point of view, it is necessary to proceed from the socio-economic relations that occur in the process of exchange of market concepts, arising from the laws and rules of the market economy.

[5] Samuelson P., "Economics" T., INAO, "ALGON" VNIISI, 1992, p. 36..

[6] Soliev A., Usmonov A. Marketing., Tashkent, "Teacher". 1997.9-b.

[7] Sariqov E, Mamatov M. "Economy and business", Tashkent, "East". 1997. 22-p.

[8] B.Abdukarimov Domestic trade economy. Textbook. T .: «Science and technology» 2007. 27-p.

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In our view, as a subject of a market economy, it ensures the manifestation of commodity-money relations. The essence of the market is that all economic entities represent a set of exchange relations between man and society.

In short, a market economy is a system of economic relations between a buyer and a seller in the process of exchange based on the laws and rules of the market economy.

In our opinion, it is appropriate to describe the market as follows.

A market is a complex system of economic relations between a buyer and a seller in the exchange of goods and services based on the laws and rules of a market economy.

The market is divided into a number of types in terms of factors of production and objects of circulation. The services market also falls into this category. A service market is a complex system of economic relations between a buyer and a seller in the exchange of various services based on the laws and rules of a market economy.

The services market can be divided into several types depending on the types of services traded in it. For example, the engineering services market, the transport services market, the catering services market, and so on.

The catering market is a system of economic relations between consumers and sellers in the process of preparation, exchange and organization of consumption of various food products, taking into account the supply and demand in the market.

The description includes services related to the production and sale of food products. Because the process of eating is not only a process of satisfying physiological needs, but also a form of enjoyment and relaxation.

One of the main features of public catering is that all products and services sold are paid for or received at the same time. That is, catering services are sold at the same time in all phases. The volume of catering services is included in the retail turnover of public catering. Because catering services are sold in addition to its products. Therefore, the main indicators in assessing the state of the catering market are the retail turnover of catering and the volume of services.

The development of innovation is divided into macro, meso and micro levels within the national economy. At the macro level, the development of innovation is possible with the support of the state. The Ministry of Innovation Development of the Republic of Uzbekistan carries out macro-level coordination of innovation activities in the Republic of Uzbekistan.

The meso level is a network level, and the implementation of this level in the field of catering today is carried out by the Association of Chefs of the Republic of Uzbekistan.

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The micro level of innovative activity is the level of public catering, which has a significant impact on the development of any enterprise on the basis of innovation, as well as in the field of operational management and service systems. It should be noted that the tactics and strategy of sustainable development of the enterprise are based on innovation. Therefore, the development of the catering industry on the basis of innovation is its goal, and due to the effective implementation of innovation, long-term sustainable growth will be ensured.

The innovative development of the catering industry will ensure its economic growth due to positive quantitative indicators in the service, production and commercial activities. In our opinion, the directions of innovative development are:

- Development of a conceptual model for the development of the enterprise on the basis of innovation in the field of services, production and trade;
- development of important indicators of the innovation process in the field of activities of the enterprise and, accordingly, decision-making at the highest management level and operations;
- Development of a comprehensive system of innovation evaluation and determination of its share in efficiency, quality and product, taking into account the technical and technological parameters and the position of the catering company in the market among consumers, ensuring sustainable growth due to innovative development. It is known that a strategic change in an enterprise occurs due to the implementation of management projects.

There is a great need for operational management for the company to enter the competitive environment for each project on the basis of consistent development. The relationship between strategy and innovation is reflected in the strategic planning of innovation projects, the organization of strategic management. In doing so, project leaders interact with each other to identify development priorities and innovation objectives. Management of enterprise development is a continuous process, which consists of two parts: strategic and tactical (operational). In general, development management is carried out within the integration of the above areas. The role and importance of innovation in the world today is constantly growing. Without the use of innovative technologies, it is very difficult to increase the competitiveness of the enterprise. Only products with a high level of scientific approach and innovation can show positive economic results. Therefore, innovation is a vital necessity for catering companies as well. The effectiveness of catering innovations will depend on attracting more customers. It also aims to reduce costs, improve product quality and diversify services by using sophisticated technology in the manufacture of products. The use of new technologies and ideas in developed countries is one of the most pressing issues. Strong competition between catering companies requires constant attention to the emerging innovations and its introduction into the business as soon as possible. The perfect

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provision of classic services alone is not enough to attract middle-aged and young people alike. Entrepreneurs use a variety of methods and techniques to attract the attention of young people. It is no secret that today's young people cannot imagine their lives without modern gadgets. This also creates an audience of potential customers for entrepreneurs. In 2015, the National Association of Restaurants in France conducted a survey, according to which 63% of respondents said that choosing a restaurant, cafe or bar, getting acquainted with the menu, seating and lunch online are modern. used technology. The majority of those who responded positively were between 18 and 34 years old.

Another solution to the problem is to recalculate the cost of the product. To do this, successful restaurant owners use different ways to reduce the cost of ready meals: reduce the number of servings; take advantage of technical innovations that allow products and ready meals to be stored for a long time. One of the main requirements of today's modern customers is the need to have special equipment and use innovative technologies to cook these dishes quickly, especially in order to be able to do it in front of the customer.

The key to the effectiveness of innovation is to choose the right direction of innovation. Focusing on low-cost and time-consuming innovations rather than using high-cost innovations will inevitably ensure the effectiveness of innovation activities in catering establishments.

After studying the problems aimed at further improving the business environment in Samarkand region, the following conclusions were made and a number of suggestions and recommendations were developed..

1. The issues of ways to further improve the business environment are poorly understood by domestic scientists. As a result, many of its theoretical and practical problems remain unresolved.
2. Today, our country has accumulated a number of experiences in the development of small business and private entrepreneurship. However, in practice, these opportunities have not been fully exploited. A number of recommendations for their effective use have been developed in the study. It includes:

- easing the tax burden;
- reduction and simplification of the permitting procedure;
- the adoption of a number of regulations to prevent unlawful interference in business activities;
- the definition of general criteria for the inclusion of small businesses (number of employees, the amount of the statutory fund, the amount of assets, the amount of working capital, profit, income, etc.);

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- creation of conditions for the entry of small businesses into the areas of natural monopolies;
- creation of appropriate conditions for the purchase of highly liquid and monopoly products;
- ample opportunities for the use of vacant buildings and structures;
- financial assistance to small business and private entrepreneurship;
- creation of necessary infrastructure for small business and private entrepreneurship;
- reduction of costs of monopoly products and services;
- There are associations, councils and other organizations that support small business and private entrepreneurship, large organizations and associations, joint-stock companies do not withhold support from small businesses and private entrepreneurship..

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