



**Ilmiy amaliy
jurnal
№ 5 (7)
2026**

**YANGI
O'ZBEKISTON
IQTISODIYOTI**

“YANGI O‘ZBEKISTON IQTISODIYOTI” *jurnali* 5-son 2026 yil

**O‘ZBEKISTON RESPUBLIKASI
OLIIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI**

**MIRZO ULUG‘BEK NOMIDAGI
O‘ZBEKISTON MILLIY UNIVERSITETI**

YANGI O‘ZBEKISTON IQTISODIYOTI

5

ISBN 978-9943-5256-3-4

Toshkent – 2026

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UDK: 640.43:004(575.1)

EVOLUTION OF THE CATERING INDUSTRY IN THE CONTEXT OF DIGITAL TECHNOLOGIES

RAQAMLI TEXNOLOGIYALAR SHAROITIDA UMUMIY OVQATLANISH SANOATINING RIVOJLANISH EVOLYUTSIYASI

ЭВОЛЮЦИЯ ИНДУСТРИИ ОБЩЕСТВЕННОГО ПИТАНИЯ В УСЛОВИЯХ ЦИФРОВЫХ ТЕХНОЛОГИЙ

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Abstract

This study analyzes the evolution of the catering industry under the influence of digital technologies. It examines the impact of digitalization on service quality, management systems, and customer interaction. The research also evaluates the economic efficiency of implementing innovative technologies and outlines future development prospects of the industry.

Keywords: digital technologies, catering industry, digitalization, service quality, innovation, management, efficiency

Mazkur tadqiqotda raqamli texnologiyalar ta’sirida umumiy ovqatlanish (catering) sanoatining rivojlanish jarayonlari tahlil qilinadi. Xususan, raqamlashtirishning xizmat ko‘rsatish sifati, boshqaruv tizimi va iste’molchilar bilan o‘zaro aloqalarga ta’siri o‘rganiladi. Shuningdek, innovatsion texnologiyalarni joriy etishning iqtisodiy samaradorligi hamda sohaning kelajak rivojlanish istiqbollari baholanadi.

Kalit so‘zlar: raqamli texnologiyalar, catering sanoati, raqamlashtirish, xizmat ko‘rsatish, innovatsiyalar, boshqaruv, samaradorlik

В данном исследовании анализируется эволюция индустрии общественного питания под влиянием цифровых технологий. Рассматривается влияние цифровизации на качество обслуживания, систему управления и взаимодействие с потребителями. Также оценивается экономическая эффективность внедрения инновационных технологий и перспективы дальнейшего развития отрасли.

Ключевые слова: цифровые технологии, индустрия общественного питания, цифровизация, качество обслуживания, инновации, управление, эффективность

The evolution of the catering industry in the context of digital technologies represents a fundamental transformation in the way food services are produced, managed, and delivered. In recent years, rapid advancements in digitalization-such as online ordering platforms, mobile applications, artificial intelligence, big data analytics, and cloud-based management systems-have significantly reshaped operational processes and customer interactions within the industry. These technologies enable catering enterprises to enhance service quality, optimize supply chain management,

personalize customer experiences, and improve overall efficiency and competitiveness. Moreover, the integration of digital tools facilitates real-time decision-making and data-driven strategies, which are essential in a highly dynamic and consumer-oriented market environment. As a result, the digital transformation of the catering industry not only accelerates innovation but also creates new business models and growth opportunities, making it a critical area of study within modern service economy research.

The future has arrived in the restaurant industry. Thanks to new technologies, restaurants are improving their quality and revolutionizing the clients experience like never, offering gastronomic evenings that are increasingly more personalized and surprising. It is a breathtaking change in the industry that is driving entrepreneurs to imminently join the digitization in a restaurant bandwagon. If the catering business keeping up there are some factors that effect to the restaurant to survive in the developed platform. If restaurant owners consider it is keeping up, then it is good news, because it means that both owner and its' team have understood the importance of digitization in a restaurant. If an owner considers no, then they ought to keep reading and discover why they should adapt their business to present days [1].

In conclusion, author would comment that, as there are a lot of competition around the restaurant owners trying to find the way to sell more than the competitors. In this case gadgets and digital platforms helping a lot with unlimited followers. Marketing also turning to the new stage as before it used to be only on TV or Wall Papers, nowadays o your hand. It is making to reach more and more customers.

This is where technological tools play a leading role. First of all, they enable a direct connection with clients through digital channels; second of all, they enable a business to administrate all its internal processes more efficiently in order to achieve excellence and build diner loyalty [2].

A digital presence. As it has previously mentioned, an entrepreneur must be where the clients are nowadays and create digital content that will consistently woo them and attract them to the restaurant. Social networks, specialized portals such as TripAdvisor and The Fork, websites and mobile applications allow restaurants to be a part of consumers' lifestyle. Accordingly, competition is fierce. Because of this, it is crucial to have digital interaction strategies that keep the clients hooked to the restaurant's brand image most of the time. Make it so that whenever clients think about eating out, the first thing that comes to mind is that delicious salmon recipe that the restaurant chef prepared in the live video that was published on their social networks.

To conclude, authors thoughts are, as almost mobile phones have become undividable part of people's lives, it makes them easy to search on their desire meals by gadgets and it make them keep closer to their want than it used to before.

Digital ordering system. Gone are the days of taking an order with a pen and paper, for there are digital ordering tools on the market that allow the waiter to take notes on a tablet and send this information directly to the cooks. In this respect, there are even restaurants that have a mobile application from which their clients can place their orders before arriving at the establishment. All this allows for the following:

- Automate communication between the dining room and kitchen.
- Reduce the margin of error in orders.
- Shorten wait times for clients.
- Reduce tasks and staff fatigue.
- Give clients greater liberty and convenience in their gastronomic experience [3].

In conclusion author would like to add that, as digital ordering system has developed in most modern countries it doesn't mean that you can find this system in any part of the world but to be hones this system improves the minimizing costs of the catering enterprise but on the other hand, expenses of the software may not be as expected as managers do.

Restaurant management software. This is one of the most complete tools that have emerged from the digital transformation of restaurants. Nowadays, enterprise owners are very happy to have been involved in producing one of the most utilized management software programs on the market. System was created it 11 years ago to help restaurateurs with the enormous task of managing their

businesses. Today, business owners can say that Manager plays a leading role in the digitization story of restaurants [4].

Comfortabilities of the software in the restaurant life cycle:

- It can manage reservations digitally and allow them to be organized in a digital floor plan before every meal service.
- It has a database to record the preferences and key information of clients.
- It helps double table bookings and boost profits thanks to real-time management and visualization of table turnover.
- Makes it easier to achieve maximum capacity with the waiting list function, where clients sign up when online availability is exhausted.
- Helps ensure minimum profit with the guaranteed function via credit card, which allows you to bill clients (with their prior consent) who do not show up without prior notice [3].

To sum up, authors comments on the paragraph is that, regarding to some misunderstandings between customer and servers in the past related to orders and payments, the managers software is solving all the problems directly and reminding what is needed and what time.

Efficient bill payment. Thanks to new technologies, we also have digital bill payment in restaurants. There are various tools on the market that allow the clients to pay the bill without needing the waiter. For instance, through a tablet connected to a payment system or even through a mobile app from their smartphone, where they enter some information with the table number or a QR code. It is also possible to split the bill among diners, which is a service that is currently in high demand [2].

To sum up, author mentions that this type of payment styles may not be healthy for restaurant in financial way because in one mistake may the transfer send to another account.

Recording the client's satisfaction level. If the clients have already paid their bill, it is important to determine their opinion regarding the service and the food that they have just tasted. To that end, restaurants nowadays have technology that allow clients to fill satisfaction surveys before leaving the establishment. As a matter of fact, they can log on to their TripAdvisor and Web pages profiles to submit their opinion and invite other clients to have the same experience that they enjoyed. If the client forgets this step, manager also makes it possible to send them a text message upon leaving the restaurant, which contains a reminder and a link so they can instantly leave a comment [5].

To conclude, authors add that, this survey is very useful that it reduces the mistakes of the restaurant and for the next time an organization tries to avoid it. For the future customers also gives a full information about the restaurant's atmosphere.

Analysing client's information. In the digital age, analysing the consumption habits of clients is fundamental for nearly every aspect of a restaurant: the marketing plan, menu creation, clients service techniques, purchasing supplies, etc. Through various means. Social networks such as Facebook allows to determine clients-follower information such as their birthday, marital status, occupation, which are very useful for marketing strategies. And management software such as a manager allows to record clients' tastes, preferences and spending levels as well as obtain detailed statistics about these consumption patterns, which are essential for making short, medium, and long-term business decisions [6].

Concluding the paragraph above, author footnotes that, very useful way of analysing has mentioned, and it connect customers with the restaurant for a longer time maybe become a loyal customer.

Delivery service. While we're about growing industry trends, we cannot ignore delivery service in restaurants, which is no longer done by phone, but via a mobile application. *It is a new business model* that has prompted some restaurants to have dedicated kitchens and staff for these orders, in addition to forming partnerships with home food delivery services. The thing is that if demand grows and clients request it, you must be on it [6]. To sum up, author adds that, to improve sales delivery service is very important as air and water so organizing well equipped personnel for the delivery may cause increasing the sales up to 25-30%.

Training. Considering all these challenges, how can people obtain a team that can handle digitization in a restaurant? Through *ongoing training*. The industry is seeing an increasing number of culinary schools, where students not only learn to cook for or serve clients but also acquire knowledge about all these technological tools along with sales and business strategies that are in line with the times in which we live and times that are yet to come. At most platforms, there are partnerships with schools such as the (CETT in Barcelona or the Basque Culinary Centre in Gipuzkoa), where *new professionals learn how to use our tools* and prepare themselves for the work challenges that await them. Current trends indicate that soon, many restaurants will have *drones flying over the dining room to carry orders*, while clients wait at *digital interactive tables*, where they can check the weather, read the news, play, and learn a wealth of information about the menu and its preparation [7]. In conclusion, authors understood that, most huge restaurant chains have their personnel training courses however the small or medium size restaurants do not. To train the personnel, know how style is very important and this make all of the personnel work in the same discipline and give the same quality of performance.

The sphere of public catering plays an important role in the life of society because it affects the interests of almost all segments of the population. The service of a public catering enterprise is an independent economic form of manifestation of labor, which has a special use value as an economically useful activity; a process that includes a series of intangible actions that take place between buyers and service providers aimed at satisfying individual and collective needs for food and leisure activities, actions that manifest themselves in catering, as products, services, and leisure activities of the population.

The quality of products and services in modern catering management systems plays an increasingly prominent role. This is explained by the fact that quality is the main component of the competitiveness of services. The quality of products and services must be safe, provide the possibility of their mandatory certification, which is controlled by state bodies exercising supervision.

All public catering enterprises must guarantee customers: high-quality cooking from high quality products; cleanliness, hygiene, aesthetics; quality service (competence, courtesy of staff); personal security and security of property of clients (security against criminal and terrorist violence, as well as fire, technical, sanitary, environmental). The consumer, choosing a public catering enterprise, comprehensively evaluates all indicators of the quality of services, using organoleptic evaluation methods and his own life experience.

To ensure the required level of service quality, enterprises need advanced technologies, the necessary material base, qualified personnel, rational organization of work, effective enterprise management with the involvement of a quality management system.

Thus, in the current situation, there is a need to develop and implement quality management systems for public catering services, which will allow: to increase the efficiency of interaction between the state customer and service providers; ensure the planned level of service quality depending on its cost by coordinating the economic interests of the parties under government contracts; control the quality of the service at all stages of its provision in order to detect in advance the decline in the level of quality to unacceptable limits. There is a need to improve the management of public catering enterprises, focused on improving the quality of services to most fully meet the needs of the population.

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UDK: 330.3:331.5:502.131.1 (575.1)

**MAMLAKATIMIZDA YASHIL IQTISODIYOTNI RIVOJLANTIRISHDA MEHNAT
BOZORIGA TA’SIR ETUVCHI OMILLAR**

**ФАКТОРЫ, ВЛИЯЮЩИЕ НА РЫНОК ТРУДА В ПРОЦЕССЕ РАЗВИТИЯ ЗЕЛЁНОЙ
ЭКОНОМИКИ В СТРАНЕ**

**FACTORS INFLUENCING THE LABOR MARKET IN THE DEVELOPMENT OF THE
GREEN ECONOMY IN OUR COUNTRY**

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Annotatsiya

Ushbu ishda O‘zbekistonda yashil iqtisodiyotni rivojlantirishning mehnat bozoriga ta’sir etuvchi asosiy omillari tahlil qilingan. Tadqiqotda qayta tiklanuvchi energiya, ekologik texnologiyalar, energiya samaradorligi va resurs tejamkor sohalarning ish o‘rinlari yaratish hamda mehnatga bo‘lgan talabni o‘zgartirishdagi o‘rni yoritilgan. Shuningdek, yashil iqtisodiyotga o‘tish jarayonida yangi bandlik imkoniyatlari, raqamli transformatsiya va innovatsion yondashuvlarning ahamiyati ko‘rib chiqilib, iqtisodiy va ijtimoiy barqarorlikni ta’minlash bo‘yicha takliflar ishlab chiqilgan.

Kalit so‘zlar: yashil iqtisodiyot, mehnat bozoriga ta’sir, yangi ish o‘rinlari, ekologik texnologiyalar, qayta tiklanuvchi energiya, energiyani tejash, raqamli transformatsiya, innovatsion yondashuv, bandlik, barqaror rivojlanish

В работе проанализированы ключевые факторы, влияющие на рынок труда в процессе развития зелёной экономики в Узбекистане. Рассматривается влияние возобновляемой энергетики, экологических технологий, энергоэффективности и ресурсосбережения на создание рабочих мест, изменение требований к труду и необходимость обновления навыков. Также исследуются новые возможности занятости, цифровая трансформация и инновации, и предлагаются рекомендации по обеспечению экономической и социальной устойчивости.

Ключевые слова: зеленая экономика, влияние на рынок труда, новые рабочие места, экологические технологии, возобновляемые источники энергии, энергосбережение, цифровая трансформация, инновационный подход, занятость, устойчивое развитие

This study analyzes the key factors influencing the labor market in the development of the green economy in Uzbekistan. It highlights the impact of renewable energy, eco-technologies, energy efficiency, and resource-saving sectors on job creation, changing labor demands, and the need for new skills. The research also examines emerging employment opportunities, digital transformation, and innovation, and provides recommendations to ensure economic and social sustainability.