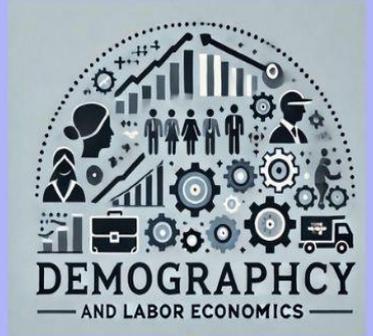


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OVQATLANISH KORXONALARIDA OFITSANTLAR XIZMAT SIFATINI OSHIRISH

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Abstract. Turizm sohasida sifatli xizmat ko‘rsatish muhim hisoblanadi. Ushbu maqolada ovqatlantirish korxonalarida xizmat ko‘rsatish sifati bilan bogliq muammolar o‘rganildi. Ovqatlantirish korxonalarida xizmat sifati hamda tarmoqda bandlik darajasini oshirishgaga qaratilgan takliflar ishlab chiqildi.

Kalit so‘zlar: restoran, menyu, ofitsiant xizmati, bandlik, iqtisod, ofitsiant va ofitsiantlarning roli, ovqatlanish xizmati, xizmat ko‘rsatish sifati

IMPROVING THE QUALITY OF SERVICE OF WAITERS IN FOOD AND BEVERAGE SERVICES

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Abstract. It is very important for tourism industry to provide good quality services. In this article we will discuss how are the quality of service in the food and beverage services and problems determined. Proposals have been developed to improve the quality of service, as well as increase the level of employment in those sectors.

Key words: restaurant, menu, waiter service, employment, economy, waiter and waiters role, food service, service quality

ПОВЫШЕНИЕ КАЧЕСТВА ОБСЛУЖИВАНИЯ ОФИЦИАНТАМИ НА ПРЕДПРИЯТИЯХ ОБЩЕСТВЕННОГО ПИТАНИЯ

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Аннотация. Предоставление качественного сервиса в сфере туризма имеет важное значение. В данной статье рассматриваются проблемы, связанные с качеством обслуживания в заведениях общественного питания. Разработаны предложения по улучшению качества обслуживания в заведениях общественного питания и повышению уровня занятости в отрасли.

Ключевые слова: ресторан, меню, обслуживание официантами, занятость, экономика, официанты и их роль, обслуживание в сфере общественного питания, качество обслуживания

Introduction. Waiters play a critical role in improving service quality in restaurants. Their performance directly influences customer satisfaction. The tourism industry is a very broad sector in itself. If we consider catering as the main part of the tourism industry, it is important to consider what the main focus should be on and what shortcomings, if any, should be corrected. For example, it is clear that the number of annual tourists visiting Uzbekistan is increasing year by year. For the last five years, both international touristic flow growth from 3 million to almost 10 millions [1]. Therefore, this sector is a main focus of the government as it closely aligns with the government's hopes for tourism to become a reliable source of income for various sectors. It is clear that every tourist who visits will visit catering establishments. In order to find answers to these questions, we must first determine what the problem is, to what level of service is currently provided in catering establishments and whether it meets international standards.

In this regard, on June 3, 2024, a videoconference meeting was held under the chairmanship of the Head of our country to discuss measures to improve tourism infrastructure in the regions and increase the flow of foreign tourists. At the meeting, the leader, expressing the need to develop sectors that develop the economy in order to achieve economic stability, emphasized the following words: "In the current difficult economic situation in the world, it is necessary to support sectors that create more jobs, increase investment and exports. Tourism has great potential. Every dollar invested in this sector will bring 3-4 times more income in the future. Each new job will create 2 more jobs in other sectors." In addition, the "Development Strategy of New Uzbekistan for 2022-2026" aims to increase the volume of tourism services by at least 10 times in the next five years by transforming the Samarkand region into a "Tourism Gate" and to provide employment for 40,000 people in the tourism sector [2]. The tourism

sector is given special attention in the “Uzbekistan – 2030” strategy, according to which the main goal in the conditions of “New Uzbekistan” is to achieve a prosperous life and a sustainable increase in the standard of living and quality indicators of citizens as a result of increasing the employment rate of socially disadvantaged segments of the population [3].

Literature review. Tourism is wide and it can be seen our every day life by reacting people. Especially gastronomy services can show that country’s culture. The majority of scientists around the world conducting scientific research and studies in the restaurant industry focus their main attention on providing quality service. Yu et al (2005) investigated service quality in tourism. As a result of regression analysis applied to the data obtained from 596 consumer, reliability and assurance criterias have been found to be key determinants of the service quality [4].

According to the Ewa Wszendybył-Skulska, Hotel gastronomy services are a kind of service that are partly materialized which makes the quality estimation easier. Nevertheless, one ought to remember that they are also shaped by non-material elements that influence the final quality estimation which seems to be problematic. The so-called Mystery Shopper Technique as a way of improving the quality of hotel gastronomy services is presented in the article [5]. In one of his research, Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. emphasized that the roles of waiters and waitresses play a pivotal role in enhancing the overall service quality at restaurants [6]. They are integral in creating a positive and memorable experience for guests. Firstly, they are responsible for warmly welcoming customers and attending to their needs, setting the tone for a pleasant dining experience. According to Walker, Restaurant as a place providing food and beverage service should make good impression to their guest [7]. According to Tjiptono’s perspective, the notion of service quality involves a complex interplay of various factors, including the product, service itself, human resources, operational processes, and the overall environment. At its essence, the goal is to meet or even surpass the expectations set for service standards. This multifaceted concept is structured around five distinct dimensions: reliability, responsiveness, assurance, empathy and tangibles [8].

Methodology. During the research, data collection, observation, interview and documentation social questionnaire and grouping methods were used.

Result and Discussion. Providing quality service can bring various benefits to a restaurant. Waiter and waitress role in giving service affects on guest satisfaction. It can be seen from guest response when their need is fulfilled. However, we still have enough problems, and exactly what problems and what solutions can we provide.

Identify the challenges. The main problem identified in this study was that service in catering establishments could not fully meet international standards and that waiters had several problems with the “menu” when they are serving serving. These issues were identified based on real customer feedback through a social survey. A total of 82 Uzbek respondents and 25 foreign nationals participated in our survey. The results are very good on the one hand, but almost all of our respondents expressed various shortcomings and suggestions in the suggestions section.

In the first graph, if we look at the Uzbek respondents, the majority of respondents chose the middle position, while foreigners preferred the upper middle position. This is a very good indicator for us. However, there are also sections that are rated at the worst level (1-2). Although these indicators represent a small percentage, they show us a vulnerable area that worries us. In the section assessing the level of awareness of the menu in restaurants, foreign respondents accounted for 15.4 percent, while Uzbeks accounted for 63 percent.

During the survey, several respondents emphasized that, based on their suggestions regarding the quality of service in restaurants, cafes, and all catering establishments, waiters should be educated in this field and, if they do not have qualifications, complete short-term training courses. Because, as mentioned above, the number of tourists coming to our country is increasing, and the need for qualified waiters is also increasing. Every catering company will definitely select such employees in order to achieve positive growth in its future. Of course, it is important to train employees who have a good communication culture, are bright, can understand customers in any situation, and are passionate about their field.

We advocate the establishment of a training program based on international standards as a solution to the problem of waiters in restaurants not being sufficiently familiar with the menu or not being able to memorize all the ingredients of the dishes served to the customer.

1-graphic

Results from a study of the quality of service provided by waiters in Uzbekistan

Questions/Respondents (1 = Strongly Disagree, 5 = Strongly Agree)	Uzbek (%)				
	1	2	3	4	5
The waiter greeted us promptly and politely		63	22	14	
The waiter was knowledgeable about the menu.		63	14,8	22,2	
Our questions or requests were handled professionally		52,7	18,2	29,1	
The waiter checked in on us at appropriate times		52,7	27,3	16,4	
The service was timely and efficient.	5,6	44,4	33,3	16,7	
The waiter was friendly and made us feel welcome.		43,6	21,8	34,5	

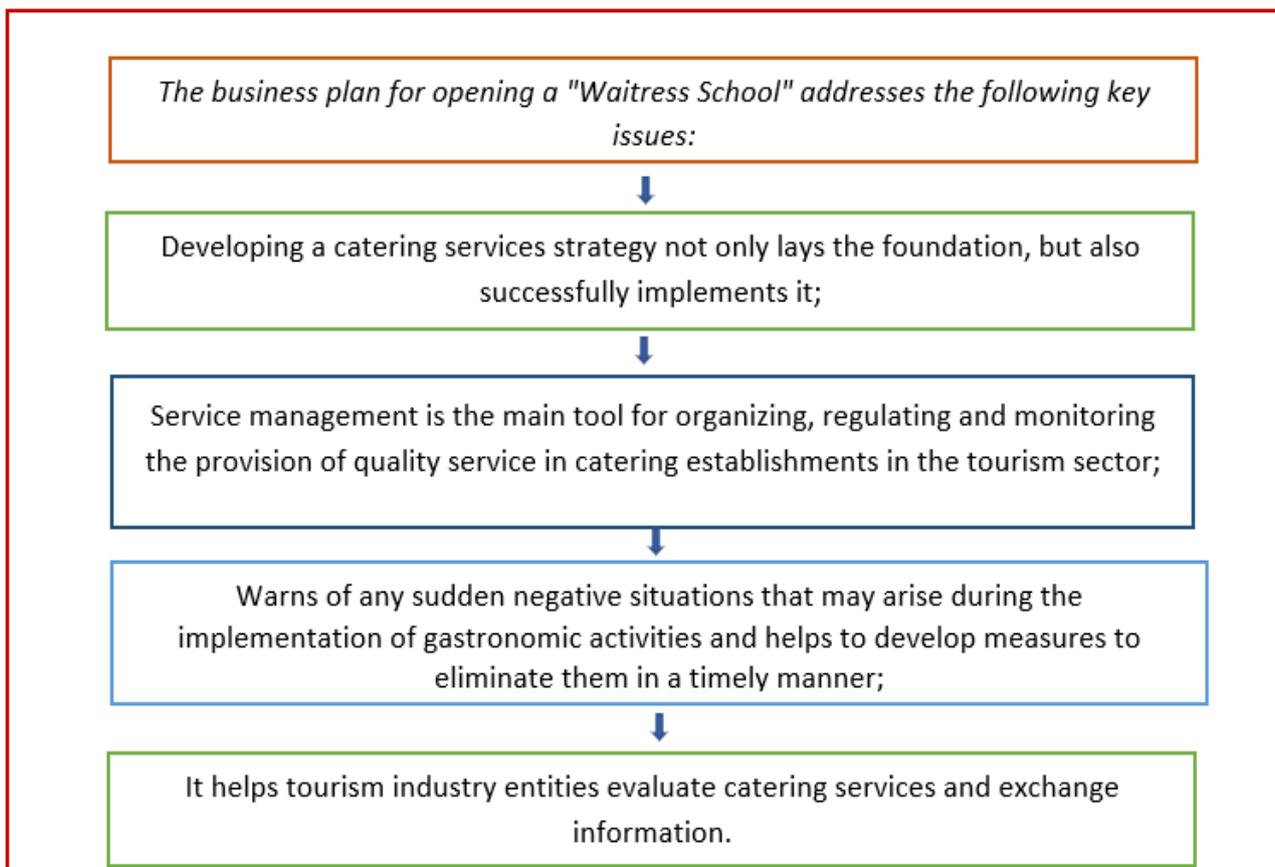
Questions/Respondents (1 = Strongly Disagree, 5 = Strongly Agree)	Foreign (%)				
	1	2	3	4	5
The waiter greeted us promptly and politely		23,1	15,4	15,4	46,2
The waiter was knowledgeable about the menu.	15,4	7,7	15,4	15,4	46,2
Our questions or requests were handled professionally		23,1	15,4	15,4	46,2
The waiter checked in on us at appropriate times		23,1	30,8	46,2	
The service was timely and efficient.		7,7	15,4	30,8	46,2
The waiter was friendly and made us feel welcome.	7,7	15,4	7,7	15,4	53,8

Note: Created by researcher through research studies

In a survey we conducted to assess the quality of service of waiters in catering establishments, the quality of service was poor, and the waiters serving

in restaurants and similar catering establishments also stated that they were not 100% familiar with the menu, and sometimes did not look after customers in a timely manner. In other words, it is worth noting that in the tourism sector there is no culinary or waiter course that meets international standards.

Because world experience shows that each waiter must be able to explain the ingredients of dishes to each foreign guest or local tourist and be highly qualified in this field. Unfortunately, more than 70% of those who work as waiters have studied in other fields. Therefore, our business plan, which we are going to present as a proposal, will not only improve the quality of service in tourism, but also create new jobs.



1- picture. Key issues that a business plan should address in catering establishments

Note: Created by researcher through research studies

It is clear that “Business Plan” is any simple plan, not just a business start-up plan, it helps management understand the current state of the business (strengths, weaknesses, opportunities and threats) and look to the future with optimism.

If we aim to improve the quality of service, but do not pay attention to the very simple things that are not visible to the naked eye, then major changes in the tourism sector can be far from over. The opening of a waiter school is of several benefits to us.

Conclusion. enhancing waiter service quality is pivotal for the success and reputation of establishments in the gastronomy industry. By investing new waiter service program in comprehensive training, fostering effective communication skills, and prioritizing customer satisfaction, restaurants can create memorable dining experiences that encourage repeat business. Embracing technology and continuous feedback mechanisms further support waitstaff in delivering efficient and personalized service. Ultimately, a commitment to consistently improving waiter service not only elevates operational standards but also strengthens the overall brand, ensuring long-term growth and customer loyalty.

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