

# IMPROVEMENT OF RESTAURANT SERVICES SIGNIFICANCE OF THE "TRAVEL TIME MARKETING" RESEARCH Pardayev Sh.<sup>1</sup>, Gadoeva M.<sup>2</sup>, Doniyorova M.<sup>3</sup>

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**Abstract:** *the article highlights the theoretical implications of “Travel Time Marketing”, which is rarely used in marketing research to improve restaurant services today. It is recommended that restaurant owners take into account the theoretical significance of this study and its practical application in the restaurant business. And there are some ways which can help to increase productivity in restaurant management.*

**Keywords:** *marketing research, investing, tracking, listening, reaching out to customers, providing feedback to the consumer, restaurant marketing, travel marketing, Uzbekistan, service.*

UDC 339.13

Today, the total volume of catering and restaurant services in the world is more than US \$ 550 billion, with over 945,000 restaurants and catering operators operating in the area, with over 9% of the working-age population. As a result of implementation of the “Program for the Development of the Service Sector for 2016-2020” in our country, Uzbekistan, accommodation and catering services increased by 111.3%. Growth rates observed in the main sectors of the economy have been the main driver of GDP growth, with trade, livelihoods and food services reaching over 106.5% [1].

The restaurant business is also the largest industry for women. 57% of restaurant managers worldwide and 25% of restaurant owners are women, while 15% of Asian and more than 8% of Latin American women are engaged in this area. In 2019, 14.8 million people will be employed in this area [2].

What determines the success of the restaurant business today? What should you pay attention is that the customers as your main investors. Below, I would like to present to you, as an expert, the essence and importance of the research “Travel marketing”.

President of Uzbekistan, Shavkat Mirziyoyev, urged that “The business of hospitality, especially restaurant services, is the major market For improve employment rate of women in the country’ in his five development strategies of Uzbekistan.

Imagine that you are a large restaurant owner in your city, and you, as a customer of your restaurant, are planning to go to a luxury restaurant for your family, loved ones or yourself. First of all, your goal is not just to “full your stomach”, but to have fun and enjoy with surrounding of your family. Then you will want to be exposed to the exquisite nature and human exquisite processes, luxurious and elegant buildings, and all the conveniences available to the person, from your home to the restaurant. But as you know, this is not the case, then the “travel marketing” can be of great help to you. This research method can be directly monitored. It gives you an idea of what the customer wants, while replacing yourself with the consumer.

Tom Peters, who was born in 1942 in the United States, in his book of In Search of Excellence states that [3]:

1. Close to Customer;
2. Observation;
3. Hearing;
4. Provide feedback.

1. Close to the customer - When was the last time you had the opportunity to talk to your customers as a restaurant owner? In the context of relationship marketing, no reason can justify neglect of the consumer. Traditional marketing research is a method that allows to torture customer rights by avoiding direct and indirect communication and ignore customers’ thoughts. In this view, consumers’ specific thoughts and demands are absorbed by decision-makers. The simple recommendation is that we have to go, observe and listen to our customers.

2. Observation - As a customer, consider the process of getting into your restaurant. For example, you come to the restaurant as a customer by car. So, is there a parking lot in your restaurant, where can you park your car? The frustration that comes to the mind of the client begins with. At the entrance to the restaurant is the cleanliness, design, state of segmentation, availability of small and small rooms at the request of customers, behaviour of the waiters who lead you inside, their courtesy, positioning you in traffic, the state of the dishes

and the pricing, accuracy, nutrition and subsequent services, etc. These things can increase or decrease customers' satisfaction with your restaurant.

3. Hearing - As a restaurant owner, you can meet with each of your customers and listen to what they have to say. Such methods will definitely be useful for you to develop your professional skills. Remember that each customer is your investor, so you have to listen to them to let them know what they want to do so you can come back to them.

4. Provide feedback - Only when you listen to your clients and provide them exactly what they want then they can become your regular customers. If you do not react by their feedback, customers will think that they will feel ignored and they will not return to your restaurant again. By doing this you will not even notice how you have lost one investor to another.

Productivity through people is also the main way to improve restaurant marketing. Delicious food is important, but it only takes your restaurant so far. Equally important are the people managing, preparing, and serving that food. Ensuring employees are always productive can be a challenging task—especially when you can't be present in the restaurant. Great restaurant management should leverage these tips to improve productivity and profitability [5].

Table 1. SWOT analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- you can find out what your customers want by talking to them face to face;</li> <li>- the consumer will freely tell you about your shortcomings and advantages;</li> <li>- the customer guides other clients as supervisors;</li> <li>- customers will help you as a quasi-differential employee;</li> <li>- the consumer will give you the opportunity to use their experience.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- restaurants in our country do not have a traditional Swedish table, that is, a traditional way of customer service and production.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- the domestic and foreign tourists are not indifferent to this research as a result of the rapid development of the tourism industry;</li> <li>- the fact that existing potential customers are interested in the direct participation in the cooking process.</li> </ul>	<p><b>Thearts</b></p> <ul style="list-style-type: none"> <li>- to violate sanitary and hygienic rules</li> <li>- restaurant violations.</li> </ul>

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