

PROSPECTS FOR THE DEVELOPMENT OF THE SERVICES OF CATERING ENTERPRISES THROUGH ARTIFICIAL INTELLIGENCE

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Annotation: this article presents several ideas about the role of artificial intelligence in the food market and its positive impact on catering enterprises during today's rapidly developing period, and these concepts can contribute to the development of catering enterprises.

Keywords: artificial intelligence, catering enterprises, customer opinion, Food Market, Online Order, profitability.

Аннотация: В данной статье представлено несколько идей о роли искусственного интеллекта на рынке продуктов питания и его положительном влиянии на предприятия общественного питания в современный период быстрого развития, и эти концепции могут способствовать развитию предприятий общественного питания.

Ключевые слова: искусственный интеллект, предприятия общественного питания, мнение потребителя, рынок продуктов питания, онлайн-заказ, прибыльность.

Introduction.

In the era of today's 21st century advanced technologists, the term "artificial intelligence" has become much more popular and it is becoming common for us to face it in different aspects of our lives.

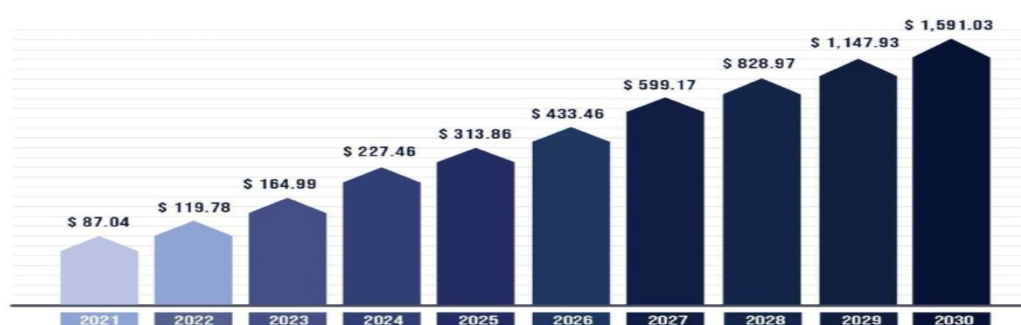
Artificial intelligence (AI) is a field of Science and technology aimed at creating machines capable of imitating human intelligence. It is no secret that the innovations and discoveries that previously existed only in the fields of science fiction are gradually becoming reality, and we are all getting used to the virtual world. In the coming years, artificial intelligence has become a regular tool in our lives. Innovative technologies are fully manifested in many areas, since it is causing various changes in our daily lives. Artificial intelligence has changed the way we live and work. In addition, various enterprises are developing due to the positive impact of artificial intelligence, and this will not stop soon. The future of artificial intelligence in business is bright, and the ways to use artificial intelligence for the food industry are endless.

Experts have already considered ways in which artificial intelligence can be used most efficiently in various fields, and are studying how many future benefits the economy of states will receive in these areas. As of 2035, for example, artificial intelligence is now predicted to contribute \$ 15.7 trillion to the global economy of rapidly developing nations. The United States and the state of China are expected to own the most benefits(nearly 70%)from the impact of artificial intelligence. This means that the impact of artificial intelligence is significantly effective in many areas of these states.

The activities of catering enterprises, one of the areas where artificial intelligence can be used effectively, are also moving to the robotic system today. The use of artificial intelligence in the emerging food sector is a sign of increasing business and supply chain efficiency. These transformative technologies have a positive effect on the food industry, catering enterprises through various following mechanisms: delivery by drone, robotic-controlled sanitation programs, automated online order reception, automatic accounting work, can contribute to the

development of catering enterprises through several effective ways such as online provision of necessary information for customers about the shelf life of the product and the composition of dishes. To what extent artificial intelligence can affect the activities of catering enterprises in the future and bring profit, we can find out from statistical indicators (Figure 1)

Figure 1. The growth rates of artificial intelligence in the food market in the coming years.



Analysis and results

By considering the impact of artificial intelligence on the activities of catering enterprises and the following several factors that lead to the improvement of this type of activity, we can get a more clear understanding in this regard.

Based on the initial orders received from customers, it is possible to develop smart recommendation systems that will help them provide their next personal menu offers, learn their opinion, requirements and suggestions about the dishes and services provided with customers by setting online excellence through special chatbots and platforms, plan and optimize the menu, and through this, achieve demand forecasting and analysis of food trends. This can lead to a decrease in food waste and an improvement in profitability. Automation of catering enterprise kitchens by automating tasks such as grinding, cutting, artificial intelligence-enabled robot and other intelligent kitchen devices allows you to simplify operations in catering enterprises and reduce the human factor in kitchens, and easily achieve complex, time-consuming creative tasks.

Today, on the example of enterprises that are making good use of artificial intelligence technology, we can see the Campbell Soup catering enterprise, which is located in Camden, New Jersey, United States. This enterprise, whose main activity is the preparation of soups of various types and its packaging, is using artificial intelligence technology to help develop software products. In order to understand what kind of food customers want, the company determines the behavior of customers and their desires through technologies created by artificial intelligence, and without using these data, customers provide them with food of the required level. According to the employees of the enterprise, this support provided by artificial intelligence allowed him to understand that today's customers are more welcome to spice-rich dishes. The enterprise has established the preparation of Spicy Chicken Noodle, Spicy Sirloin Burger and other spice-rich dishes to serve customers effectively using this information, and these dishes are now effectively contributing to the success of the enterprise.

Maintaining and treating existing guests properly has become more important than ever in the catering business industry. On average, attracting new customers to a restaurant costs 5 times more expensive than maintaining existing customers. Implementing strategies to prevent existing customers from leaving before this happens can help increase their income in the restaurant. A Harvard Business School report stated that an average 5% increase in customer retention rates would result in a 25% -95% increase in profits.

However, a big problem that restaurants often face in recent years is the loss of regular customers. The average restaurant loses 30-40% of regular visitors each year. This is due to the fact that at a time when the demand of guests for increasingly high-quality food and fast services is increasing, not all catering enterprises have such modern services that they can meet this demand.

Conclusion.

In conclusion, the impact of artificial intelligence on the activities of catering Enterprises is huge. Using these ingenious technologies, catering

businesses can improve customer service, optimize menus, simplify operations, personalize marketing efforts, make useful decisions for a catering enterprise based on data, and improve food production and quality control. The use of artificial intelligence can lead to an increase in operational efficiency, satisfaction of customer needs and, ultimately, to an improvement in the financial performance of catering enterprises. While the adoption and use of artificial intelligence may require initial investment and training, long-term benefits in terms of competitiveness and profitability make it an attractive offer for catering businesses in today's dynamic business environment.

Taking advantage of the opportunities that are being created in our country as well as an entrepreneurial line, we can establish the improvement of the activities of catering enterprises through artificial intelligence and increase the flow of population and tourists to catering enterprises in our country.

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