

Umarov Abduxamid

Associate Professor Of The Department Informatics And Management,

National Institute Of Fine Art And

Design Named After K. Behzod, Uzbekistan Tashkent

SPECIFIC CHARACTERISTICS OF THE DEVELOPMENT OF INFORMATION AND INFORMATION TECHNOLOGIES

Abstract: This article discusses the specific features of the development of information and information technologies. The author analyzed the historical stages of the development of information technologies

Key words: information, information technologies, cyber development, cyber space, artificial intelligence, management

The rapid growth and differentiation of demand for all types of information, including scientific, technical and, to a greater extent, economic, as well as increasing requirements for the content and forms of data presentation are serious incentives for the development of the information and communication technologies market. It is the possession of reliable and up-to-date information, together with the ability to effectively apply adequate methods and means of its collection, transformation and transmission, that serves as the basis for the successful activities of any enterprises and organizations, regardless of their legal form.

Fundamental changes in the economic environment, the transition from administrative-command to economic management methods, the development of entrepreneurial activity and market structures, as well as the need for rapid decision-making have led to significant changes in information flows, organizational forms and methods of processing and presenting data. Most users have abandoned the services provided by large computing centers. With the advent of personal computers and convenient and compact office equipment,

their services turned out to be unclaimed for a number of reasons, including organizational, technical and economic.

What information systems are and how they can be used in the management activities of restaurant and hotel complex enterprises - this is the range of issues that will be covered in this work.

Information technology is of great importance to managers. After all, the basis of their work is information. Let's consider the subject, tools and product of the manager's labor.

To manage the work of an enterprise most effectively, it is necessary to have sufficient information about the state of affairs at the enterprise and the ability to quickly respond to changes in the situation. To do this, the head of the enterprise and other responsible persons must constantly have fresh and reliable information. There is a need to organize the management of the enterprise in such a way as to ensure fast and reliable communication between various employees for their most clearly coordinated interaction.

Information (from Latin *informatio*) - originally information transmitted by people orally, in writing or in other ways; from ser. 20th century - a general scientific concept, including the exchange of information between people, a person and an automaton; the exchange of signals in the animal and plant world; the transfer of characteristics from cell to cell, from organism to organism; one of the basic concepts of cybernetics”

In what forms does information exist? As you know, any phenomenon can be either matter or energy. If information is material, then it can easily be measured in SI units. For example in meters or grams. But none of these units are suitable for such measurement. Then maybe it's energy? Not again. Is it possible to measure information in joules? From this we can conclude that information is not matter or energy, but something independent. The famous scientist, the “founding father” of cybernetics, Nobert Wiener, came to exactly

this conclusion. He derived the law of information, according to which it is absolutely not material, but must necessarily have a material carrier. It could be a person, a newspaper, a floppy disk.

In the work of a manager, nowadays more and more often one can find objects that constitute the concept of new information technology. It is understood as a set of fundamentally new tools and methods of data processing introduced into organizational management systems, which represent integral technological systems and ensure the targeted creation, transfer, storage and display of an information product (ideas, knowledge) at the lowest cost and in accordance with the laws of that social environment where this technology is being developed. The transition to new information technologies is justified if it is the result of a fundamental rethinking and radical re-planning of the corporation's activities with the aim of dramatically improving cost-critical indicators - quality, service and speed of production processes. [1]

The emergence of a new information society is seen by many only on the basis of the use of new information technologies. With the advent and mass introduction of computer networks and modern communications, the concept of the workplace has radically changed. If earlier the latter was associated with a place at a machine or a table in an institution, today the “workplace” is rather not a place of work, but the means by which it is carried out. These include a mobile phone, a laptop with a modem and a mini-printer. Thus, any room where there is a power outlet becomes a workplace.

In fact, it is the computer input/output port that serves as the main tool of work for, for example, the vice president and head of the human resources department of the American company VeriFone, Thomas Hubbs. This company, with a turnover of \$260 million, occupies a leading position in the market for equipment for verifying the authenticity of credit cards. Unprecedented progress in the development of computer and communication technologies has

contributed to the emergence, as Business Week magazine puts it, of a new tribe of “nomadic” managers, who, due to the specifics of their activities, are not tied to any office or even city. As observers of this magazine, respected in the business world, note, as the current process of labor reorganization develops, coupled with forced staff reductions and the introduction of new production management methods, the number of such specialists will grow. [2]

The requirements for control systems imposed by modern conditions can only be satisfied with the help of modern control automation tools. Experience shows that in our time, to solve these problems it is impossible to do without the help of computer technology, which makes it possible to store and present to users the service information they are interested in in the most convenient form. For the most coordinated work of various enterprise services, it is convenient to combine computers into the so-called. local computer networks that allow communication between different users of this network located at some distance from each other (usually in different rooms of the same building). However, such networks require for their operation appropriate software, which is necessary to ensure the operation of a similar network in general and reflects the specifics of the work of a given enterprise. In addition, such software is subject to such requirements as ease of access to the necessary information, ease of use and protection against unauthorized access to confidential information, as well as protection against damage by various types of software viruses.

Computer networks, peripheral equipment and software together are components of an information system. In its most general form, an information system is a set of interconnected components that collects, processes, stores and distributes information to support the activities of an organization. The level of information systems is influenced by two factors:

1. Level of scientific and technological development in the organization, i.e. How modern are the technologies used?

2. People and the existing culture in the organization.

The last factor is decisive, since the first will depend on it. Indeed, the complexity of information systems is growing in proportion to the growth of formalization of culture and the increase in the size of the organization. For example, in a small company with a limited range of tasks where simple and informal relations between ordinary employees and its managers are in use, there is often no need for complex information systems. Conversely, in large organizations with a highly diversified structure, such systems are a vital necessity. The main task of an information system for a manager is to support decision-making and manage the flow of incoming/outgoing information.

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