The Process of Forming and Implementing an Innovative Development Strategy for the Catering Industry

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Abstract: The article examines the extent to which the introduction of innovative activities in catering services affects the economic efficiency of the enterprise and the national market.

Keywords: investment capacity, innovative activity, innovative development strategy, Uzbekistan 2030 strategy.

Application of business and quick strategies to increase innovative activity of catering enterprises in the world based on market factors such as service to various socio-economic systems, multifunctionality, level of service, customer satisfaction index, network attractiveness, number of customers, network attractiveness, investment capacity as the main factors of success. The number of scientific and practical studies aimed at improving the system of important indicators of activity, which allows timely consideration of growth factors, and effective evaluation of the efficiency of innovative activity is increasing year by year.

With the increasing economic significance of innovations and innovative activities, in most countries, the national economy is considered as the main factor of development. In the Republic of Uzbekistan, special emphasis is placed on innovative development as one of the important conditions for the rapid development of the economy.

The "Uzbekistan 2030" strategy envisages diversification of the country's economy, further increasing the innovative potential and creative activity of the population. The effective solution of these issues will increase the innovative activity in the national economy to a certain extent. In the rapid changes observed in the world economy, the development strategy of national enterprises is not sufficiently effective, technologically lagging far behind, and the low level of competitiveness also requires the development of strategies based on innovations.

Innovative processes also cover the catering sector as one of the largest segments of the national economy. In recent years, the growth rate of this sector has been around 20-25%, and it is significant that it has not reached the level of saturation. The lowest growth rate in the last 10 years was observed in 2020, with an annual growth rate of only 0.1%. During this period, 42.9% of enterprises in the field were forced to stop their activities completely, and the amount of damage was 25.3 million. established the US dollar. In such conditions, efforts and research aimed at the introduction of modern methods and forms of management and marketing aimed at quickly restoring the growth rates of the catering industry, increasing their innovative potential, and researching the issues of innovative development are becoming very urgent.

Russian scientist N.V. Bal's scientific research is focused on innovation and management of innovative processes in the field of public catering. According to him, innovation covers all sectors of the economy, including the field of public catering. It is possible to highlight its most important aspects only based on the classification of innovations in public catering.
V.V.Putintsev's scientific works include innovations in the field of catering - the development of new products or the implementation of quality changes in existing products, the use of new techniques and technologies in the processes of production, distribution, food organization and service, sales and goods movement system (warehouses, delivery organization of new channels, use of human labor and use of new forms of its organization, management and marketing, further improvement of financial and management accounting, improvement of methods of use of funds and financial resources, suppliers, competitors, local government bodies and consumers includes the use of modern methods of cooperation and a new direction of development.

The strategy of innovative development of the public catering sector envisages the implementation of the planned projects for the development of food products and the restaurant network, the enrichment of consumer characteristics and the increase of purchasing opportunities, and at the same time the development of national gastronomic tourism and serves to increase competitiveness. Formulation and implementation of the strategy is based on the principles of strategic management. In this case, the formation and implementation of innovative processes is described as in Figure 1 below. It should also be noted that the development and implementation of the innovative strategy should be carried out within the framework of the state's investment policy and should be based on certain criteria and parameters.
Figure 1 - The process of formation and implementation of the innovative development strategy of the catering industry

According to this structure, at the first stage, the strategy is developed based on the indicators of the past period without forecast values. The most important and urgent directions of innovative development of catering industry are determined. During the implementation of the strategy, forecast values and measures to achieve it are clarified. At the final stage, management decisions are made based on short-term planning and forecast values.

Summarizing the above, an algorithm for the formation and implementation of the innovative development strategy of the general catering sector is proposed in the thesis

It can be seen that the algorithm for the formation and implementation of the innovative development strategy of the general catering sector:

- provides strategic thinking of different levels of management;
- rational distribution of resources for various enterprises and business lines of the industry;
- making additional changes and corrections to the indicators of the indicative plan in order to mitigate the negative effects of the market situation and the external environment;
- improvement of methodological bases of strategic analysis in making management decisions;
- introduction of effective forms and methods of strategic control;
- new integration structures, improvement of communication and coordination structures allow rational implementation of the strategy

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