

## **ANALYSIS OF INTERNET RESOURCES IN RESTAURANT BUSINESS**

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**Abstract:** The Internet and existing resources, including social networks and websites, allow you to create new opportunities to maintain constant relationships with customers and further expand the sale of your new products. At the same time, this area of scientific activity remains almost untouched in national scientific literature. You can see that in the modern world, information systems are being created within the Internet, where representatives of the restaurant business are dominating. Based on this, the paper analyzes the ways of development of the national segment of Internet resources. At the same time, the paper provides new approaches for further development of the restaurant business.

**Keywords:** internet, social media, restaurant, tourism, web-site, Pareto.

### **Introduction**

It is no secret that the Internet has a special role to play in improving the business environment in our society and in human life in general. For example, it took 38 years for radio and 13 years for television to reach an audience of 50 million, and 4 years for the Internet. To date, the Internet audience has exceeded 4.5 billion. Facebook, the leader in social media, has more than 100 million users in nine months. According to tourism research centers, 25% of travelers actively use the social network during their travels [2].

Today, before visiting any country, every tourist can find out about the peculiarities of the country through the Internet. In today's language, it is primarily an "online tour" of the country.

In this process, it is important that modern information and communication technologies are used to promote our high culture, beautiful and prosperous places, the name of our country to the world.

In the restaurant industry, information technology directly lays the foundation for business development and the creation of modern jobs. In the management of the restaurant industry, information technology is a set of reliable information and decision-making based on the processing of various forms of primary data in order to achieve optimal results in the tourism business with the help of hardware and software. The tourism business here covers many areas, such as economic, political, social and even psychological aspects of people.

The dramatic change in the way products and services are presented in the restaurant is directly related to information technology, in which customers are directly connected to the providers of tourist services. As a result, the existing middle ground in the business of global networking is being squeezed out.

As a result of the rapid development of the Internet, it is recognized as a great power in the 21st century. In particular, we can see the impact of social media in all areas of our lives. For example, millions of people from social networks such as Facebook, Twitter, YouTube, Instagram serve as a direct means of communication or as a necessary tool for the exchange of information [3]. At the same time, these industries are involved in leisure, business, culture, politics and other areas [4].

### Internet resources.

A Web Page is a document that can only be viewed, processed, and displayed in a web browser.

A website is a virtual space marked with a unique URL in the WWW information space. This URL is usually the address of the homepage of the website. The homepage, in turn, contains links to other pages on the website or to other sites. Websites can be made up of HTML, ASP, PHP, and other files. A browser program is used to open the website [5].

A website (other options: website, website, website, web site or simply a site; visual "web" and site - "place") is a set of electronic documents located at the same e-mail address on a computer network. The email address is in the form of a domain or IP. A website should be distinguished from a web page: a web page is just one of the pages on a website, and a web page is an integral part of a website and is a logical unit, that is, it does not contain another unit.

The following main types of websites are classified:

- ✓ Purpose sites are divided into: 1) Nonprofit and 2) Commercial.
- ✓ Sites are open to the public: 1) Closed (site intended only for specific users);
- 2) Semi-closed (a site where the user is required to log in to access the site); 3) Open (open site for all).
- ✓ According to the technology used, the sites are divided into: Static sites, 1) Dynamic sites and 2) Flash sites.
- ✓ According to the information resources provided, the sites are divided into: 1) Thematic sites; 2) Internet portals; 3) Blogs and 4) Catalogs.
- ✓ Sites are divided into: 1) Local sites and 2) Global general sites.

- ✓ Websites that provide web services are divided into: 1) Search engines; 2) Postal systems; 3) Forums; 4) Hosting; 5) Bulletin boards and 6) Social networks.
- ✓ From a user point of view, websites can be classified as follows:

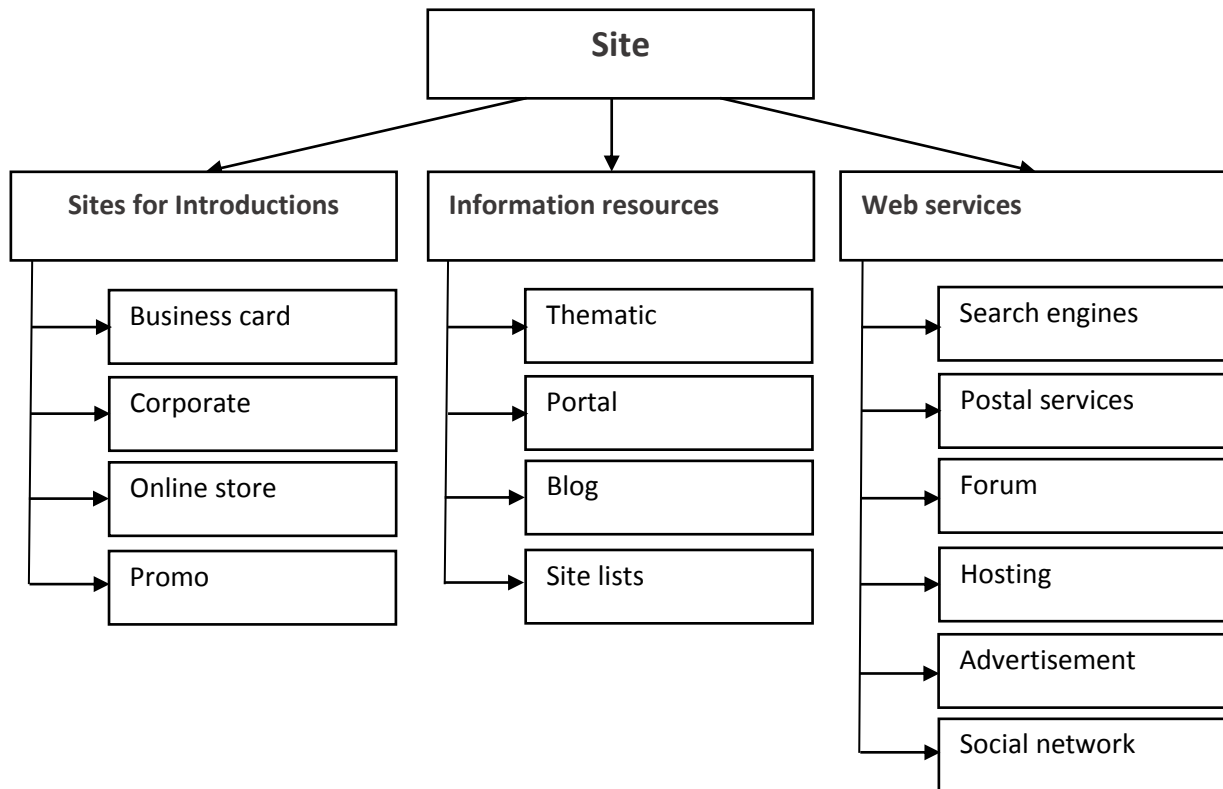


Figure 1. Website types [5].

The types of sites listed (Figure 1).

**Business cards** - the simplest form of 3 or 4 pages about a person or a company. Creating such a site does not require a lot of money. The purpose of having this type of site is for companies to provide full information about themselves, their services, prices, and contact information to Internet users.

**Corporate sites** - complete, complex looking sites. This type of site provides detailed information about the company, its products (along with photos), and prices. Users will also be able to leave feedback and place orders through the site. Different types of interactive services are also available.

**Online stores** - a site for online shoppers. We are developing this direction now. The site mainly contains information about products, their prices, payments. The main page is provided with pictures of new products.

**Promo sites** - sites created for a specific period of time. A site for conferences, exhibitions, concerts. The site should be closed after the holidays, but in most cases, the site will continue to work with old messages. This is the result of negligence.

**Thematic sites** - sites for a specific subset, created on a single theme. The design of the site should be relevant to this topic and, of course, it should be possible to leave comments. If possible, there should be a forum.

**An Internet portal** - a large site that provides links to other sites. A site that directs Internet users in the right direction. Contains a large number of links and provides a variety of information (weather information, ads, forums, games). The main thing is to be simple, the user should immediately understand where to go.

**A blog** - an online journal where a person writes about a topic. Students comment on this idea.

**List of sites** - on such sites, a brief description of other sites will be provided. You can read this short text and go to this site if you are interested. This will make the sites more attractive. The site list is stored in specific sections.

**Search engines** - sites that have their own robotic search engines. Such sites collect information from all sites and publish it when needed. Examples are Google, Yandex search engines.

**Mail services** - the most popular services on the Internet, such as opening e-mails, sending and receiving emails. Currently, such sites offer other services in addition to the mail service (search services, file storage, etc.). For example, uemail.uz, mail.ru, yandex.ru and others.

**Internet forums** - communication sites that can be part of a site or a separate site. The main task is to communicate through writing, to solve a problem. It is also useful for product promotion.

**Hosting sites** - such sites contain various types of files (video, audio, images). These files can be uploaded to the site by users and can be downloaded online when needed. For example, **img.uz**.

**Bulletin boards** - sites that display ads of various types entered by users. These sites are great for selling anything. It's also called the e-market. An example of this is, of course, **torg.uz**.

**Social networks** - sites that are filled by users. A place to create different groups with the same worldview, share interests, post pictures, and share ideas. The most

optimal site for advertising tourism on such sites. An example of such a site is facebook.com.

**Analysis of the literature on the subject.** The advent of the Internet and social networks is creating more opportunities for direct business. This allows you to communicate directly and quickly with customers, and thus develop a marketing strategy [6].

Most importantly, the cost of advertising through the Internet and social networks is satisfactory for small businesses [7]. Many scholars acknowledge the effectiveness and openness of social media in starting a business. [8]

The pros and cons of new products and services offered through social networks on the Internet are analyzed [9]. To this end, the proper use of these opportunities will enable companies to attract new customers directly [10].

In many scientific studies [11-13], tourist trips are mainly for the purpose of getting acquainted with national cuisine. That is, tourism is directly related to food [14], which allows us to understand national traditions and culture [15]. Hence, nutrition is a major part of any journey [16, 17].

When analyzing food costs, it was found that the second major part of total tourism costs is direct food costs [12]. Other scientific studies [18] have shown that 30% of a tourist's expenses are related to food. The rest of the costs go to other businesses.

Numerous scientific articles [18] show that the culture of food is one of the reasons for the development of tourism in the world, highlighting the importance of the restaurant industry in the development of the tourism industry. So, based on the world practice, the radical improvement of the restaurant business requires a radical overhaul of the national catering system and the culinary sector. That is, the development of this industry requires a clear concept. To this end, if we look at the tourism policy of China, which is close to us, there is a policy aimed at stimulating the interest of tourists in national cuisine [19, 20].

The main attraction of gastronomic tourism is food, and the share of restaurants is very high. In Canada, when this segment is directly analyzed by the local food consumption and the business sector based on them, it is concluded that this sector is the main interesting process [21].

The concept of nutrition for tourism activities in developed countries based on experience an attempt is made to draw conclusions [14, 22].

Gastronomic tourism depends on the specifics of the food and reflects the local situation of a particular region, region or country [16].

**Research methodology.** This paper is based on statistical analysis and comparative evaluation methods. In the process, from the information provided on various Internet resources, such as the study of foreign experience used. During the study, data were analyzed using methods such as analysis and synthesis, logical analysis, and grouping.

**Analysis and results.** The main application of the Internet and social networks is directly related to marketing activities [9]. For small and large companies, these areas are important for building relationships with current and future customers. This sector allows companies to increase existing revenues [24].

Based on this, the Internet activity of restaurants in Samarkand was analyzed. This is because the business strategy of restaurants requires advertising through the Internet and creating a positive image of customers.

When analyzing restaurants and other catering establishments within the city of Samarkand [25], the following should be noted:

- 1) Brand products are not provided;
- 2) It is not known which parameter is used in naming the restaurant or cafe;
- 3) None of them have a website.

The dishes served are determined by the type of kitchen and mainly consist of:

Asia	Vegetarian	Korea	Turkey
America	Europe	Morocco	Uzbek
England	India	Mexico	Uyghur
Arabia	Italy	Russia	Czech Republic
Armenia	Caucasus	Fish	

There are 19 types of kitchens, which is 16% of the total number of kitchens listed. That is, the types of kitchens are basically the same. Cuisine types can be divided into five categories: Country (e.g., Korea), Region (e.g., Caucasus), Nation (e.g., Uyghur), Food (e.g., Fish), Technology (e.g., Vegetarian). It is also worth noting that the cuisine of neighboring countries is not included here at all.

The share of dishes offered in restaurants and cafes is distributed as follows:

Types of kitchen	Share in restaurants, in percent	Types of kitchen	Share in restaurants, in percent
Asia	1,6	Korea	0,8
America	0,8	Morocco	0,8
England	0,8	Mexico	0,8
Arabia	0,8	Russia	4,1
Armenia	2,5	Fish	1,6
Vegetarian	1,6	Turkey	0,8
Europe	36,6	Uzbek	30,8
India	0,8	Uyghur	0,8
Italy	3,3	Czech Republic	1,6
Caucasus	1,6	Mixed	7,5
All			100

An analysis of these figures revealed the following:

- 1) The main part of the kitchen types, which has a high share, is 77.3%.
- 2) The number of kitchen types that provide this share is 31.0%.

This law is very much in line with the Pareto law observed in the economic and social spheres.

**Pareto's law:** The principle of 80/20 applies to any economic and social process. That is, while 20% of the action provides 80% of the result, the remaining 80% of the action covers only 20% of the result [26]. This article presents the results of the following experiments. For example, in an enterprise, we spend 20 percent of our time on 80 percent of our success, and in a business, 20 percent of our products generate 80 percent of our revenue.

This means that the share of 80% of the selected kitchen types in the restaurant management is provided by about 20% of the number of kitchen types. However, if the restaurants focus only on this 20% of the number of kitchens, that is, if all the restaurants offer only dishes belonging to this kitchen, the result will be different. Because customers have less choice. To make this point clear, here is an example: 80% of the world's discoveries are made by 20% of scientists, but such a result would not have been possible without the remaining 80% of scientists.



**Conclusions and suggestions.** Today, interactive services provided through websites in our country play an important role in saving time and money for entrepreneurs.

In recent years, a large number of information resources have been developed for the timely collection, monitoring and analysis of information in various areas of tourism. However, so far they have not been integrated into a single Internet information system.

Of course, one of the most recognizable aspects of the restaurant services offered here is that we all face this service sector and directly feel whether the services are at a high level or not. Therefore, the developed proposals can lead to the development of the restaurant business. The main proposal is to use the Internet and social networks. In the current situation, the quarantine measures imposed due to Covid-19 are the basis for this. Industry leaders will be required to rely on social media in future communication strategies.

The catering business must be reflected in its development strategy in order to continue to support its customers. Because a customer who trusts a restaurant wants to keep in touch with that restaurant. As a result, their confidence is enhanced by the information they receive from social media. This requires businesses to publish articles about their activities on social media and websites.

In the current pandemic, the weakness of restaurant services has been identified. That is, customers do not have access to the full "Only on go" service. The reasons for this can be seen in the following: First, the delivery of the product is costly for the customer. Second, private transport is not allocated; Third, it is impossible to create a social environment for customers remotely.

At the same time, the positive aspects are: First, social networks are important in maintaining regular customers. Second, changes in the economy require the development of new management strategies. Third, it creates modern forms in meeting customer requirements.

If the pros and cons are not taken into account, the restaurant business will be in crisis in the future, in the pandemic and beyond. Of course, each country has its own characteristics, such as culture, customs, so the state of the restaurant business can vary from country to country in the midst of problems and crises [27].

The results presented in this article are within the city of Samarkand and, of course, do not cover all the details. However, the data were analyzed on the example of well-known and popular cafes and restaurants.



The following tasks are proposed for further development of the restaurant business in the future:

- Organization of gastronomic festivals;
- Organization of fan clubs in social networks;
- Have a restaurant holiday.

This includes, for example, the introduction of special discounts for members of the fan club to serve them in the spare time of the restaurant. All events, of course, must be made available to the general public from the Internet and social networks.

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