



ADJUSTMENT OF REGIONAL CATERING SERVICES TO INTERNATIONAL STANDARDS

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Annotation: This article is devoted to the issue of adapting regional catering services to international standards. It considers measures to improve the quality of catering services, comply with hygiene requirements, ensure international certification processes and competitiveness. It analyzes the possibility of improving the quality of service through adaptation to international standards and contributing to the development of regional tourism and the local economy. The article also covers the experiences of leading countries, the possibilities of their implementation in practice and ways of adaptation to local conditions.

Keywords: regional catering, international standards, service quality, hygiene requirements, certification, tourism, competitiveness, economic development.

Today, along with the development of tourism and hotel business, catering services are also undergoing major changes. In countries such as Uzbekistan, the need to adapt regional catering services to international standards is increasing. In this case, it is important to combine local culinary traditions and international cuisine, provide high-quality service and adapt to the needs of guests. This article analyzes the main directions, methods and practical solutions for adapting regional catering services to international standards.

Regional catering services are a type of service that includes unique dishes and services provided to residents and tourists living in the same region. Each region has its own culinary culture, food traditions and dishes [1]. In Uzbekistan, national dishes, in particular pilaf, shashlik, manti, lagman and other local dishes, are of great interest to tourists. However, the development of global tourism and the increasing requirements for international standards of guest service require regional catering services to be brought to a new level. International standards mean many parameters, such as the highest level of service in the hotel and catering sector, quality control, hygiene, safety and an individual approach to customers. Adaptation to international standards for tourist countries such as Uzbekistan:

- Service quality: Providing high-quality service to guests, as well as improving the culture of courtesy and communication.
- Food quality and hygiene: Special precautions must be taken to ensure that the food is clean, wholesome and hygienic, and to avoid allergic reactions.
- Staff qualifications: Well-qualified chefs, waiters and other service staff directly affect the quality of service.
- Technology introduction: Simplifying the service process and creating convenience for customers with the help of modern technologies [2].

Adapting regional catering services to international standards plays an important role in the development of tourism and hotel business. This requires effective approaches to harmonizing local culinary

traditions and international requirements, establishing quality control, training personnel and branding. Also, studying international experiences and implementing modern technologies will increase the level of service and create attractive areas for tourists. By properly organizing this process, the country's tourism potential can be further increased. Services provided in accordance with international standards provide tourists with high-quality, safe and hygienic food, as well as good service [3]. This, in turn, increases tourist satisfaction and increases the likelihood of returning. High-quality catering services have a positive impact on the regional economy. This develops tourism, expands the network of hotels and restaurants, creates jobs and helps local producers. Catering services adapted to international standards increase their competitiveness in international markets. International-class restaurants and catering chains are becoming popular among global tourists and business travelers. Providing quality food and a clean environment not only increases guest satisfaction, but also helps maintain their health. Compliance with international hygiene and safety standards helps prevent the spread of bacteria and diseases in food.

When providing catering services, it is necessary to comply with safety and cleanliness requirements for dishes and ingredients. High-quality and certified products should be used. Special attention should be paid to full compliance with sanitary rules and laws when preparing, storing and serving food. Staff, especially chefs, waiters and others, should be qualified to provide service that meets international standards. It is important to provide them with professional training, study international culinary culture and improve their communication methods with customers. It is necessary to conduct special courses for chefs on preparing international dishes and decorating them appropriately. This is very important in combining local culinary traditions with modern international culinary culture [4]. The quality of dishes can be improved by studying and optimizing the placement of new and high-quality ingredients. Products available in different regions of Uzbekistan need to be adapted to the international culinary requirements of our country.

There are some cultural differences between regional cuisine and international standards. Local cuisine is based on many local traditions, which may be alien to some tourists. These differences must be taken into account when introducing international cuisine. Adapting to international standards takes a lot of time, resources and financial resources. This process requires significant investment from the public and private sectors. Therefore, attracting investment from the private sector in the tourism and catering sector is an urgent problem. In order to introduce new technologies in the tourism and catering sector, the existing infrastructure and systems need to be modernized. This can be a challenge for small and medium-sized businesses.

Adapting regional catering services to international standards is an important step not only for the development of local tourism, but also for entering the global market. This requires improving the quality of service, improving the skills of personnel, introducing new technologies, and strengthening marketing and branding activities. By combining regional culinary traditions with international requirements, the country's gastronomic tourism can develop, which will contribute to economic growth and the expansion of the tourism sector. It should be noted that such practical tourism is usually quite profitable, since business tourists and scientists spend three to four times more money on such trips than other categories of tourists, since they are provided by the company and have the opportunity to spend their own money in addition. Offices, companies and foundations do not spare money for expensive hotels, transport, good food, and cultural events. The profits from business tourism are very high. For example, congress tourism in Finland is very well developed. It is even called the "country of congress tourism" in the tourism community. Ecologically clean nature and various tourism resources, peace and security in society, a large number of high-class hotels that are well suited for holding business meetings, symposiums, training programs, etc. contribute to the development of this type of tourism [5].

Bus routes - in which tourists cross the country along highways from one point to another. In general, tourists sleep very little on buses, mainly in inexpensive hotels or motels for sleeping, but there are also special sleeper buses. There is also a segment of tourists who travel in their own or rented cars, as well as without leaving their cars. They cross several countries along complex routes, sometimes dragging mobile homes behind their cars, where they cook, eat and spend the night. Special camping sites and caravan parks are provided for such tourists. In sports-oriented tourism, complex tourist routes and competitions are organized. For example, torhu is the most difficult tourism in cars. A vivid example is the Samel Trophu safari. Self-drive mountain tourism, in which a tourist can rent a car or drive his own car along an agreed

route. Travel agencies book campsites, hotels, food, deliver maps, offer a number of convenient and interesting travel routes, and arrange transport insurance.

As a tourist attraction, men's temples, which are open to tourists, are either limited or completely prohibited for female tourists, and there are restrictions on visiting women's churches for male tourists. Religious restrictions include the requirement to wear clothes, the behavior of tourists, food, and the performance of religious and cultural rituals. For example, the requirements for the behavior and clothing of European women visiting Iran are so high that tourists feel that they are not doing tourism [6]. The behavior of tourists should not degrade the feelings and religious rituals of believers. This is especially important when visiting Islamic countries and cultural sites where restrictions on women are considered strict. There are restrictions on young women traveling alone to Australia and the United Arab Emirates. Many of these lead to illegal emigration. The tourist is the heart of tourism, without him there would be no tourism. Therefore, attracting more tourists is also an urgent issue. Finding tourists, studying their feelings, creating the necessary conditions, organizing their leisure time as they wish - all this should be aimed at one goal. The tourist's race, nationality, gender, age, language and religion should be studied and considered. It is also necessary to have a thorough knowledge of his rights, duties and freedoms.

Today, along with all other sectors, the tourism sector plays a significant role in the development of the country's economy, improving the living conditions of the population, entering the international arena and taking a worthy place in it. Currently, in order to widely promote tourism among people, various travel programs are being shown on our country's television screens day and night, promoting the tourism potential of Uzbekistan, various historical sites, tourist attractions, centers, and unique and legendary places of our country, subsidies and other incentives for the development of tourism are also being used. Ambassadors in foreign countries should be promoters of our country and national values, and our compatriots abroad should also contribute to this.

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