Research and Evaluation of the Innovative Potential of the Catering Sector

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ABSTRACT

The acceleration of innovative processes depends on the level of effective use of the existing innovative potential in the catering sector. From this point of view, the introduction of innovative services in the catering sector and the use of the methodology for its evaluation will increase the role of the service sector in the economy.

Restoring growth slowed down due to the negative consequences of the pandemic, mitigating the negative effects of the external environment is one of the urgent issues facing the catering industry. The development of an innovative development strategy aimed at ensuring the stability of catering enterprises in the conditions of the emerging macroeconomic restrictions requires the improvement of the organizational management mechanisms for its implementation in accordance with the new conditions.

Decree No. PF-60 of the President of the Republic of Uzbekistan "On the development strategy of the new Uzbekistan for 2022-2026", PQ-4752 dated June 16, 2020 "On measures to support the service sector", "On measures to support the service sector" dated January 27, 2022 This study serves to a certain extent in the implementation of the tasks defined in the decision "On additional measures related to development", the program for the development of the service sector in the Republic of Uzbekistan and other regulatory and legal documents related to this sector, as well as in solving the urgent problems of the rapid development of the trade sector.

Acceleration of innovative processes is also related to the effective use of existing innovative potential in the catering industry.

Analysis of most economic literature aimed at elucidating innovative potential and approaches aimed at elucidating the concept of innovative potential show that it consists of resource, structural and resulting innovative potential.

In our opinion, the concept of innovative potential, having a broad content, consists of a set of resources, conditions and factors necessary for the effective application of innovations in the domestic and foreign markets and the implementation of innovative activities that allow their commercialization. Innovative potential can be considered as a whole system consisting of the

availability of the ability to implement innovative activities, readiness to implement innovative activities, and the final result of innovative activities. It will be possible to achieve positive growth dynamics of economic entities on the basis of the three directions under consideration.

Marketing research conducted in the catering sector of Samarkand region and surveys conducted through social networks show that the level of innovative development of the sector, the use of modern science and technical-technological achievements remains low. We should also emphasize that innovative development is a broad concept, and we considered it appropriate to limit the research of innovative development and innovative potential in the following three areas:

➢ organizational-morphological analysis, i.e. innovative process or innovative potential in the field of public catering – consists of an activity aimed at implementing new technological developments or an innovative strategy aimed at the implementation of this activity;

➢ a direction based on press research or journalistic inquiry: in this, information on the innovative state of the industry is regularly monitored through periodical publications and an attempt is made to develop an innovative strategy based on the life cycle;

In our opinion, it is appropriate to use organizational-morphological analysis in evaluating the innovative potential of the catering industry. Because the development of an innovative strategy of the catering industry is one of the tasks defined in the thesis.

Conducted researches and analyzes of innovation potential evaluation show that there is no single and complete methodology that allows comprehensive evaluation of innovation potential on the basis of all factors.

For this reason, various researchers have proposed methods of evaluating innovation potential within the framework of certain factors. In our opinion, it is appropriate to develop a methodology that allows for a comprehensive assessment of the innovative potential of the catering sector based on a multinational analysis. For this purpose, evaluation work is conditionally divided into four stages. The first stage includes the method of descriptive (summarizing the results of a social survey) and comparison of information describing the innovative development of the catering industry. Based on the relative indicators calculated in the second stage, it is an integral indicator of innovative potential.

It is also possible to use a single integrated indicator based on the rating evaluation method in each of the analytical works. Because on the basis of rating or expert evaluation, it will be possible to objectively evaluate the innovative status of the activity or a specific service in a multi-point system and determine their rating.

Therefore, the average value is determined for each indicator :

$$\bar{c}_i = \frac{1}{N} \sum_{j=1}^{N} sh_{ij} \quad \bar{c}_i = \frac{1}{N} \sum_{j=1}^{N} f_{ij}$$

Here sh_{ij} , f_{ij} - the value of the i-indicator of the j-food enterprise; N is the number of food establishments.

i-index value $[C_{min}^i; , C_{max}^i]$ is defined in the field. Here, the following value, centered at s_i and divided into N intervals, is selected:

$$\delta = \alpha \sigma_{c_i}$$

Here – s_{ij} is the standard deviation of the indicator, a – the coefficient that is the same for all indicators.

The first (or last) indicator is rated $r_{min}=0$, and the last one is rated – r_{max}, =M (the highest value of the M- rating) or vice versa. Calculations show that the value r_{max}.=4 is sufficient to calculate the function $r_{ij} = f(c_{ij})$.

As a result of calculating c_{ij} indicators, r_{ij} – rating of individual indicators was determined.

Each block or stage of the model is described by a Rij rating. Here, rij is the sum of numerical ratings, i is the ordinal number of each block (i = 1, . . 3):

$$R_{ij} = \sum_{j=1}^{i=k} r_{ij}$$

Here k is the number of indicators describing this block. Thus, the evaluation of innovative potential is expressed by the following equation, which is calculated for the overall rating R_{ij}:

$$R_{um.j} = \sum_{j=1}^{i=k} r_{ij} = r_{sh.j} + r_{tay.j} + r_{nat.j}$$

Here R_{ij} – general rating of innovative potential; i = 1,.3 – innovative potential block; j= 1 .. . n, the number of indicators included in each innovation potential block; $R_{sh.j}$ – "formation of innovative potential" $R_{tay.j}$ – "utilization of innovative potential" and R_{natj} – "final result of innovative potential" private integral rating of blocks. If Rum.j is taken as a generalizing indicator, then expression (4) represents the level of development of the innovative potential of an individual catering enterprise:

$$R_{rest.turi} = \sum_{j=1}^{i=k} R_{um.j}$$

Rating of innovative potential by type of catering establishment.

In the third step, the type (or service) of each catering establishment is $R_{ij.}$ – innovation potential is ranked according to the integrated indicator

In the fourth stage, the innovative potential of the catering enterprise is grouped by indicator.

Based on this methodology, the innovative potential of the catering sector of Samarkand region between 2015 and 2021 was analyzed. Rum.j rating of catering industry subjects is presented in Figure 4.
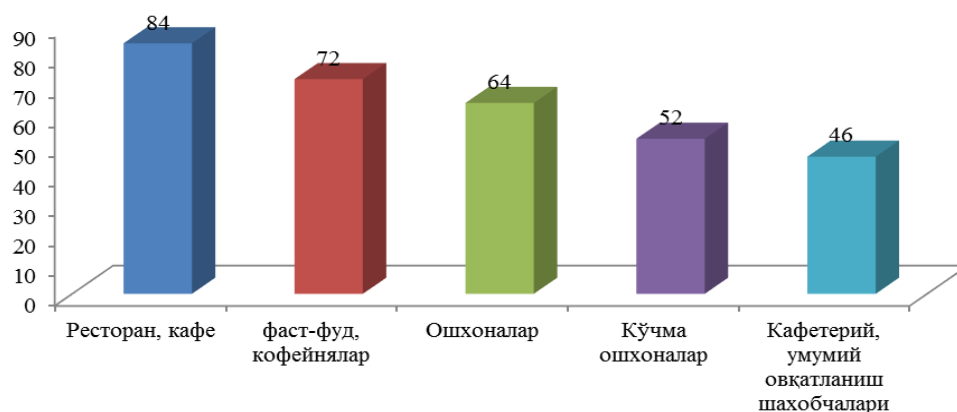
The results show that Samarkand region has a large difference in the level of development of the innovative potential of the subjects of the general catering industry, which requires the implementation of fundamental changes in order to accelerate innovative activities in the field. Among the food enterprises with stable innovative potential, there are also entities that require extensive use of modern scientific and technical achievements in service and production of products and require transformation to a modern style.

On the basis of multi-factor analysis, it will be possible to determine strategic directions for increasing the innovative potential of the catering sector in Samarkand region. It is proposed to create innovative potential for "unstable" and "depressed" entities, to transform to modern service delivery methods, to develop a scientific "road map" for increasing innovative potential for "developing" entities, and for diversifying innovative potential for "leading" entities. proposals and recommendations and comprehensive measures are developed.

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