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XAVFSIZLIKNI TA’MINLASH: MUAMMOLAR VA YECHIMLAR

MAVZUSIDAGI RESPUBLIKA ILMIY-AMALIY ANJUMANI TO‘PLAMI

FUQAROLAR PLASTIK KARTALARI KIBRXAVFSIZLIGINI TA’MINLASH
TIZIMINI TAKOMILLASHTIRISH” (MY CARD MOBIL ILOVASI)

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РИСКИ ЛИКВИДНОСТИ ПРИ ОБЕСПЕЧЕНИИ ТРАНСГРАНИЧНЫХ ДЕНЕЖНЫХ ПЕРЕВОДОВ.....	355
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THE ROLE OF TECHNOLOGY IN RESTAURANTS AND ENHANCING OFFERINGS FOR TOURISTS

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Abstract. This thesis examines the role of technology in modern restaurant operations and its contribution to enhancing services and experiences for tourists. The study analyzes the impact of digital technologies, including mobile applications, online ordering systems, contactless payments, artificial intelligence, virtual reality, and digital marketing tools, on restaurant efficiency and customer satisfaction. Particular attention is given to how technological innovations improve tourists' dining experiences, facilitate access to local cuisine, and support the development of a digitally integrated tourism ecosystem.

Keywords: technology, restaurants, tourism, digitalization, customer experience, mobile applications, artificial intelligence, virtual reality, digital gastronomy, restaurant management.

Annotatsiya. Mazkur tezisda restoranlar faoliyatida texnologiyalarning o'рни hamda ularning turistlarga ko'rsatilayotgan xizmatlar sifatini oshirishdagi ahamiyati tadqiq etilgan. Tadqiqotda mobil ilovalar, onlayn buyurtma tizimlari, kontaktiz to'lovlar, sun'iy intellekt, virtual reallik va raqamli marketing vositalarining restoranlar samaradorligi hamda mijozlar qoniqishiga ta'siri tahlil qilingan. Shuningdek, texnologik innovatsiyalarning turistlarning gastronomik tajribasini boyitish, milliy taomlar bilan tanishish imkoniyatlarini kengaytirish va raqamli turizm ekotizimini rivojlantirishdagi o'рни yoritilgan.

Kalit so'zlar: texnologiya, restoranlar, turizm, raqamlashtirish, mijozlar tajribasi, mobil ilovalar, sun'iy intellekt, virtual reallik, raqamli gastronomiya, restoran boshqaruvi.

Аннотация. В данной работе рассматривается роль технологий в деятельности современных ресторанов и их влияние на повышение качества услуг для туристов. Анализируется воздействие цифровых технологий, включая мобильные приложения, системы онлайн-заказов, бесконтактные платежи, искусственный интеллект, виртуальную реальность и инструменты цифрового маркетинга, на эффективность ресторанного бизнеса и удовлетворённость клиентов. Особое внимание уделяется тому, как технологические инновации улучшают гастрономический опыт туристов, расширяют возможности знакомства с национальной кухней и способствуют развитию цифровой туристической экосистемы.

Ключевые слова: технологии, рестораны, туризм, цифровизация, клиентский опыт, мобильные приложения, искусственный интеллект, виртуальная реальность, цифровая гастрономия, управление рестораном.

INTRODUCTION

In recent years, technology has profoundly transformed the restaurant industry, changing the way food services are delivered, managed, and experienced. This digital evolution not only streamlines restaurant operations but also significantly enhances the dining experience for tourists by making culinary exploration more accessible, personalized, and engaging.

The integration of digital tools in restaurants has led to increased efficiency and improved customer satisfaction. Self-service kiosks, mobile ordering applications, and contactless payment systems have reduced waiting times and minimized physical contact, which became especially important during the COVID-19 pandemic (Gursoy & Chi, 2020). Point-of-sale (POS) systems equipped with artificial intelligence analytics enable restaurant managers to track sales trends, optimize inventory, and personalize marketing efforts. In addition, kitchen automation and robotics are increasingly being introduced to support traditional cooking processes, improve consistency, and reduce labor costs (Ivanov & Webster, 2020).

Food technology innovations have expanded beyond operational efficiency and now include various digital culinary services. Virtual kitchens, also known as ghost kitchens, operate primarily online and allow restaurants



to reach a wider customer base without maintaining physical dine-in spaces (Zhang et al., 2021). Moreover, augmented reality (AR) and virtual reality (VR) are emerging as tools for creating immersive gastronomic experiences, such as virtual tours of ingredients, food preparation processes, or culinary origins (Chen & Wang, 2022). These technologies contribute to the development of digital gastronomy, where diners interact with food preparation and presentation in new ways, thereby enhancing the overall dining experience.

For tourists, the integration of technology into restaurant services offers numerous advantages. Digital translation applications help non-native speakers understand menus, while geolocation services assist tourists in discovering nearby authentic dining establishments (Huang et al., 2020). In addition, food applications featuring reviews, ratings, and curated recommendations enable tourists to make informed choices according to their preferences. Digital solutions such as QR code menus reduce physical contact and can provide multimedia content about the cultural background of dishes, turning dining into an educational and cultural experience (Kim & Lee, 2019).

Restaurants that effectively use technology can create tailored culinary experiences for different tourist segments. For example, AI-driven recommendation systems can suggest dishes based on dietary preferences, previous orders, or cultural interests. Virtual tours of restaurant kitchens and chef interviews available through mobile applications can increase transparency and build customer trust. Furthermore, loyalty programs integrated into mobile applications encourage repeat visits, enrich the tourist experience, and strengthen brand loyalty (Li et al., 2022).

CONCLUSION AND RECOMMENDATIONS

Technology plays a pivotal role in transforming restaurants into dynamic, efficient, and culturally rich spaces, especially for tourists seeking unique culinary experiences. By adopting innovations such as digital ordering systems, virtual reality tools, interactive menus, and personalized digital content, restaurants can better serve international visitors, promote local cuisine, and enhance the overall tourist experience.

It is recommended that restaurants actively integrate modern digital solutions into their service processes, develop multilingual digital menus, use online reservation and feedback systems, and apply interactive technologies to present the cultural background of local dishes. Such measures can improve service quality, increase customer satisfaction, strengthen the competitiveness of restaurants, and contribute to the development of a digitally connected tourism ecosystem.

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