

**7.4 Секция аталуы: ПАНДЕМИЯ ЖАҒДАЙЫНДА ТУРИЗМ ИНДУСТРИЯСЫН
ДАМЫТУДЫҢ ЗАМАНАУИ СЫН-ҚАТЕРЛЕРІ МЕН ҚАУІПТЕРІ**

**7.4 Название секции: СОВРЕМЕННЫЕ ВЫЗОВЫ И УГРОЗЫ РАЗВИТИЯ ИНДУСТРИИ
ТУРИЗМА В УСЛОВИЯХ ПАНДЕМИИ**

**7.4 Economic science: CURRENT CHALLENGES AND THREATS TO THE DEVELOPMENT OF
THE TOURISM INDUSTRY IN THE CONTEXT OF A PANDEMIC**

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MARKETING TOOLS IN THE RESTAURANT BUSINESS DURING A PANDEMIC

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The relevance of research. Restaurant owners sometimes do not know what marketing technologies are and how to ensure the efficiency of the restaurant. Restaurant owners often say that it is enough to create a beautiful interior, and it is important for customers to follow it. However, the client can go to the salon several times and see everything. If a restaurant does not offer delicious food at the price the client is willing to pay, does not provide the proper level of service, does not offer the necessary entertainment programs, the flow of visitors will decrease.

The relevance of the topic is to determine what marketing tools can help ensure the arrival of customers in the restaurant and create a stable customer base.

This study examines the features of marketing activities in the restaurant business, its planning, the main types of marketing and advertising; Marketing tools in the restaurant business will be studied and recommendations for marketing strategies in the restaurant business will be developed.

This question is very relevant today, because the modern world is impossible without marketing, or rather, without marketing tools, so for my dissertation I chose the topic "Marketing tools in the restaurant business." Thus, in order to be successful in any business, you need a specific marketing plan - marketing tools that will help you bring smart ideas to life.

Marketing in the restaurant business is a wide range of procedures aimed at solving the problem of two generations - on the one hand, studying the demand of the target audience for services, on the other, generating and maintaining demand for restaurant services. ... We can say that the product is an integral part of management aimed at obtaining benefits from the results of activities.

Restaurant marketing in 2021 requires emotion and automation. To do this, you should always be aware of the latest trends in the restaurant business. But in both the first and second cases, this must be done with 12 points on a 10-point scale. Don't forget to promote your Instagram account, now there are many hopes for this site: ads to attract visitors and image ads.

Automation of everything - a cafe automation system or restaurant program, loyalty programs, gift cards, social media, taking orders, counting guests, internal processes and services - everything needs to be automated. The restaurant business of the future is about emotions, the value of direct contact with people, not indifference.

In the restaurant business, such a strategy is a program designed to operate a restaurant on world markets.

Its main task is to understand how a restaurant works and to compete for a place in the domestic market and for its customers.

The restaurant business has deteriorated since the spring of 2020 due to the sudden announcement of global karate anti-pandemic measures. Many food service establishments, restaurants and canteens have closed due to the threat of transmitting the virus to each other. As a result, the restaurant business in the world today lags behind, few customers, isolation, remote work, etc. The number of employees has also decreased due to the phenomenon. As a result, some restaurant owners are launching other types of marketing tools and organizing "home delivery". However, it

should be noted that today, due to the COVID-19 pandemic, the restaurant business in the world is lagging behind, and large establishments with several halls for weddings are empty.

About 40% of restaurants and cafes went bankrupt as a result of quarantine measures. At the same time, the companies laid off more than half of their employees. If before there were two shifts of waiters, now there is only one: the chefs responsible for one type of menu are forced to cook everything, as a result of the coronavirus pandemic, the number of employees in the restaurant business is reduced and the workload is doubled. per person.

As a result of the pandemic, the number of people began to decline, and this trend continues. Previously, people loved to relax in a restaurant on weekends, but now they go to nature. So, here you can see the change in human needs as a person spends time and money in their free time.

Today the market of restaurant services has entered a new stage of development, when visiting restaurants and canteens quickly became exotic and gradually became a certain order.

But this is not always the case. The peculiarity of the Kazakhstani market of restaurant services is the different level of culture of the population in relation to visiting restaurants. The difference is mainly geographic and financial.

The geographical principle is that the restaurant business is close to the eastern countries, which have a long and strong place in the economic system of the countries of this continent. Eastern food culture has existed for many centuries, so everything connected with this territory has been thought out to the smallest detail. It is no coincidence that the capital's restaurateurs partially borrowed many of their projects from their colleagues.

An example of eastern integration is the city of Almaty, where, in general, the restaurant culture, with an average purchasing power of the population, is much better developed than in other cities of Kazakhstan, and even has a large population and wealth [1].

In general, the restaurant has the highest rank when considered in the hierarchy of catering establishments. For the food industry of any city to be balanced, it must have all the elements of its structure: restaurants, canteens, mobile hotels, etc. The absence or insufficient level of communication in this system indicates a general weakness of the system.

The first thing to start any business with is marketing research. They provide information to quantify the audience, but are not yet targeted. The statistical report of the study should contain data on the age and sex composition of the population, the level of education of the audience, and marital status.

Thus, the majority of Kazakhstani restaurateurs do not have a research culture at all. Typically, restaurant business organizers are guided by their previous experience and transfer old business models to a new project, which often makes big mistakes. To avoid these mistakes, it is necessary to interact with the target audience in the form of research.

In foreign practice (USA, Germany, France), this is a complex process of obtaining both quantitative and qualitative information as a result of research. Restaurants usually don't see significant differences between these two data types. The main thing that is imperceptible for an ordinary person is different levels of trust between information arrays: if a respondent can easily provide digital data about himself, it is difficult to obtain objective information describing his behavior and motivational characteristics. The main difficulty of the study often lies in overcoming the psychological barrier associated with identifying the "socially correct answers" of the respondents. Almost everyone wants to look their best. As a result, during the survey, he gives "socially correct" answers, and in fact, his exact position somewhat, sometimes quite important, differs from what was reported to the interviewer. In this case, the survey begins to play a very important role. Depending on how the questions are asked, the level of reliability of the answers will also change.

Further, the main thing is to develop the idea of the restaurant: the name and direction of the cuisine, style, design of the room. This process is very important for many reasons.

First, you should advertise the establishment after the opening of the restaurant, and possibly even earlier. The topic of advertising will be discussed in more detail. This time, we note that any restaurant needs the idea of running a red thread through an advertising campaign. Therefore,

wherever advertisements are placed - on radio, television or other media - they should always include something that briefly describes the institution.

Second, the idea mentioned earlier plays the role of a unique selling proposition. Inside? Companies choose factors that can attract customers to their restaurants. Once such a proposal is made, it remains with the right to surpass it in the media and form a set of positive associations in the audience, strictly defined by your institution.

In addition, before opening a restaurant, organizers should carefully consider the conditions and direction of development of the territory on which their establishment will be located. You may be able to chat in this area and discover a number of similar products. In this case, first of all, you need to think about the possibility of creating a corporate identity several steps ahead.

As for the prospects for business development, one more aspect is worth noting. Every business develops, and before building a house, it is important to consider expanding it, positioning it so that the renovation of the house does not turn into a major renovation of the existing area when the business expands.

Television is a good, but often very expensive, source of direct and often image advertising. If the organizers know and calculate that over time the costs of television advertising will be reimbursed, then they can confidently implement ideas in this area [2].

However, when using television, keep in mind that the restaurant is rather "empty", since the audience of this channel is much more targeted and always most of it does not live in the place where the restaurant is located. It's like a radio. This advertising channel has an optimal ratio of coverage and price, as a result of which many restaurateurs place significant bets on it. If a restaurant operates in a strictly defined area, it is very easy to choose a radio based on a geographic principle. Another question is, does the selected radio station match the target audience? But this is a real situation that will be resolved on a case-by-case basis.

The development of the public catering industry abroad is facilitated by the growth of the welfare of the population, the deepening of the financial independence of enterprises, the improvement of management methods, the emergence of new goals aimed at increasing competitiveness [3].

Success in the development of the restaurant business is often determined by the manager's ability to properly organize and coordinate a set of activities aimed at reputation, profit, payback and achievement of all goals.

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Museum economy is the complex discipline of cultural economy and the economic activities in museum. The specific type of economy that works in museums should be defined as an exchange economy due to the hybrid forms of the cultural economy that rely on both state funding, as well as generating income through privatized channels. In consequence, the definition of museum economy can not be defined independently without including the participation of museology, economy and management. Thus, museum economics is based on the principles of economics and management. It