

Training Qualified Personnel in the Field of Tourism

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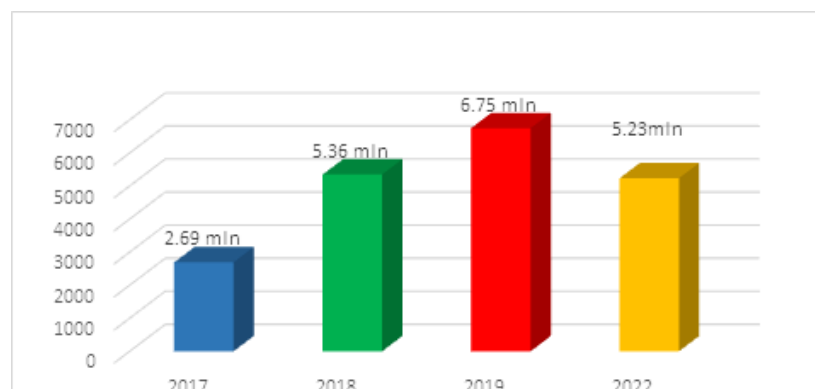
ABSTRACT

The article deals with issues related to the existing system of training for tourism. In connection with the active development of this sector of the economy, there is a need for a clear interaction between the system of vocational education and the labor market.

Uzbekistan is a country of ancient cities with hundreds of architectural monuments. The historical cities of Samarkand, Bukhara, Shakhrisabz, and Khiva are known throughout the world, some of them are the same age as Rome and Babylon. The Great Silk Road - one of the most significant achievements in the history of world civilization - also ran through these ancient cities. Today, tourism is a kind of catalyst for many processes in the country, in its economy, culture, and social sphere.

Between 2017 and 2022, the number of foreign tourists arriving in Uzbekistan almost doubled. If in 2017 our country received 2.7 million tourists, then in 2022 - 5.2 million people. This has led to a significant increase in the export of tourism services. If in 2017 the export of tourism services amounted to USD 546.9 million, then in 2022 this figure increased 2.9 times and amounted to USD 1,610.5 million.

Diagram 1. Number of foreign tourists arriving in Uzbekistan



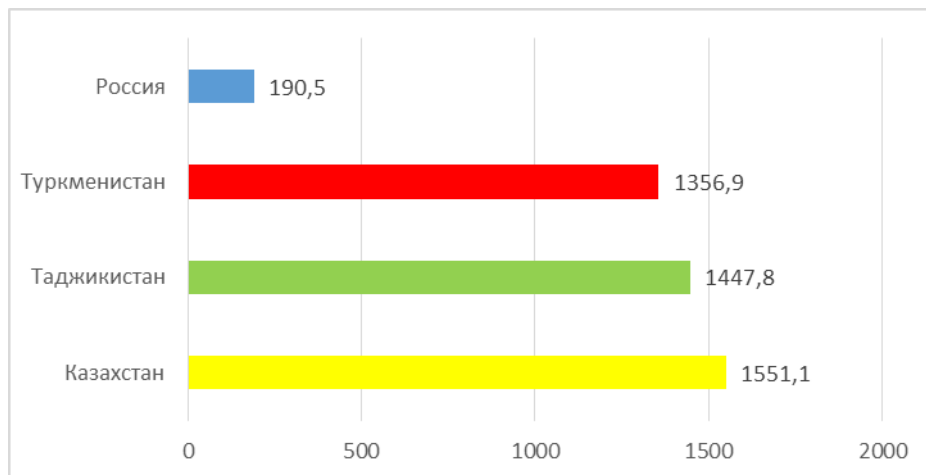
In 2022, tourists mainly arrived in Uzbekistan:

from Kazakhstan - 1551.1 thousand people (1783.8 thousand people in 2017),

from Tajikistan - 1447.8 thousand people (5.5 times more than in 2017),

from Kyrgyzstan - 1356.9 thousand people (3.6 times more than in 2017).

Diagram 2. Top 4 countries with the largest number of tourists.



The results of reforms in the tourism sector indicate the great potential of the industry. To increase the tourist attractiveness of Uzbekistan on the world stage, it is proposed to develop new areas of tourism, such as ethnic and ecological tourism, as well as the organization of thematic festivals in different regions of the country.

Tourism has become one of the leading sectors of the world economy. In this regard, Uzbekistan pays special attention to the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of services for foreign guests in accordance with international standards.

The basis for the significant promotion of tourism in Uzbekistan is the updating of the regulatory framework, so on January 5, 2019, important regulatory acts for the tourism sector were adopted: Decree of the President of the Republic of Uzbekistan No. UP-5611 “On additional measures for the accelerated development of tourism in the Republic of Uzbekistan” and Resolution President of the Republic of Uzbekistan No. PP-4095 dated 01/05/2019 “On measures for the accelerated development of the tourism industry”, Decree of the Head of State dated July 13, 2019 “On measures for the further development of the tourism sector”. The document provides for the creation of the Institute for Tourism Development. The institute will not only engage in scientific development and research, but will also assign qualifications to guides, tour guides and instructors. [3, p. 33]

The main elements of personnel training are formed as an adaptive, dynamic socio-economic system, which ensures continuous improvement of education.

On-the-job training is a practical orientation, directly related to the production functions of personnel. Off-the-job training methods provide an opportunity to take a break from the on-the-job situation. This training helps to develop new behavioral and professional competencies.

The modern approach to personnel training for tourism industry enterprises includes outsourcing and outstaffing.

Outsourcing is the transfer of non-key functions to a third party. Few modern managers consider the benefits that can be gained by outsourcing functions that are not essential to the organization to a more professional service provider. For example, outsource assessment and selection of personnel to recruitment agencies.

Outstaffing is a method that helps optimize certain professional skills, knowledge and experience that are in demand when performing both short-term and long-term projects when it is necessary to increase the flexibility of the process of hiring employees for temporary and seasonal projects.

Each country that is involved in tourism is developing its own tourism education system that would meet the requirements of our time. If we talk about trends in the development of domestic education in the field of tourism, it should be noted that against the general background of improving the quality of services provided by market participants, industry enterprises are increasingly striving to improve the professional qualifications of their employees, realizing the need for this process to improve the quality of activities in general.

The training of specialists in this field is put on a solid basis in seven colleges, lyceums and five universities in Tashkent, Samarkand, Bukhara, and Khiva. The main forges of young specialists with higher specialized education are TSUE, Samarkand Institute of Economics and Service and the University of Singapore in Tashkent. A great achievement in 2018 in this direction is the adoption of Resolution of the President of the Republic of Uzbekistan No. 3815 dated June 28, 2018 "On the creation of the international tourism university "Silk Road". An agreement was reached to sign a cooperation agreement between the State Committee for Tourism and the United Nations World Tourism Organization (UNWTO), providing for recognition of the university's status as international, granting the university the right to use the UNWTO logo, as well as its recognition as an official partner.

Thus, the tourism education system requires further improvement in the following areas [3,10]:

- 1) Development of new qualification requirements for the main positions of tourism industry workers, the relationship between academic knowledge and practical skills.
- 2) Modernization of existing and development of new educational standards for the training of qualified personnel in the tourism sector.
- 3) Improving the educational program in terms of its practical component and closer convergence of the topics of coursework and dissertations to the needs of the tourism business. Curriculums must be brought as close as possible to the needs of employers; it is necessary to develop in students mobility, erudition, communication skills, and the ability to sell any tourism product.
- 4) Research of qualitative and quantitative aspects of the need for personnel of tourism enterprises and monitoring of the needs of tourism and related business institutions for specialists in various fields.
- 5) Formation of a new type of educational institutions - unified educational and production associations of the "university-industry" type, creation of training hotels, hotels at universities.
- 6) Improving the quality of educational and methodological literature on tourism specialties.
- 7) Cooperation with international countries in the educational field of a tourism nature. Partnerships with foreign universities will allow for the exchange of students for a certain period of study.
- 8) Creation, based on the best foreign experience, of a system of national certification of specialists in the field of tourism.

The implementation of the above measures will create an integrated system for training professional personnel, improve the quality of education and service delivery, and satisfy the demand for highly qualified managers, administrators, operators, and receptionists.

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