



# **TOURISM INDUSTRY AND PERSONNEL TRAINING: MODERN REQUIREMENTS OF UZBEKISTAN**

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**Annotation.** This article discusses the problems of economic and educational processes in the field of tourism in Uzbekistan, ways to overcome them and the consequences of staff shortages. The author notes the growing need for mature and highly qualified specialists in the field of tourism, noting that the current training practice in the country is largely based on theoretical knowledge, and the practical skills of students are poorly developed. In this sense, the emphasis is on the need to improve educational programs and training systems, strengthen cooperation with tourism enterprises, and create a system of mutually beneficial cooperation between business representatives and universities. At the same time, the importance of applying international standards in tourism is widely highlighted, through which it is possible to improve the quality of tourist services and positively affect the economic development of the country.

**Keywords:** tourism, personnel training, education, qualifications, professional competence, modernization, tourism industry.

## **Introduction**

Tourism is one of the important sectors of the economy, which plays a major role in the creation of national income and jobs. Uzbekistan has also been paying special attention to the development of domestic and international tourism in recent years. Although there are great opportunities in the field of tourism in terms of infrastructure, service quality and personnel training, there is still a lot to be done in order to achieve international standards in this regard. Lack of highly qualified personnel for the industry is one of the main problems in the development of the tourism sector. The effectiveness of personnel training relies more on theory, and the development of practical skills is insufficient. Therefore, the need to adapt the training and education of personnel in the tourism sector to modern and international requirements is growing day by day.

## **Literature analysis and methodology**

It is difficult to ignore the importance of the tourism industry in the development of the economy. Every tenth job is created here and it is much cheaper than other industries. In recent years, domestic and foreign tourism in Uzbekistan has been developing rapidly, but it lags behind the international level, primarily in terms of infrastructure development, promotion of tourism products, and quality of service.

Accordingly, the need for highly qualified personnel for the industry has also increased sharply. Lack of personnel is one of the main problems of tourism development in Uzbekistan. The role of state participation is very important here. In this sense, there is no legal regulation of the participation of employers in the personnel training system, there is no provision to



encourage the participation of business in the training of tourism business specialists by the state.

That's why training of specialists is currently taking place more at the theoretical level. Students do not have practical skills. The first problem is the role and form of participation of employers in the formation of the graduate's competency model, their own competencies in this field [1]. The second problem is that competencies should not only be defined, but also be able to assess the level of their achievement. The third problem is the design of a competency-oriented educational process, teachers' possession of the methodology for such a program.

Mandatory participation of business representatives is necessary by creating associations with professional participants in the field of tourism (hotels, restaurants, travel agencies, etc.), organizers of educational systems, representatives of university specialists who train specialists.

In our opinion, there are many problems in the process of training and teaching personnel in the field of tourism in Uzbekistan today. It should be noted that in recent years, no university has been operating in our country that trains specialized personnel for the field of tourism. Therefore, one of the main problems of tourism development in the country can be considered to be the lack of qualified personnel capable of raising tourism to an international level. But the task of vocational education is not only to respond to the needs of the domestic tour operating market, but also to train personnel for it.

Undoubtedly, this had an impact on the formation of the professional tourism education system. Training in tourism specialties is often carried out only at the theoretical level, although it is not decisive in the profession. Students do not have the skills to provide educational practices and training. At the same time, the professional training of managers and tourism specialists should be based on the specific characteristics of business activity in the field of tour operation and be based on the principles of pedagogical didactics. It should also give great importance to practical skills.

Improving the effectiveness of personnel training for tour industry is mainly related to practical activities, technological processes of modern tour operation [2]. The design of the curriculum and textbooks should take into account the specific characteristics of the tourist market, respond to the dynamics of the tourist market and be directed to the functions of the tourist organization in the market of tourist services.

It can be concluded that many problems of tourism education are significantly aggravated by the lack of professional knowledge of most managers of the tourism market. The task of developing a competency-based model of a bachelor's graduate in the context of the standards of a new generation of higher professional education has been assigned to scientific and pedagogical personnel. The urgency of developing a competency model for graduates in the field of tourism is related to the process of shifting modern education from "knowledge" to a competency-based approach, which is the main and necessary condition for the modernization of its results and compliance with international standards.

## **Discussion**

According to experts, the improvement of education is undoubtedly related, first of all, to the development of qualitatively new approaches to solving the problems of managing this process. In order to effectively manage the process of training a specialist at the university, it is necessary to clearly define the direction and final goal of such training.



Currently, it is recognized that the main goal of continuing professional education is professional competence, which includes professionalism, decision-making rights and responsibilities, communication skills, independence, quick adaptation and professional mobility skills. Competence implies constant updating of knowledge for successful application in certain conditions, i.e. acquiring operational knowledge. Competence implies constant updating of knowledge for successful application in certain conditions, i.e. acquiring operational knowledge [3]. An important pedagogical condition for solving these problems is to improve the content of education and training.

The content of education is a certain category that is determined by the goals and needs of society, reflected in the system of requirements for the knowledge, abilities, skills, professional experience, and personal qualities necessary for the successful implementation of the specialist's professional activities.

The content of professional education should be based on the model of the student's future professional activity compared to the content of other types of education. This provides content integrity and systematic organization for students to acquire knowledge and skills. With this approach, the content of education is developed not as a subject of study, but as a subject of educational activity that becomes a subject of professional activity. The system of professional cases used in this approach allows dynamic development of the educational content and creates an opportunity to combine knowledge in different fields of science. Currently, the basis of the development of training and program documents is the description of professional qualifications of a specialist in the field of tourism, but their limitation is that they only reflect the knowledge and skills necessary for a manager, but do not take into account the prospects for the development of tourism enterprises. To develop educational programs, it is possible to use the standard developed based on the study of the experience of advanced highly qualified specialists in the field of tourism. The scope and content of professional training can be determined by comparing the ideal model of a specialist with the existing model [4]. The development of such a model allows to reconsider the entire system of training and retraining of personnel at various levels in the field of tourism.

Such a model is necessary for the diagnostic control of the activities of specialists for management structures of tourism. The main criteria for choosing the content of educational material for different levels of programs are: continuity, economic expediency, sociomorphism.

The criterion of continuity is independent and based on the principle of systematicity, from which the interdependence of the activities of subsystems is derived, which provides the possibility of a continuous transition from one stage of professional education to another. The educational program for training specialists in the field of tourism is systematic and continuous, and is an integral part of the single complex of the tourism industry.

The criterion of economic expediency refers to the model of the content of the training program for training specialists, which ensures that the needs of enterprises for the required number and level of professional training are met with a guaranteed result and optimal resource supply in the specified time.

The criterion of sociomorphism derives from the operation of systemic "adequate laws" in terms of diversity, complexity, ambiguity, and consistency.

## **Results**



Tourism enterprises need trained professionals with certain work experience. However, university graduates come to the labor market with a large stock of theoretical knowledge and a lack of professional skills. Training and education of personnel is an investment of money and time that should be used wisely, therefore, it is necessary to improve the system of personnel training for tourist enterprises, taking into account the requirements of the market of tourist services, and to graduate specialists well-prepared for practical activities from universities.

In this sense, modern economic conditions require a different, new approach to training 21st century specialists in the field of tourism from educational institutions. The problem of personnel training for tourism enterprises is widely discussed at scientific and practical conferences of various levels.

At the same time, in order to solve a number of existing common problems, it is necessary to support the educational institutions in the field of tourism in the field of personnel training by the state, and this is primarily for the effective interaction of specialized educational institutions and business representatives. is to create conditions [5]. To train specialists in the field of tourism business, it is necessary to form an association within the framework of social partnership, which includes professional participants of the tourism industry, existing and under construction hotels, restaurants, travel agencies, etc.

At the same time, there are a number of issues regarding the competency-based approach to education that have not yet been resolved.

The first issue is related to the involvement of employers in the formation, improvement and renewal of the set of competencies [6]. The order of their participation is not entirely clear, as well as how competent the employers themselves are in this area.

Another issue is related to the procedure for measuring the assessment of competence development. It is known that competence should be the subject of special diagnosis and assessment as an integral result of educational activity. However, the issue of competency assessment or development of a universal diagnostic methodology for each specialty remains open. A similar problem arises in the evaluation of two complementary but at the same time independent binary groups of competences, that is, general cultural and professional.

The third important issue is to design a competency-oriented educational process in the direction of forming a given set of competencies, teachers' mastery of such a design methodology is to determine the content of subjects, interdisciplinary modules, the educational process, as well as new personnel training. includes pedagogical technologies adequate to the model.

Thus, the professional training of graduates in the field of tourism and the knowledge they received at an educational institution should include the following mandatory components:

- knowledge of laws and regulatory documents, international standards in the field of tourism;
- human resources management skills, leadership, problem solving, team development strategy formation;
- knowledge of tourism industry, development trends, geography, history, culture, economy of tourist flows;
- knowledge of one or more foreign languages, computer literacy;
- business culture and the ability to competently answer any customer's question [7];



- to have complete information about all the issues that the consumer may require;
- personal development skills, effective self-management, communication skills, making presentations, using international standards.

## Conclusion

Based on the above, it should be noted that today's education, even if it includes maximum opportunities for acquiring practical knowledge and skills, completes educational institutions with full professional training. won't be. For this, it is necessary to have a continuous training process, to carry out various forms of adaptation and training programs for employees in the organization, self-education and self-development. In this sense, it is necessary to pay attention to the relevance of the following issues:

1. Economic Importance of Tourism: The tourism sector contributes significantly to the economy, including job creation and contribution to national income.
2. Lack of personnel: the need to train highly qualified specialists in the field of tourism is increasing in Uzbekistan, but the lack of coordination and legal regulation of personnel training with employers remains one of the serious obstacles in the development of tourism.
3. Problems in the educational system: the training of personnel is mainly focused on theory, and there is a lack of training of specialists with the necessary knowledge and skills in practice.
4. The need to improve the content of education: it is necessary to train personnel for the tourism industry based on practice and meet the modern requirements of the industry.
5. Strengthen cooperation: it is necessary to ensure the cooperation of business and educational institutions through public and private sector cooperation.
6. Competence-oriented approach: in modern tourism, it is necessary to increase the efficiency of education by paying attention to competence and practical skills, and it is necessary to improve the mechanisms of evaluation and formation of this.
7. Alignment with international standards: it is necessary to align the quality of education and services in the field of tourism with international standards.

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