

THE ROLE OF TOUR OPERATORS AND TRAVEL AGENCIES IN THE DEVELOPMENT OF TOURISM IN UZBEKISTAN

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ANNOTATIONS:

Tourism is one of the rapidly developing and bringing high income industries in the world, contributing huge impact to the strengthening of international socio-economic, cultural and spiritual relations. Uzbekistan as country possessing rich cultural and historical potential pays considerable attention to the development of tourism. At the same time the study and analysis of the issue raised broad problems related to the development of tourism. There is examined in the article priority areas for further development of tourism in Uzbekistan.

Keywords: Tourism, cultural and historical potential, international destinations, tourist's growth, tourism products, investments, the State Committee of the Republic of Uzbekistan for the development of tourism, advertising campaigns, tourism information centers, hotels, eco-tourism.

INTRODUCTION:

In official documents on the development of tourist and excursion business in the Republic of Uzbekistan, the development of tourism is determined not only through the creation of favorable conditions for travel, familiarization with natural, cultural and historical values. Tourism in the republic is considered a priority

sector in the development of the economy, job creation, social support for all segments of the population. The Republic of Uzbekistan has all the conditions for the development of tourism: cultural and historical values, natural and climatic conditions, the attractiveness of the heritage of the Great Silk Road. However, the available opportunities are used extremely ineffectively. This is due to the shortcomings in the development of the service infrastructure, the underdevelopment of software and methodological support, the lack of sustainable systems for training and advanced training of personnel.

The tourism industry contains a great potential for jobs, tax revenues and financial turnover. The contribution of the tourism sector to the sustainability of the cultural, social and economic life of the republic and its regions is significant. Strengthening the concrete struggle in the world tourist markets determines the need to improve the professionalism of personnel. The training of specialists is the most relevant part of the strategy for developing programs that ensure the competitiveness of tourism organizations, regions and the entire tourism industry as a whole. In this regard, the problem of the quality of professional tourism education is becoming more and more significant. The introduction of innovations in the design of educational processes in the field of tourism involves the development of a

theoretical and methodological framework for innovative management, the essence of which is determined by the socio-economic situation and the forecast of the development of tourism and excursion business. A comprehensive analysis of tourism infrastructure, production activities of travel companies, institutional foundations of the tourism industry, scientific, technical and marketing component is one of the important links in the strategy for the development of professional tourism education, including additional in the system of training and advanced training of a tourism manager. The business environment is determined by economic and social impacts, which necessitates a comprehensive approach to the study of the system of additional professional education and its effective functioning in the system of training and advanced training of specialists.

A scheme has been developed for a comprehensive analysis of socio-economic indicators of tourism development as the basis for constructing sections of additional professional education for tourism managers. The main components of tourism development indicators include: institutional system; tourism infrastructure; forecast of the number of arrivals and accommodation of tourists; economic indicators of tourism; technologies for the formation of tourist products; marketing and planning of tourism development in the conditions of market relations; training of specialists; the principles of selection of additional professional education for a tourism manager capable of performing production activities in the conditions of market relations have been systematized. The essence of the design principles of additional education as an element of professional training of specialists that meets the requirements of regional tourism

practice is based on knowledge of the features of the development and implementation of innovative projects in a market economy, taking into account the strategic indicators of tourism development, the principle of compatibility of the content of additional professional education programs by correlating goals and the content of advanced training programs, taking into account the interdependence of social phenomena, educational, entertainment and health-related needs of various categories of the population, the subject of work and the functions of professional activity of specialists.

The practical significance of the work. The sections of additional professional education of the tourism manager have been determined in connection with the peculiarities of the development of the tourism sector, which take into account the priority of the education sections for the system of advanced training for tourism specialists - heads of tourism enterprises, travel agents and tour operators. Socio-economic indicators of tourism development in the Republic of Uzbekistan were included in the national-regional component of education; in particular: in the content of seminars to improve the qualifications of personnel of tourist enterprises, employees of the hotel complex, heads of regional tourism committees; in the development of regulatory documents for the organization of advanced training systems. The reliability and validity of the research results was ensured by the general logic of analysis of official documents and statistical data on socio-economic indicators of the development of the tourism sector, analysis of literary sources, generalization of the experience of designing sections of additional professional education in the Russian International Academy of Tourism, analysis of

data on cultural and historical values of the Republic of Uzbekistan and cultural heritage of the Great Silk Road. A scheme for a comprehensive analysis of socio-economic indicators of tourism development as the basis for constructing sections of tourism education, which included the following components: advertising, tour content, trade services, tourist accommodation, transport, food, staffing. Principles of designing additional professional education for a tourism manager, adapted to the conditions of a market economy. The composition of the principles is revealed on the basis of studying the market of tourist services in the Republic of Uzbekistan, as well as the requirements of public institutions of labor, education and culture. These included the principle of taking into account the peculiarities of the development of the tourist services market, the principle of reliance on scientific data and the principle of compatibility of additional professional education programs;

The content of the sections of additional professional education of a tourism manager is a composition of knowledge about the institutional foundations and legal regulation of the tourism sector, national and regional characteristics, ethnography of traditional forms and life of the population of the regions of the republic, the content of the cultural heritage of the Great Silk Road; information about folk poetry, climatic and geographical environment of the Republic of Uzbekistan, technology for the development of programs for tourist and excursion activities. The content of the programs includes information about the infrastructure of tourist services and financial and economic activities.

The process of developing a model of additional vocational education included an

analysis of the state of the tourism industry, systematization of the principles for selecting the content of education and the development of programmatic and methodological documentation for the system of additional vocational training for employees of travel companies, taking into account the specifics of the current stage of socio-economic development of the Republic of Uzbekistan. Taking into account the peculiarities of the development of the tourist services market is the basis for the selection of the content of additional professional education for tourism managers. Innovation factors are a feature of the current stage of socio-economic development, which served as the basis for the analysis and development of proposals for project management, as a special component of planning the development of the tourism sector in the republic. Reliance on scientific data, the principle of scientific nature, which provided objective data on the processes and phenomena in the field of tourism, ensured the development of a tourism development strategy, as one of the sections of additional professional education for tourism managers. As you know, competition in the tourist services market is impossible without a qualified staff of personnel, in accordance with which the system of additional professional education was based on the principle of compatibility of additional education programs with qualification requirements for personnel professions and production tasks.

It must be recognized that the dominant form of organizational and managerial culture in Uzbekistan is still the command-administrative method, and not participation and delegation of authority. Change will only happen when managers and directors recognize the benefits of market-driven tourism education. In the short

and medium term, only as a result of working with objective information on tourism practices can changes occur in all sectors of activity.

The number of key management positions in the tourism industry is small. Consequently, the role of supplementary education as a source of new knowledge is becoming increasingly important. Improving the system of retraining and advanced training of personnel plays a key role in the development of the tourism industry.

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