

PERFORMANCE FEATURES LABOR IN THE SPHERE OF TOURISM

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ABSTRACT:

This article discusses the development of the tourism industry is directly related to the need to increase labor productivity in the industry and improve the efficiency of the use of human resources.

Keywords: Tourism, industry, efficiency, tradition, service, service, hotel.

INTRODUCTION

Uzbekistan, as one of the key countries on the Great Silk Road, with a centuries-old history, unique culture and traditions, is attracting more and more attention from foreign travel companies and tourists.

The benefits provided for foreign investors and entrepreneurs in Uzbekistan, especially in the field of international tourism, have attracted the attention of both large hotel chains and small hotel management firms.

An analysis of the current state of the tourism system shows that there is an increase in the main indicators of tourism, as a result of the drastic measures taken to reform the industry, reconstruct the material and technical base and improve the service for tourists. This can be traced according to the tourist reception data for the period of 10 months of 2021.

Table 1. Dynamics of growth in tourist reception in the Republic of Uzbekistan for 10 months of 2021

Months	Reception of tourists by years, pers.		Change, %	Deviation from the average, +/-	
	2020	2021		2020	2021
January	266194	437265	164.26	- 175738	- 122426
February	264392	393493	148.83	- 177540	- 166198
March	441 134	549454	124.55	-798	-10237
April	434962	544386	125.16	-6970	-15305
May	441500	496751	112.51	-432	-62940
June	472907	613475	129.72	30975	53784
July	506105	597665	118.09	64173	37974
August	584434	692271	118.45	142502	132580
September	503305	613784	121.95	61373	54093
October	504390	658366	130.53	62458	98675
Total	4419323	5596910	129.4	-	-

The table is compiled according to the State Committee of the Republic of Uzbekistan fortourism, www.uzbektourism.uz.

From the above data, we can conclude about the high rates of tourism development in our country. So for 10 months of this year, the number of people entering Uzbekistan amounted to about 4,420 thousand people, which is 29.4% more than in the same period of 2020. At the same time, the significant influence of the seasonality factor will remain in the country. So in the period under review, the first two months there is a big difference from the average. In 2021, even in May, the deviation from the average is about 63 thousand people.

In accordance with the Decree of the President of the Republic of Uzbekistan dated January 5, 2019, No. UP-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" approved the Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025, which provides for the development of tourism infrastructure and the formation of an accessible and comfortable tourist environment.

The development of the tourism industry is directly related to the need to increase labor productivity in the industry and improve the efficiency of the use of human resources. This is due to the high labor intensity of tourist services and the share of human labor in the organization of tourist services.

As you know, a general indicator of the efficiency of the use of labor is labor productivity. In a broad sense performance labor is its effectiveness, that is, the maximum products of labor with a minimum of labor costs. The productivity of labor is determined by the quantity of products (material goods, services) produced and sold per unit of time, or by the reciprocal of the quantity time spent on the production and sale of a unit of output. In this way, labor productivity - This is the degree of efficiency of the purposeful activity of people, reflecting the ability to produce a certain amount of use values per unit of working time. The complexity and significance of the category of labor productivity attracts many domestic and foreign scientists and economists. Currently, many different definitions of labor productivity have been proposed, which reflect various aspects of the use of human resources and the specifics of economic sectors.

However, about The definition of labor productivity for the tourism and hospitality

sector has not yet been adequately reflected in the literature. In addition, labor productivity indicators for enterprises in this industry are not entirely accurate and complete.

The productivity of tourism workers can have three indicators:

- labor productivity in valuation;
- labor productivity in kind;
- a complex indicator of the dynamics of labor efficiency.

Labor productivity in valuation is the output of employees of a tourist enterprise. It is measured by the ratio of revenue from the sale of a tourist product to the average number of employees for the corresponding period. For example, labor productivity in physical terms shows how many tourists are served by one average employee of a tourist enterprise, firm. It is measured by the ratio of the number of tourists to the average number of employees.

However, these indicators alone cannot characterize the intensity of labor. They must be compared with the output of the previous period, that is, to obtain indices that characterize the dynamics. The above indicators of labor productivity may have different trends and directions of change, which are caused by factors independent of the labor activity of a person (changes in prices, tariffs, an increase in the number of tourists who buy tickets at reduced prices, etc.). Therefore, for an objective assessment of the dynamics of labor productivity of workers in the tourism industry, we use a comprehensive indicator of the dynamics of labor efficiency, which means the level of labor efficiency in this industry. It represents the geometric mean value of the product of the indices of change of the two indicators discussed above, calculated for the same period.

The specificity of labor in the hotel business lies in the fact that labor productivity largely depends on the size of the tourist flow,

that is, on the seasonality of the tourism business. In this case, productivity does not depend on the qualifications and abilities of the employee. For the same reason, the hotel enterprise is limited in the growth rate of labor productivity. We believe that labor productivity indicators should be divided into two large groups:

Indicators of labor costs, that is, indicators that characterize the labor costs of servicing a hotel for a certain period of time. This group of indicators includes the level of use of full-time employees for the reporting period, the length of the working week, the availability and use of temporary (seasonal) employees, the planned and actual time fund per employee, the ratio of working and administrative staff, etc.;

Indicators of labor intensity, which characterize the level of use of human resources. This group includes such indicators as the number of man-days or overnight stays served, cost indicators per employee, average length of stay of tourists, volume of services rendered per employee, etc.

The first group reflects the volume of the enterprise's need for human resources and the structure of labor costs, while the second group evaluates the nature of the use of human resources.

The use of this approach helps to increase the objectivity and reliability of the estimated indicators, which will allow developing real measures to increase labor productivity. In scientific and methodological terms, a deep study of external and internal factors influencing labor productivity is necessary.

The increase in labor efficiency is greatly influenced by the rhythm of the hotel and the growth in the volume of sales of services. This influence occurs in two ways. Firstly, an increase in the rhythm and volume of services sold helps to reduce

interruptions in work and thereby increase the intensity of work, and in second, the number of administrative staff increases at a slower pace than the overall growth in revenue from the sale of tourism services, that is, the ratio of working and administrative staff will change in favor of the former.

We believe that the use of proposals for improving the assessment of labor productivity will contribute to the development of ways to improve the efficiency of labor resources in tourism enterprises.

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