

FOREIGN STANDARDS IN THE TRAINING OF QUALIFIED SPECIALISTS IN THE FIELD OF TOURISM

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ANNOTATION

The development of the tourism industry depends, first of all, on the effective establishment of cooperation in the field of tourism and the quality of training. With this in mind, we have devoted this article to the topic of foreign standards in the training of qualified specialists in the field of tourism.

Keywords: object of management, unified system, tourism enterprise, labor ethics, methods and principles of personnel management.

INTRODUCTION

Today, the study of the training of qualified specialists in the field of tourism requires work on the basis of sustainable development. This situation is one of the most important issues in this area today. First of all, the training of qualified specialists in the field of tourism is a comprehensive step-by-step interaction with the community in order to create the most favorable conditions for individual employees to work proactively, consciously and creatively to achieve their goals.

The demand for tourism goods and services determines how much of these products has to be produced. To produce these products also people need to be employed. Employment then is defined as the total demand for labor as a production factor. Subsequently, surveys can measure, for example, how many people have a job in a specific industry and what are the characteristics of the workforce. However, measuring tourism-related employment is not straight forward. The main problem is that tourism is not an unambiguous industry, like agriculture, manufacturing or education. The tourism industry is not defined as such in standard classifications used in statistics. It is a collection of industries, which serve visitors when they travel outside their usual environment. These industries range from, for example, travel agencies, transportation and accommodation services to food and beverage services, retail trade and information services. This paragraph deals with some of the issues related to the measurement of tourism-related employment.

Thus, people working in tourism enterprises can be the object of management in all three interpretations. Basically, they all work together in a single production or service system in order to achieve the end result.

Indeed, the purpose of studying personnel in the field of tourism is to teach the specifics of the organization of staff activities in tourism enterprises and ways to solve problems that arise in this process, as well as to form in them a passion for leadership and organizational activities. To achieve this goal, the following tasks must be solved:

- Personnel management in tourism enterprises in a market economy;

- Further increase the role of the human factor;
- Organization and management of professional development of personnel and personnel innovation;
- Implementation of labor ethics, ensuring the safety of employees and the organization of personnel management in tourism enterprises on a scientific basis; formation of sufficient knowledge and skills of personnel, etc.

First of all, people are its most important asset in tourism enterprises, which require large labor costs. Consequently, their management plays the role of coordinating these powerful assets, making a significant contribution to the process of developing the management system and methodology of enterprises.

In many tourism enterprises, employees are considered as an ancillary component of the enterprise and are not given due attention in their management. This is because in tourism enterprises, employees are an integral part of the enterprise, the end product, and for this, businesses charge customers. For example, in a hotel, a guest pays not only for accommodation, security, cleanliness, but also for the attention of hotel staff.

At the same time, great work has been done in the field of tourism in our country to train personnel in the field of tourism. Extensive work has been done in this area to improve the system of training, increase efficiency, training of international personnel in the field of services, tourism and hotel business and management. The process of ensuring a direct link between the supply of educational services in the training of economists and the need of the economy for these personnel, its scope and proportions will change due to the transition of the national economy to the path of innovative development.

Today, there are a number of requirements for personnel working in the field of tourism. In particular, the intellectual ability of the staff will have the following positive qualities:

- Ability to think logically;
- Attitude of the manager to his actions;
- Level of thinking;
- Ability to negotiate.

Also, the ability of an employee working in the field of tourism to perform professional duties is determined by:

- The potential that he has when he comes to the company;
- Professional training at the enterprise;
- His physical and mental condition;
- Evaluation of the employee from the company.

If we speak about the world policy regarding tourism, it is clear that there are direct employment and indirect employment as well. The disadvantage of direct employment figures is that they only partially reflect economic reality. For example, the food a visitor eats in a restaurant is produced by the agriculture industry and brought to the restaurant by the transportation industry. So, a part of the job of a farmer and a driver is indirectly generated by the activities of visitors. The main reason that indirect employment is often not taken into account is that they cannot be directly derived from basic statistics. One needs a model about which industries supply (down the value chain) to which other industries and which part of

that indirect employment is generated based on the activities of visitors. Without going further into detail, the model and the tables of the National Accounts can be used for this. These tables, the supply and use tables, provide insight into the (financial) relationships between industries in the economy of a country. Based on these tables so-called tourism multipliers can be calculated. Translated to employment, a tourism multiplier expresses the number of indirect employed persons for each of direct employed persons. So if a tourism employment multiplier is, for example, 1.50 then for every person working directly in the tourism industry, 1.50 person is indirectly employed in other industries, which supply goods and services to the tourism industry. It is clear that trends like outsourcing and subcontracting can affect the size of direct and indirect employment figures, without changing the overall effect of tourism activities on employment. Another reason why indirect employment is not always taken into account is that it makes it more difficult to compare these figures with other industries in the National Accounts. In that case also indirect employment effects of these other industries should be included. Finally, employment is also generated by the spending of people, who earn their money in the tourism industry. This is called induced employment. Also here multipliers can be calculated.

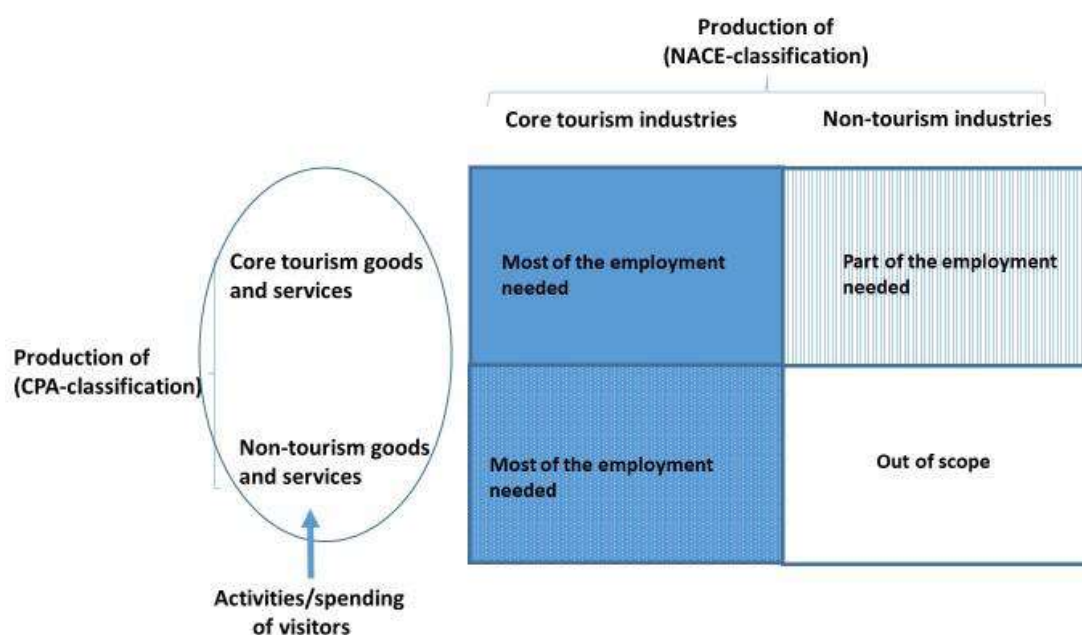


Figure 1. Scope of tourism-related employment

The National Training Program is a key normative document in the development of the training system in tourism, and one of the measures to ensure the implementation of the program is to develop and implement effective mechanisms for the integration of education with science and industry to improve the quality of education. also serves as an important factor. The system of personnel training has been radically reformed and is fulfilling a number of tasks as a basis for the methodology of higher education management.

Within the framework of this program, the experience of foreign countries in training has been collected and measures have been developed in our country for their effective use. Based on the approaches to staff training in foreign countries, in the United Kingdom, the United States, Japan and France, relations with staff, future employees, have improved. Also, methods and principles of personnel management have been developed.

In conclusion, based on the experience of developed countries, the requirements for personnel in the field of tourism are formed. Today, these requirements can be both positive and negative, respectively. These requirements are divided into criteria and criteria on the basis of such areas as the intellectual ability of the staff, the style of speech and the ability to perform professional tasks.

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