

THEORETICAL ANALYSIS OF TRAINING TO IMPROVE TOURISM IN THE COUNTRY

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Abstract. This article provides feedback on the theoretical analysis of training to improve tourism in the country, and a detailed study and analysis of existing shortcomings in the field.

Keywords: tourism, personnel, research, quota, analysis, service, marketing, specialist.

Аннотация. В данной статье в целях совершенствования туризма внутри страны были даны мнения по теоретическому анализу подготовки кадров, а также тщательно изучены и проанализированы имеющиеся недостатки в сфере.

Ключевые слова: туризм, персонал, исследование, квота, анализ, сервис, маркетинг, специалист.

Annotatsiya. Mazkur maqolada mamlakat doirasida turizmni takomillashtirish maqsadida kadrlar tayyorlashning nazariy tahlili yuzasidan fikr-mulohazalar bildirildi va soha bo'yicha mavjud kamchiliklar atroflicha o'rganildi hamda tahlil etildi.

Kalit so'zlar: turizm, kadrlar, tadqiqot, kvota, tahlil, xizmat ko'rsatish, marketing, mutaxassis.

The development of tourism remains one of the most pressing issues today. The work being done in this area, the introduction of a number of new decrees and decisions, the creation of benefits and privileges in this area can serve as proof of our words. For the development of any industry, for professional staff in this field is the basis of innovation and development. Especially in tourism, it is very important to have qualified personnel, to be able to do their job at a professional level. Observations of the research of European scientists show that personnel is everything for the activity and development of the industry.

First of all, let's pay attention to the question of what conditions a specialist working in the field of tourism must meet. So, what are the requirements for a specialist in the field of tourism, and to what extent are currently working in the field of tourism in the Republic of Uzbekistan able to meet these requirements?

For the development of tourism, in general, for the development of this sector, the specialist must have:

- Treatment culture;
- Knowledge of a foreign language;
- Have a good appearance;
- Always be positive and polite.

In tourism, in main task of personnel is to provide services, which is why the culture of communication is of particular importance in the implementation of

these services. The sweetness of the waiter helps to solve many problems easily, as a result, the tourist returns to his home country (if foreign), home (if local) with good impressions.

Another requirement of our staff is a perfect knowledge of foreign language. Based on my theoretical analysis, I can say that 60-65% of graduates who have just started working in the field of tourism, have a bachelor degree, graduated from professional colleges do not know more than 1 foreign language. This is a very serious issue in the field. The reason for this is the lack of hours of teaching foreign languages, incomplete or no teaching at all. Failure to meet this requirement indicates that the employee working in the tourism sector is unprofessional.

The next requirement is the presence of a good appearance, which will increase the trust and respect of the tourist for the specialist providing the service. Neglect of appearance leads to a decrease in trust and respect not only for tourists, but also for those around them. Having a good appearance is not about expensive clothes, gold jewelry and a beautiful dress, it means dressing cleanly and neatly, wearing comfortable and appropriate clothes, and the clothes worn must comply with the rules of etiquette.

The next, more difficult requirement is to be able to control emotions, that is, always think positively. The ability to control oneself in various force majeure situations while traveling and resolve disputes according to the principle "The customer is always right". In this case, it is necessary to resolve the conflict on a professional level and with a positive attitude.

In order to improve tourism within the country, I presented this issue on the example of the Bukhara State University in the theoretical analysis of personnel training. According to him, in the 2021-2022 academic year, the Faculty of Economics and Tourism allocated quotas in 3 areas in the field of tourism. They are as follows: for those wishing to study in the Uzbek language, 40 quotas are allocated, in Russian - 30 quotas, in English - 30 quotas. The same is true in the field of hotel management: 40 places for Uzbek students, 30 places for Russians and 30 places for English students. In the field of marketing, 25 places have been allocated for students studying the Uzbek language and 15 places for students studying the Russian language.

In the field of tourism, 52 Uzbek students, 24 Russian students and 22 English students were admitted. The number of evening parties in this direction is 31 people. 47 students of the Uzbek language, 28 students of the Russian language and 22 students of the English language were admitted to the direction of hotel management. In the evening, 31 students study in this direction. 25 people study in the Uzbek language, 15 people in the field of marketing study in Russian. There are 33 students in the evening course. In total, 235 students study at the Faculty of Tourism during the daytime, and 92 students in the evening. The main issue is the quality of their knowledge, qualifications and skills. To train professional staff from students, it is necessary to significantly increase the hours of practice. Increasing demand for their foreign language learning and constantly testing their

language learning. In addition, it is necessary to ensure their direct connection with tourists. The national training program is the main regulatory document in the development of the personnel training system, and one of the measures to ensure the implementation of the program is the development and implementation of effective mechanisms for integrating education with science and production, which serves to improve the quality of education, and also serves as an important factor.

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