

LOOKING AT THE POTENTIAL OF PERSONNEL IN THE HOSPITALITY INDUSTRY AS THE BASIS OF THE COMPANY'S COMPETITIVENESS

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Abstract: The article discusses the essential ways of importance of the market of tourism and hotel services in Samarkand. It directs the role of human resources in the activities of hotels. And it looked through the effect of quality management on the resource potential of the enterprises of hotel industry. The particularity of hospitality industries in Samarkand is that, although most the officials consider tourism & hospitality a strategic priority, a vast majority of researchers and industrialists agree that not enough steps have been done. Our research concentrated to the case of Samarkand, a region facing the challenge of limited qualified employees in the field, and was built upon qualitative and quantitative tools, examining three groups of potential, part-time & full-time employees, as well as employers, as a fourth group.

Key words: Resources, quality control, enterprise, hotel industry, personnel, human resources, recruitment, tourism.

Introduction. As the tourism and hospitality industry competes with other industries for an approximately fixed number of potential workers, we have tried to define what directs individuals to this industry and, more essentially, what determines them to stay.

The important aspect that appeal workers towards the tourism & hospitality industry is the chance to travel; During the recruitment process, candidates and employers in the tourism and hospitality industry utilize the same channels for finding / publishing job openings; For employees, the main cause for keeping the current job in the tourism and hospitality industry is working in a team, whose members motivate each other. The definition of talented human resources varies across the organizations in the hospitality field, but certain key elements are common, including here :the high performance combined with a high potential to grow; the mastering of a certain critical skills set difficult to obtain on the labor market; a consistent progress, meaning that particular employee would be able to progress within the company at any given point in time (Blass 2007).

Relevance and current status of the topic (Results). The ideas of this study emerged from the fact that, on one hand, the number of students specializing in tourism and hospitality in Samarkand increases and, on the other hand, opportunities in the industry in terms of number of job openings, salary level or professional development

are not many. The Personnel Department of the Office of the Cabinet of Ministers of the Republic of Uzbekistan (hereinafter - the Department) is a functional structural department of the Office of the Cabinet of Ministers of the Republic of Uzbekistan (hereinafter - the Office of the Cabinet of Ministers) and is a structural unit of the Office of the Cabinet of Ministers organizes the quality selection and placement of personnel, and ensures the formation and training of personnel reserves in the Cabinet of Ministers apparatus. Therefore, we decided to identify what drives young people to decide to specialize in the field of tourism and hospitality and what attract them at their workplace. The global economic crisis has had quite significant impact on the development of the tourism business in Uzbekistan, how and in many other countries. Many managers of regions show the importance of potential of tourist arrivals and their effect on the level of economic improvement of the region. In this regard, the following should be noted:

- availability in most regions tourist centers is serious transport issue;
- promotion of tourism potential regions and Samarkand as a whole on the global market is constrained by low budget levels special expenses for the industry;
- there is shortage of qualified calcified frames that are capable of tourist service;
- there is no effective legislation necessary to appeal private investments in this industry;
- business environment, necessary

Given the importance of such talented people for the hospitality organizations, some authors defined the competition for attracting, retaining and transforming such human resources in precious assets for the companies as a "war for talent" (Michaels 2001; Capelli and Luecke 2002; Wright 2008). According to Beaumont (1993), we can identify three key issues that have increased the importance of recruitment and selection decisions from an organizational perspective. As we become more and more globalized, HR managers should create new strategies for controlling a very diverse workforce, from recruitment, incentives and career development. Tourism can be described as a sector "where easily acquired, transferable skills co-exist and engender weak internal labour markets in organizations that economically are bound to a rate of throughput" (Riley and Szivas, 2003). Armstrong (Nickson, 2007) suggests that there are basic steps in handling performance problems: Decide and agree on the action required, whether it be things like a change in attitude, behavior or improvements in certain skills or abilities; Resource the action by providing coaching, training and guidance to ensure that changes can be made; Monitor and provide feedback, which may also include an element of self-management in the learning process.

The level of study of the topic (Methodology). In recent years, a number of scientific researches aimed at researching the scientific and methodological foundations of potential candidates have been conducted in Uzbekistan, candidate and master's theses have been defended, and scientific and educational literature has been published.

Discussion. The possibility of increasing new, comparable with world analogues, and there is existing tourism goods and resort centers through active propaganda and fine-tuning female demand for tourism goods; possibility of appealing budgetary funds appropriations, public and private investment, as well as receiving preferential conditions in the development of new tourism projects spheres that ultimately there will be a direction to develop the effect of tourism industries for socio-economic improvement of regions during the crisis and after it. Therefore, increasing a strategic concepts for the improvement of tourism and Samarkand the hotel services market must take into account the following factors:

- content ratio and structure of tourism provide product that consider the necessity of the target of the consumer group;

- identification of potential clients and distribution of admissible volumes of tourist flow and its structure;

- organization of tourism product for target audience taking into account the calculated

- establishing educational needs various types of tourist and basic infrastructure.

Companies in this field do not always suggest appropriate training for their workers so as to reach standards and to encourage performance. The level of competence in Romanian tourism is considered as low, as a result of the lack of performance, work, educational and training standards (Nenciu, Constandache and Secară, 2008). For example: shortage of personnel or limits to improvement of small business; vital the ability to appeal private and public investments by improving marketing plan and the corresponding set of measures; creation of a management mechanism and implementation of the chosen strategy in the region. In our opinion, the main way of government effect, the ability to self-organize the domestic market hotel services must be of quality the service provided. However, there is still no single and obligatory interesting system of classification of enterprises jobs included in the hotel industry, which would consider the requirements of foreign tourists, nor an effective incentive systems for enterprises with high indicators of quality service. Currently, personnel are being trained in Samarkand for the tourism sector in higher and secondary educational institutions. In the higher education system development of

basic personnel training for hotel industry enterprises are being implemented in specialized universities and institutes in such areas of training as "Hotel business", "Tourism" and "Service".

Conclusion. Personnel with higher professional education preparation for the hotel services sector in other non-core higher education institutions in places of training in related places of professional activity. Direct training of personnel for the tourism industry in Samarkand is aimed at staffing the sphere tourism by skilled workers and conducted within the framework of public education body standards for these professions. It should be noted that until now our country is experiencing significant differences regarding the number of offers from educational institutions and demand from the hotel industry. In specialized higher educational institutions the greatest necessity is attached to theoretical knowledge, and specialists are graduated with a clear lack of practical skills. Thus, the training sector as a whole is not fully meets the needs of hotels industry in both quantitative and qualitatively. Many graduates of specialized higher educational institutions often remain unclaimed on the market labor due to lack of skills and knowledge specific specializations, despite general shortage of qualified personnel in the hotel industry. It is considered that educational training and qualification standards graduates of higher and secondary specialties educational institutions studying in specialized specialties through creating professional standards for hotel employers' requirements industry.

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APPENDIX 1