

PROSPECTS OF TOURISM: TRAINING OF QUALIFIED PERSONNEL IN
THE FIELD OF TOURISM IS A FACTOR DEVELOPMENT

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Abstract: This article talks about the factors of development and training of qualified personnel in the field of tourism in Bukhara.

Key words: tourists, international tourism, sectors, sanatorium, resort, tourism enterprise, personnel qualification.

ПЕРСПЕКТИВЫ ТУРИЗМА: ПОДГОТОВКА КВАЛИФИЦИРОВАННЫХ
КАДРОВ В СФЕРЕ ТУРИЗМА - ФАКТОР РАЗВИТИЯ

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Аннотация: В данной статье говорится о факторах развития и подготовки квалифицированных кадров в сфере туризма в Бухаре.

Ключевые слова: туристы, международный туризм, отрасли, санаторий, курорт, туристское предприятие, квалификация персонала.

TURIZMNING ISTIQBOLLARI: TURIZM SOHASIDA YETUK KADRLAR
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Annotatsiya: Ushbu maqolada Buxoro turizm sahasida yetuk kadrlar tayyorlash va taraqqiyot omillari haqida so'z boradi.

Kalit so'zlar: sayyohlar, xalqaro turizm, sektorlar, sanatoriya, kurort, turizm korxonasi, kadrlar malakasi.

In recent years, the flow of international and local tourism has been steadily increasing in the Bukhara region. By the end of 2013, the number of foreign tourists will reach 100,000. If these indicators include jobs created indirectly by sanatorium-resort organizations and other enterprises that organize recreation, as well as by the tourism sector, the significant contribution of tourism to employment indicators in the

region is shown. One of the main tasks facing the Bukhara State University is the timely supply of qualified personnel for these jobs.

In Bukhara region, personnel for the field of tourism are trained at Bukhara State University and Bukhara College of Tourism. Bukhara State University has a bachelor's degree course specializing in tourism "(Tourism and Hotel Management)", and the first bachelors graduated from this course in 2012. From 2010-2011 to "Organization and management of hotel industry", and from 2013-2014 academic year to "Tourism" and "Services" bachelor's education courses and "Organization of tour operator activities" master's specialties students are being accepted. At the moment, 45 students have completed these courses, and 149 students are studying. By 2017, it is planned to increase the number of personnel supplied to the industry by Bukhara University from 200. Adding to these indicators more than 150 specialists graduating from the Bukhara College of Tourism every year, it is observed that positive results have been achieved in terms of providing the industry with qualified personnel.[2]

At Bukhara State University, education in the field of tourism was opened under the Department of "Economic Education and Tourism". At the moment, ten professors, including one doctor of science, five candidates of science, who teach in the field of tourism, perfectly teach the young students the intricacies of the field, using world experience. Eight teachers returned after completing their professional development and scientific research at European and Asian universities. In accordance with the tasks defined in the decision of the President of the Republic of Uzbekistan "On measures to further improve the system of learning foreign languages", four subjects were taught to students in English, and a database of foreign literature related to the field was created. A teaching-methodical center with the latest technical equipment has been established at the department. Students effectively use the electronic board, video projectors, and voting system during the lessons, and have the opportunity to learn English, French, German, Korean, Spanish, Italian, and Japanese languages in the centers and courses opened by the university.[1]

In the organization of practical work of students, close cooperation relations have been established with the regional administration of the "Uzbekturizm" MK. The administration sends students to hotels and other tourist enterprises operating in the region for internships.

By the time of independence, great importance was attached to tourism in Uzbekistan, as well as to the training of industry personnel. Based on the decision of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to improve the personnel training system for the tourism sector in Uzbekistan" (July 2, 1999), the faculty of international tourism at Tashkent University of Economics, Tashkent, Samarkand and Bukhara tourism colleges were opened. The faculty of tourism started working in the higher educational institution, which was reorganized by the decision

of the Cabinet of Ministers "On the establishment of the Samarkand Institute of Economy and Service" (March 26, 2004). Also, in some other higher and secondary special educational institutions of the country, personnel are trained for the field of tourism.[4] The training and retraining of employees is carried out by the Republican scientific-consulting training center affiliated to the national company "Uzbekturizm". In 2005, the center trained 51 guides, 201 guide-interpreters, and 90 tourist operators. Training sessions for 140 specialists, seminar-training for 190 employees were organized.

All the measures and work carried out in this regard will help the development of tourism in Uzbekistan. The role of the Internet system in the development of the modern tourism industry is incomparable. Students and professors have been providing consulting services on the use of Internet technologies in regional tourism enterprises. In order to show the tourism potential of the region more broadly, students are running pages on social networks under the names "Other Bukhara", "Bukhara - Open your fairyland".[3] At the moment, a group of students and professors, in cooperation with the regional department of the "Uzbektourism" MK, will demonstrate the unique aspects of the Bukhara tourism industry, improve the skills of industry personnel, make reservations and provide information using advanced technologies, business are working on creating a new website that will include services such as helping to implement their ideas. Within the framework of the "complex measures program for the development of the service sector in Bukhara region in 2013-2016", practical assistance was provided in the establishment of cooperation between Bukhara tourism college and leading tourism colleges of Turkey and Austria. In particular, based on the decision "On approval of the state program for the protection, conservation, promotion and use of intangible cultural heritage objects in 2010-2020" approved by the Cabinet of Ministers, the university must fulfill the tasks specified in it. special attention is paid. In particular, scientific research is being conducted on knowledge and skills related to traditional crafts, folkloric performance, and ancient manuscripts. They have been participating in "Sound of Centuries" and "Silk and Spices Festival" with crafts. A group of talented students is preparing for publication information about tangible and intangible examples of heritage in Bukhara region.[5]

International relations in the Department of "Economic Education and Tourism" are organized in an exemplary manner, and many leaders such as the University of Santiago de Compostela, the Polytechnic University of Valencia in Spain, the Free University of Brussels in Belgium, the University of Rovaniemi in Finland, and the Technological Education University of Thessaloniki in Greece cooperation relations have been established with higher education institutions in conducting scientific research. Within the framework of TEMPUS and ERASMUS MUNDUS programs of the European Commission, about 15 students returned to study in the above universities

in 2010-2013, more than ten researchers, eight professors-teachers conducted scientific research. Six of the talented students regularly participate in competitions organized by the UN Office in Uzbekistan and are among the winners. As a result of scientific research in the field of tourism, two students were awarded state scholarships named after Navoi, one professor-teacher was awarded the state award "Sign of Uzbekistan".[6]

The growing development of the tourism and service sector in our country puts a number of urgent tasks before the "Economic Education and Tourism" department. In this regard, the following are identified as the priority directions for establishing mutually beneficial and innovative relations between science and the production sector:

Implementation of interactive projects in which representatives of the tourism sector, higher education institutions, lyceum and college professors and students, scientific researchers, experts can participate with their developments, scientific articles and proposals;

1. to further improve the quality of training of qualified, highly educated and skilled specialists based on the needs of the tourism and service industry;

2. carrying out scientific research aimed at preserving tangible and intangible heritage, rational use of tourism potential, assessing the impact of tourism development on the economy, social and cultural life of society, and the environment;

3. to strengthen international cooperation in the field of tourism education;

4. providing expert support to local authorities in making decisions in the field of tourism, consulting services as a scientific research base for local tourism enterprises, and offering opportunities for improving the skills of existing personnel.

In a word, rapid development processes in the field of world tourism are also observed in Bukhara region. Therefore, the university has a high task for teachers and trainers to deliver mature, knowledgeable and qualified personnel to this field. The university team is working with a deep sense of this noble goal.

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