



The Importance of Education and Development Prospects in the Field of Tourism

M. T. Alieva

*Professor of the department "Tourism and Service" of the Tashkent State University of Economics,
Doctor of Economics*

Abduganiyev Tokhirjon

3rd year student of Tashkent State University of Economics, Faculty of International Tourism

Abstract: *I hope this article will make a great contribution to the development of tourism by integrating the education and tourism system, changing students' views on tourism in their lives, and interpreting new ideas. For example, we see that school graduates do not know tourist books or places. In interpreting my ideas, I would like tourism to be taught as a subject in the final grades of secondary schools. Another way to develop tourism in the current conditions of globalization is to attract tourists by advertising holidays or ancient places on social networks.*

Keywords: *education, tourism, travel company.*

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Introduction

Several plans for the development of tourism in the conditions of Uzbekistan have been developed. One thing I am sure, I believe that the system of education and tourism will bring great benefits to the development of tourism. First of all, education has a special place in order for students to take their place in society. At the same time, education is a mechanism of intergenerational interaction that ensures the entry of the young generation into the life of society and the formation of culture as active subjects of a specific historical process.

It is necessary to combine tourism and education, educate the younger generation and prepare qualified personnel from it. It is necessary to radically reconsider the attitude to the education of young people, to look for new approaches, to develop content and means, to identify effective, but not yet fully used in the practice of education, in this regard, it was necessary to determine the insufficiency of studying the surrounding historical and cultural heritage, the possibilities of socio-pedagogical and natural environment. Today, new approaches are required to develop pedagogical methodology and theory, to determine what kind of person should be educated and what qualities to form, and to understand what tourism can do in this context. With the start of reforms in the education system (as well as the reform of the whole country), many educational ideas were criticized and re-evaluated. By educational activity in tourism, we mean professional activity aimed at realizing the goal of education - the formation of a person as a subject of his own tourism activity. It should be noted that today, with the existing opportunities in the field of tourism, its potential as an educational phenomenon has not been sufficiently studied and, as a result, has not been fully realized.

The main problems are:

Firstly, there is no theoretical basis for modeling educational activities in the field of tourism;

Secondly, effective educational technologies in tourism have not been fully developed;

Thirdly, there are no educational directions for organizing tourist tours;

Fourthly, the psychological and pedagogical mechanisms of the impact of tourism on a person as a multifaceted phenomenon in its various forms have not been considered.

It should also be noted that tourism specialists are not ready to solve educational problems in the field of tourism.

Therefore, at present, in the development of international tourism in the countries of the world, much attention is paid to increasing the socio-economic significance of tourism enterprises. In order for the general population to actively contribute to the tourism sector, which has become one of the four priority sectors in the world, that is, to participate widely in the organization of various tourism services, and as a result, the socio-economic interests of countries increase, the role of private tourism enterprises and organizations.

According to statistics, there are currently about 60,000 small enterprises of various forms of ownership operating in our republic. 96.1% of these enterprises are private. Small enterprises account for 96% of the total volume of products, works and services. As can be seen from the data, the state attaches great importance to the development of private and small businesses in the Republic of Uzbekistan. As in other areas, private tourism enterprises, which are of decisive importance in the development of tourism, can be conditionally divided into two types: enterprises that directly receive tourists, organize their trips, and small and private businesses that indirectly affect the development of tourism. The first category includes small travel companies, private hotels, campsites, transport companies, restaurants, and the like; the second category includes local small and private enterprises that produce products of a traditional national character, handicraft enterprises, and the like. It is known that tourists visiting the country require a certain amount of goods and services, from simple food to expensive souvenirs. This naturally opens the way for small and private enterprises involved in the production of goods and services to further expand their capabilities. Farmers produce quality products for hotels where tourists stay, small and private enterprises working in the textile and clothing industry, develop products for bedrooms, bathrobes and the like for tourists, cosmetics industries produce shampoos, soaps and deodorants. Craft workshops and enterprises for the production of traditional national products also make orders for tourists. In general, the activity of private tourist enterprises in the tourism industry of the republic is insignificant. The main reasons for this are outlined below.

Firstly, the monopolization of some companies operating in the tourism sector in the republic. Due to certain reasons, the process of privatization of the objects of these companies is rather slow. In addition, some of the newly created small tourism companies do not have the resources that large tourism companies have.

Secondly, due to the lack of highly qualified personnel in the field of tourism, there is a big problem in the creation and effective operation of new small tourism companies.

Thirdly, as a result of the inability of officials working in local representative bodies in most regions and districts of the republic to correctly assess the contribution of tourism to the economy and their old-fashioned approach to work, the creation of tourism companies, as well as the indirect impact on the tourism market, showing that they do not support the opening of small and private tourism businesses.

Fourthly, the newly created tourism companies are limited to a narrow scope of activity. In addition, they do not go beyond certain types of services that are considered traditional for the national company "Uzbektourism". As a result, it is not possible to attract foreign tourists to these companies.

If travel companies offer non-traditional types of services, for example, organizing wonderful trips to the beautiful and beautiful nature of our country, organizing excursions for tourists in order to familiarize them with the national customs of the inhabitants of local villages and auls, as well as concerts in the national spirit for tourists, and they can achieve their purposes if they organize services such as organizing a show.

Fifthly, the production of local handicrafts, clothes in the national spirit, national food and so on is one of the most pressing issues.

In accordance with the Decree of the President of the Republic of Uzbekistan No. DP-5611 dated January 5, 2019, the Concept for the Development of Tourism in the Republic of Uzbekistan for 2019-2025 was developed.

The concept for the development of the tourism sector in the Republic of Uzbekistan for 2019-2025 is to increase the effectiveness of ongoing reforms to create favorable economic conditions and factors, set priority goals and objectives for the rapid development of the tourism sector, increase its role and share in the economy, aimed at diversifying services and improving their quality and improving tourism infrastructure.

In conclusion, I must say that a number of problems and negative opinions in the field of education and tourism would be easier to prevent on the basis of the above proposals. Based on the article I wrote, I can say that there are still many unresolved problems in tourism, as I mentioned above, there is one way to solve these problems. Lack of qualified specialists.

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