



Training Of Qualified Personnel-Guides In The Field Of National Tourism In Uzbekistan

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ABSTRACT

This article discusses the features of training qualified personnel in the field of tourism, using the example of guides. At this stage of tourism development, this issue is the most relevant. Professional features of guides in Uzbekistan and their duties are revealed. Guides play an important and fundamental role in tourism. They make life easier for tourists and help them create an experience for themselves. Guides are front-line staff who provide a "moment of truth" for tourists and can make or break a trip. There are public and private training centers on the territory of the country that help both beginners and those who have been working in the tourism sector for several years to achieve success. There are additional requirements for qualified guides in Uzbekistan. A guide is a person and personality that tourists get to know first of all when entering the territory of a country, they serve as an illustration of the reputation, character, in a word, the entire image of the country for visitors. The article also provides examples of educational institutions that train professional guides.

KEYWORDS

Tourism industry, training, competence approach, guide, educational institutions, guide services.

INTRODUCTION

Uzbekistan has huge opportunities in the tourism industry. Our country has a rich spiritual and cultural heritage. Samarkand, Bukhara, Khiva and other cities of the Republic attract more and more foreign tourists every year. Uzbekistan has a huge

potential in the field of pilgrimage, ecological, mountain and other types of tourism.

In accordance with the decree of the head of state Shavkat Mirziyoyev "on measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" dated December 2, 2016, tourism

is defined as a strategic branch of the country's economy.

THE MAIN FINDINGS AND RESULTS

The tourism sector is the most actively developing, but the problem of staffing is

quite acute. The issue of training highly qualified specialists in Uzbekistan is one of the most urgent at the current stage of development of national tourism.

Consider the variety of professions related to the travel industry:



Let's take a closer look at the specifics of training guides in Uzbekistan.

Our country has managed to preserve the ancient sights, while dynamically developing and turning into a modern state. Magnificent mosques and cathedrals, squares and fortresses, beautiful parks and valleys-rest for the whole family. Guides in Uzbekistan can introduce you to such a variety of cultural monuments.

International tourism destinations are becoming more accessible and in demand, and some countries do not even require a visa to enter. Many travelers prefer to come to a foreign country to get acquainted with its cultural values, but ignorance of languages

can become an obstacle to visiting excursions. The guide is exactly the person who will help in this situation.

Guides play an important and fundamental role in tourism. They make life easier for tourists and help them create an experience for themselves. Guides are front-line staff who provide a "moment of truth" for tourists and can make or break a trip.

Their duties include visiting interesting places together with a tour group and telling about the sights, life and history of the country, city or specific location in their native language. The guide is also responsible for organizing the group's trips, for the safety of each of its members, and for solving problems

that arise. The service of guides is required to ensure the safety of life, property, health of the tourist, as well as the preservation of cultural heritage and the environment of the country/region, while the service of guides must comply with the requirements, legislative and regulatory documents of the Republic of Uzbekistan.

In addition, qualified guides in the country are subject to additional qualification requirements: higher and secondary education, professional training, knowledge and skills, experience in organizing relevant tourist destinations.

Guides are required to:

- pass certification in state bodies in the field of tourism, have experience in organizing excursions with various routes;
- have complete information about the country / region where excursions are held, places of interest, historical and modern changes and spread around the country/ region, culture, local traditions and customs;
- know the conditions of stay, familiarize with registration documents, contact details of emergency services and government agencies;

Finally, guides should periodically improve their skills and skills once a year.

To obtain a guide certificate based on international standards, each candidate who wants to provide guide services in the Republic must:

- be a citizen of the Republic of Uzbekistan;
- have a higher education;
- pass the exam (certification);
- have relevant documents, including a certificate and badge, books, articles, etc., get

acquainted with archival documents, collect interesting, historically significant facts.

As for the professional skills of tour guides, their skills are clearly felt in the process of communicating with tourists, and their skills are evaluated by how well and practically they maintain mutual understanding with their clients, even in some difficult situations. As you know, the relationship between guides and tourists is one of the most important factors during the activity.

In Uzbekistan, it is necessary to establish a constructive dialogue and join efforts between guides and stakeholders to create a solid Foundation for further cooperation and implementation of joint projects in excursion activities and promotion of the profession of "guide".

Guides need to develop skills that will help them quickly adapt to the changing situation on the labor market and new requirements. Qualified personnel of the tourism industry should strive for self-determination, self-realization, self-development.

In Uzbekistan, there are sites where tourists can choose their favorite guide. Everyone has their own portfolio. A guide is a person and personality that tourists get to know first of all when entering the territory of a country, they serve as an illustration of the reputation, character, in a word, the entire image of the country for visitors. That is why the guides insistently demanded to remain fairly neutral and unbiased in the political and religious Affairs of their own state. Consequently, excessive information or narratives about politics or religious matters can reduce the reputation of the guide's own country, and this is noted in the legal acts of the tourism sector as a violation of the laws. In addition, the guide is always responsible for preserving the environment, natural resources and cultural heritage of their country,

reminding and giving appropriate instructions to tourists to respect and preserve the national heritage of the country/region.

It is clear that the contribution of guides to providing information, providing explanations, and developing narratives is becoming a pressing issue. As competition increases, various stakeholders such as governments, media, industry, and other bodies are identifying guides to play a greater role in welcoming and informing tourists. Today, they are no longer individual personnel, but should be an integral part of the appointment policy.

In accordance with the decree of the President of the Republic of Uzbekistan from December 2, 2016 № PD-2666 "On organization of activities of the State Committee of the Republic of Uzbekistan on tourism development", Republican Scientific-Educational Consulting Center "Uzbektourism" was converted to sue "Republican center for advanced training and retraining of personnel in the sphere of tourism" under the State Committee of the Republic of Uzbekistan on tourism development.

It is the Republican center that produces brochures and booklets, methodological literature, excursion texts, materials for the "Portfolio" of a tour guide. In addition, it forms a database of guides-translators and guides of the Republic and periodically updates it, conducts competitive events between tourist enterprises and tour guides, cooperates with international tourist organizations in the field of exchange and obtaining information.

There are also private training centers on the territory of the country that help both beginners and those who have been working in the tourism sector for several years to achieve success, only by gaining new knowledge and skills, adding to existing experience and improving their skills.

The new generation of tour guides demonstrates both a higher level of professional training and a desire to further improve their skills and knowledge in this field. According to statistics, today about 260 thousand people are employed in the tourism industry of Uzbekistan. Training of specialists in colleges, lyceums and five higher education institutions in Tashkent, Samarkand, Bukhara, Khiva is put on a solid Foundation.

By decree of the President of the Republic of Uzbekistan No. 3815 dated June 28, 2018, the first state University with international status was established. Since 2019, the international University of tourism "silk road" in Samarkand has been implementing a joint 3+1 bachelor's degree program with the issuance of double degrees. The University is a leading scientific and educational center of the Central Asian region, providing research and obtaining advanced knowledge. The educational institution trains personnel, including guides, for the development of priority sectors of the economy, including tourism, who are responsible to the state and society for the results of their activities.

Since 2019, universities in Turkey and Uzbekistan have been training qualified personnel in the field of tourism. Turkey is one of Uzbekistan's closest partners. Work in this direction has reached a new level after the official meetings of the two heads of state. The first result of this cooperation was the master's degree program "travel Management and guide support", organized on the basis of a joint program of the Tashkent state University of Uzbek language and literature named after Alisher Navoi and Ankara Haji Bayram Vali University for the development of tourism.

CONCLUSION

In the 2019/2020 academic year, 10 young people who successfully passed the entrance exams in this specialty were accepted as

students. As indicated in the agreement between the two parties, the first part of the academic year students studied in the capital of Turkey, Ankara, at the University of Haji Bayram Vali. They studied such subjects as Museums, Tourism assets of Turkey, Archeology of Anatolian civilizations, Byzantine art and architectural works, Protocol and Code of social behavior, research Methods and publication ethics, and Iconography. July 1, 2020 Rector-Prof. Dr. Yusuf Tekin was found in the Internet at an online conference with students who have completed the first semester of their education. Undergraduates are currently continuing their studies in Tashkent. They must master the rich spiritual values of the Uzbek nation, original national traditions, language and literature, history, and be able to Express their thoughts in Uzbek, Russian, English, and Turkish. This is an important step towards increasing the tourism potential of Uzbekistan. During the semester-long training process organized by the Turkish partner University, future specialists will be thoroughly trained in modern travel management skills, working with tourists and ways to increase the attractiveness of tourist centers.

Uzbekistan is actively developing in the tourist direction. However, the Association of guides of the Republic was established in the country only in February 2019. There are not so many schools of guides and not in all cities, so many people have to constantly develop and improve their knowledge on their own. The more valuable such shots become. The main thing is to love your work, know the history of Uzbekistan, and be proud of its cultural heritage.

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