

THE PROSPECT OF ECOTOURISM PLACES IN UZBEKISTAN

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Annotation: The article reveals the level of tourism potential of Uzbekistan. One of the main issues is the problem of personnel, the requirements for them have been studied. The “rotation” method is also analyzed.

Key words: tourism industry, tourist, “rotation” method, tourist market, statistics, personnel issue, laws.

Today, the tourism sector of Uzbekistan is achieving high indicators: the number of foreign tourists is increasing day by day, domestic tourism is developing rapidly, the infrastructure related to the sector is being formed, and the export of services is constantly growing. There is no doubt that tourism is the most promising and profitable sector of the country's economy. and combines science, education and business. Today, intensive work is being done in our country to develop tourism, to reform the financial, economic and organizational foundations of the development of the tourism industry. understanding, substantiating the processes occurring, creating a clear system of personnel training, and mastering modern models of professional tourism education. Because the shortage of highly qualified specialists who meet world standards is the main problem that hinders the development of tourism in our country. Since the development depends first of all on the effective establishment of cooperation in the field of tourism and the quality of personnel training, to what extent does the state of Uzbekistan, our country, pay attention to this?

At the basis of personnel in the field of tourism lies the person, that is, the "human factor", and its development is related to the development of the field of education. In fact, the study of the training of personnel in the field of tourism should be based on sustainable development. remains an important issue. The goal of studying personnel in the field of tourism is to teach the uniqueness of organizing the activities of employees in tourist enterprises and ways to solve the problems that arise in this process, and to form their passion for leadership and organizational activities. First of all, In tourism enterprises that require a lot of labor, people are its most important asset. Therefore, their management performs the task of coordinating these powerful assets and contributes greatly to the process of developing the management system and style of enterprises. In many tourism enterprises, considering employees as an auxiliary component of the enterprise, they are not given adequate attention in their management. Because in tourism enterprises, employees are an integral part of the enterprise, the final product, and for this enterprises receive fees from customers. For example, a guest in a hotel is not only for accommodation, safety, cleanliness, but also for the attention of hotel staff. At the same time, great work has been done in the field of tourism in our country regarding the training of personnel in the field of tourism. In this field, the improvement of the system of personnel training, increasing the efficiency, service, tourism and hotel business management is an international Comprehensive work was carried out on the training of personnel. At present, a number of requirements have been imposed on personnel in the field of tourism. In particular:

- the intellectual ability of the staff, his mind will have positive qualities;
- speaking style: ingenuity, verbosity, clear expression of one's opinion, culture of speaking.
- his physical and spiritual condition, the availability of professional education.

Although there are currently more than 100 professions in the field of tourism, the demand for various specialists in this field has not yet been fully met. The competitive advantage of the services offered in the tourist enterprise can be achieved only by increasing the role of personnel potential, the qualification of each member of the team, taking responsibility and acting in non-standard situations. method, i.e. moving employees to different positions in a horizontal direction, also gives good results. Because the management of personnel training includes several basic functions:

- comprehensive control, analysis, identification of deficiencies and their elimination;
- rational placement of personnel, distribution of tasks, establishing connections between small systems;
- organization of educational information system and ensuring the effectiveness of its use;
- maximum use of innovations in the field;
- forecasting and planning the activity of educational institutions, setting the goals correctly, etc.

Now, if we look at the efficiency level of tourism in numbers, France, the USA, Spain, China and Italy are in the top five in terms of receiving the most foreign visitors. In particular, given by the World Tourism and Tourist Board according to estimates, Uzbekistan ranks 150th among the countries of the world in terms of tourist visits. Undoubtedly, this place is not typical for our country and we can see that we are far behind. Our country has its own place in the world tourism market. despite having a place, the level of creating comfortable conditions for tourists, improving service, increasing the attractiveness of tourist attractions and strengthening advertising is very low.

A number of laws and decrees on the development of tourism are being adopted in our country. Among them: the decree of the President of our country dated August 13, 2020 No. PF-5781 "On measures for the further development of the tourism sector in the Republic of Uzbekistan", ministries and measures to be taken by the agencies to improve the quality of tourist services, improve the qualifications of personnel in the field of tourism, actively promote national tourist products abroad and increase the number of foreign tourists coming to the republic. Decision No. PQ-135 "On additional measures to rapidly develop the tourism potential of the Republic and further increase the number of local and foreign tourists" shows that special attention is paid to the further development of the tourism potential in our country. In this decision, the following was confirmed:

- Target indicators of tourism development in Karakalpakstan, provinces and Tashkent city in 2023;
- "roadmap" for the rapid solution of existing problems in the field of tourism and cultural and entertainment events held in the field of tourism in 2023;
- composition of the republican working group on the development of the country's tourism sector;
- The schedule for attracting foreign tourists to Uzbekistan in 2023 by the diplomatic missions of the Republic of Uzbekistan in foreign countries. Also, the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 433 of July 10, 2020, approved "Tourism services A state unitary enterprise with the right to certify tourism services will be launched based on the requirements of the Regulation "On the procedure for certification and classification of objects in the field of tourism." and it was mentioned that tourism is one of the highly profitable and promising sectors,

and we should pay special attention to it. Therefore, since our country has its place and importance among the countries with great tourism potential, we should use the available opportunities to the maximum extent. In addition to this, if we dwell on the facilities and opportunities created for tourists in our country, citizens of about 100 countries can enter Uzbekistan without a visa. A simplified electronic visa procedure has been introduced for tourists from another 55 countries. Tourism infrastructure has also been developed, hotels, travel places and directions are increasing. This year alone, 15,000 new guest places were created, and their number reached almost 140,000. 540 resorts were built, 70 tourism routes were opened. 6 private airlines started working. Shavkat Mirziyoyev noted that there are still many opportunities in this field, and the meeting of the World Tourism Organization is a convenient opportunity to show them. The tourism and investment potential of 14 regions of the country was demonstrated. Information about tourist and recreational opportunities, scenery of tourist villages, eco and extreme travel destinations is collected.

In the first 7 months of 2023, 3.7 million foreign citizens came to Uzbekistan for tourist purposes. Tajikistan (1 million 151.4 thousand), Kyrgyzstan (912.8 thousand) and Kazakhstan visited the most during this period. (879 thousand) people. 417.4 thousand people came from Russia for the purpose of travel, while Turkey's figure was 58 thousand. For comparison, in the same period of 2022, the figure was 2.4 million people. President's decision 20 to 100 dollars subsidy will be allocated to tour operators in equal shares for each tourist from abroad. There are more than 2000 tourism companies engaged in domestic and foreign tourism in the country. There are local tourism companies in Uzbekistan. The activities of local tourism companies in Uzbekistan The Association of Private Tourist Organizations of Uzbekistan (XSTU) was established to support and clarify controversial issues.

The basis of all the reforms implemented in the way of the development of our country is the interest of the Motherland and the people. Reforms are being implemented in all areas. In order to bring such positive changes and development to a new level, we must all fulfill our duties wholeheartedly and be selfless. .

"Regardless of what tourism is, it teaches more in every aspect. Sometimes one day spent in another place gives more than ten years spent at home."

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