

STAGES OF DEVELOPMENT OF MANAGEMENT IN THE TOURISM INDUSTRY

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Abstract: *This article discusses the need for management in the tourism industry, the main educational schools and ideas of management, systematic management in tourism, situational management in tourism, the uniqueness of tourism as an object of management, ways to introduce effective management in tourism firms.*

Key word: *Tourism management, industry, need, ideas, management, object.*

Introduction:

The formation of the market economy in Uzbekistan coincided with the period of sharp changes in the field of tourism in world markets. Tourism has become one of the most important sectors of the economy in the world. The tourism industry provides jobs to nearly a million workers and employees, providing them with opportunities for professional development. It should be mentioned that employment in this field is growing twice as fast as in other fields. The development of domestic and international tourism does not happen randomly. It is a special form of human activity that needs to be managed. The development of management in the tourism industry is influenced by socio-economic, technical and technological factors. For example, without the income provided by the economy, the popularity of tourism cannot be achieved, which means that there will be no means of management.

Main part:

The Constitution of the Republic of Uzbekistan stipulates the rights of citizens to rest, but in order to use this right, it is necessary to solve a number of social problems: transport, roads, food, etc. This refers to the tourism infrastructure that needs to be managed.

Tourism organizations are faced with two interrelated tasks in the field of management⁴:

- to fully implement market relations, i.e. to inculcate the content of market economy in tourism management;
- adaptation of «know-how» innovations in the field of tourism to the conditions of the new century, that is, maximum consideration of changes in this direction in the world.

The task of the tourism industry management course is to analytically explain to students the success in the tourism industry, taking into account the tourism industry management model and the experience of developed countries.



During the development of tourism, different interpretations of this concept appeared. In order to define the concept of quality, it is first necessary to distinguish the signs of its process quality.

1. Change of location. The consideration here is travel to a location outside the normal environment (except for travel from home to work).

2. To come and settle in another place. The main condition here is that the placement is not intended for a permanent or long-term period (the placement should not exceed 12 months).

3. Labor payment from the source at the place of pilgrimage. The primary purpose of the trip is not to perform paid work from the source of the pilgrimage (such persons are not tourists, but emigrants).

Therefore, tourism is a combination of relationships, connections and events, the travel of people and their non-permanent or long-term location and independent of their work. The word «tourism» comes from the phrase «grand tour» and means a trip to get acquainted with other cultures. Tourism includes the activities of tour operators and, first of all, tourism organizers and intermediaries. Thus, tourism is a sector of the economy that must be managed and includes the activities of tourism organizers and intermediaries.

The main educational schools of management and the :

1. Approach to the teachings:

- educational school of scientific management;

- administrative management;

- science of human relations and behavior; - management science or quantitative methods.

2. The process approach studies management as a set of continuous management functions.

3. Analytical approach.

4. Case approach.

The contribution of four schools of thought to the development of management thought:

A. Educational School of Scientific Management:

a) using scientific analysis to determine the best methods for performing tasks;

b) selecting and training the most suitable employees for the performance of tasks;

c) providing employees with the necessary resources for effective performance of their duties;

g) using incentives based on a systematic approach and correctly;

d) separation of planning and thinking from execution.

B. Classical (classical) management teaching school: a) development of management principles;

b) defining management tasks;



c) a systematic approach to managing the entire organization.

D. School of Human Relations and School of Behavioral Sciences:

a) increase the level of satisfaction and productivity using the style of interpersonal relations;

b) application of human relations sciences in management and organization formation.

E. Educational School of Scientific Management:

a) understanding complex management problems using models;

b) development of quantitative methods that help decision-making leaders in complex situations.

Process approach. Management functions include: planning, organizing, motivating and controlling. According to A. Fayol, they are independent and independent.

Planning answers 3 questions:

1. Where are we now (identify strengths and weaknesses)?

2. Assessing the environment, in which direction are we moving (competitors, technology and economic situation)?

3. How do we want to achieve the intended result?

Externalization is the creation of a certain structure. Who enters the organization and what should they do?

Systematic management in tourism

Systematic approach – usually described in the form of a block diagram showing the interrelationships of the organization. More precisely, a moving image-«libail» is created. If the management changes part of the organization, this situation will affect the functions of the organization. A system is a whole or whole, the components of which are interrelated, each of which contributes to the description of the whole. For example, a system can be a car, computer, television.

At the heart of the approach is the situation, that is, a set of situations that have a strong impact on the organization at a certain time.

Situation variables are divided into internal and external.

Uniqueness of tourism as an object of management

There are specific characteristics of labor management in tourism, which is different from the activities of workers in other fields. The task of management in tourism is to determine the general trend and the laws of its development, as well as to find its specific aspects.

The specific aspects of the tourism industry are derived from the specific characteristics of the services offered by tourism organizations and intermediaries. Most tourism organizations are not very big. Large tourism organizations are established only in densely populated areas, which are common for the tourism industry, but do not have the same management structure as a factory.



In the tourism industry, a large number of tourism organizations and agents must be aligned to a single territorial management system, and this must be aimed at ensuring the long-term reliability and competitiveness of the market. Tourism organizations have a dual responsibility, which is to During their activity, they act as an organization coordinating the offer in the area and are responsible for the activity of the entire area.

A development strategy should be developed for a particular tourism organization as well as for the entire region. Specificity of tourism as an object of management is vague and difficult to define goals.

Ways to introduce effective management in tourist companies .Increasing profit is the main goal of the management of private tourist organizations aimed at making a profit. For the management of tourism organizations, such goals do not exist at the enterprise, regional level. What is the success of a tourism organization and how is it determined?

The third characteristic of tourism management is its limited influence on the development of the region. Because the tourism organization deals with state issues and often uses state funds for this. Therefore, the influence of state policy on him will be very large.

Another peculiarity of tourism is the strong influence of interested customers on it. Tourism organizations are in direct contact with creditors, political organizations, administrations and suppliers who are interested in the development of tourism among the population.

Great importance is attached to management based on standards (enterprise policy at the level of the tourism organization, planning and coordination of the development of the following image at the regional level). An important feature of tourism as an object of management is its unique product, i.e. inseparability from the source of the product. Since the product is in the form of a service, its prerequisite is the participation of the customer and it cannot be placed in a warehouse.

The appearance of the product is its uniqueness. Tourism has a great influence on such areas as economy, ecology, politics, and they, in turn, influence tourism. Therefore, the demand for tourism is increasing every year.

The formation of the market economy in Uzbekistan coincided with the period of sharp changes in the field of tourism in world markets. Tourism has become one of the most important sectors of the economy in the world. The tourism industry provides jobs for about a million workers and employees, and they create opportunities for the growth of professional skills. It should be mentioned that employment in this field is growing twice as fast as in other fields. The development of domestic and international tourism does not happen randomly. It is a special form of human activity that needs to be managed.

The Constitution of the Republic of Uzbekistan stipulates the rights of citizens to rest, but in order to use this right, it is necessary to solve a number of social problems:



transport, roads, food, etc. Here is meant tourism infrastructure that needs to be managed.

Therefore, when introducing management in tourism, it is necessary to pay attention to the following. There are 3 edges of steering control. Of particular importance are the following:

Setting standards, clearly defining the goals to be fulfilled within a certain period of time;

- evaluation of the achieved result and comparison with the expected result;

-requires correcting and clarifying process, correct decision-making and communication (communication, information exchange).

Adequate information is needed to make the right decision. To get it, reliable communication is necessary.

In the tourism industry, a large number of tourism organizations and agents should be aligned with a single regional management system, and this should be aimed at ensuring the long-term reliability and competitiveness of the market.

A development strategy should be developed for a particular tourism organization as well as for the entire region. Specificity of tourism as an object of management is vague and difficult to define goals.

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