

## FOREIGN EXPERIENCE IN PROFESSIONAL TRAINING OF SPECIALISTS IN THE FIELD OF BUSINESS TOURISM MANAGEMENT

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### ABSTRACT

The rapid pace of development of the tourism industry in Uzbekistan has led to the emergence of many tourist educational institutions involved in training personnel for work in tourism. However, the level of training of specialists in many aspects does not meet modern requirements, including the professional training of specialists in business tourism management. The tourism industry needs qualified personnel, but training a competent professional in business tourism management is low. The article explored the foreign experience of professional training specialists in business tourism management and studied how this area can be used in Uzbekistan universities and the results of this stage.

**Keywords:** Business Tourism, Management, Vocational Training, Professional Tourism Education, Foreign Experience, International Institute, Training Program, Innovative Courses, Management.

### INTRODUCTION.

Like no other branch of professional education in business tourism management, professional tourism education needs a theoretical understanding of the systemic connection between the ideas of a modern pedagogical science and the concepts of theory and practice of tourism. Without it, the synthesis of the content of professional tourism education in the field of mice is impossible.

In current conditions, the system of graduated higher education is an essential direction of optimizing the training of a new generation of mice specialists, maximizing the satisfaction of the educational needs of the individual and society, differentiation of professional training, and our country's entry into the global educational space. The World Tourism Organization has united 17 higher educational institutions into a single system for training specialists in mice.

The relevance of research. According to experts, international tourism is one of the most profitable types of business globally. It uses approximately 7% of the world's capital. At the end of the 90s, the share of tourism amounted to more than 10% of world trade in goods and services, which allowed it to take second place after the export of oil and cars, and by 2025 tourism should come out on top.

As part of the world's tourism ties, foreign tourism acts as an invisible export of goods and services, which is the reason for the relevance of training personnel - professionals of this type of tourism.

The development of domestic and foreign (inbound) tourism has a significant impact on the country's socio-economic infrastructure and its regions. For the regions, inbound tourism should become a significant source of increasing export revenues and growth of the regional economy, which is also associated with the relevance of setting the task of professionalism of specialists.

Political and economic instability the lack of professionally trained personnel for foreign tourism in Uzbekistan \* led to a sharp reduction in the tourist flow from abroad, which adversely affects the development of the tourism sector. Despite the problems that have arisen that hinder the development of foreign (inbound) tourism, there is a significant potential demand for travel in Uzbekistan for the CIS countries.

According to some forecasts, professional personnel training will ensure the stability of foreign tourist flow in Uzbekistan and its regions. Inbound tourism should grow by 15 percent shortly, and this is important not only in the economic aspect but also socially since inbound tourism is of some importance in the representation of places of employment, the development of transport infrastructure, the expanded reproduction of agricultural production, the formation of a stable positive image of Uzbekistan.

The predicted flow of tourists in Uzbekistan should be sufficient material, technical and labor resources.

Under these conditions, the need for professional training of specialists - managers of foreign tourism - is obvious, which confirms the relevance of the topic under study.

According to the results of a survey of business leaders, published in the magazine "Expert" one of the critical problems hindering the effective development of the tourism business is the lack of staff qualifications. Numerous state and non-state educational institutions involved in the training of tourist personnel organized within the framework of the direction "Management" (No. 5230200) and the specialty "Management: tourism business management" (No. 5230202) does not solve all the needs of tourist organizations in qualified personnel. The specifics of a particular tourist institution its specialization are not always considered, affecting inbound tour operating programs. In addition, untrained specialists often face the problem of adapting to a rapidly changing demand environment; that is, they show fundamental inability.

The problem of the selected research determined the purpose of the dissertation work, which is as follows: to develop the content, methods, and forms of professional training of a specialist - a manager of foreign tourism - in the conditions of a tourist university.

The object of the study is the professional training of foreign tourism specialists in a tourist university.

The subject of the study is the methodology and didactics of professional training of a specialist - a manager of foreign tourism in a tourism university and colleges.

The goal determined the objectives of the study:

1. To identify the features of the professional training of specialists and, taking them into account, formulate methodological requirements for the training of business tourism managers.

2. Consider the motivation of the professional activity of a foreign tourism manager and, on this basis, develop differentiated methods and means of teaching in a tourism university.

3. Determine and experimentally test the content, methods, and forms of training for specialists - business tourism managers.

4. To clarify the pedagogical conditions for the effectiveness of the adaptation of a specialist in the conditions of tourist practice and internships.

The research hypothesis is based on the theoretical and practical experience of the dissertator and proceeds from the position that the effectiveness of the professional training of a specialist - foreign tourism manager will be more productive if the training process itself is:

- rely on the achieved experience of the domestic system \* of continuous and multi-level professional tourism education, which we consider as an integral process;
- take into account foreign experience and methods of organizing and receiving foreign tourists, for example, the Maltese concept of teaching didactics, studied by the dissertation student directly at the Malta Institute of Tourism;
- make greater use of professional teaching methods within the framework of the UNESCO Educational Standard "Intercultural Diversity and Tourism";
- comprehensively study the regional features of professional training of a specialist - a manager of foreign tourism, implemented within the framework of border tourism, sister cities and exchanges, educational and cultural tourism, sports and recreational and other forms of international and interstate tourism cooperation.

## **RESEARCH METHODS**

The following methods were used: analysis of pedagogical, economic, legal, tourist literature on the problem of our study; questioning of students at the beginning and the end of the learning process (1,5 courses); survey of graduates of the BukSU in this specialty; an experiment on the introduction of the content, methods, and forms of training of foreign tourism managers, conducted at the BukSU; computer information, included pedagogical supervision, the direct participation of the researcher in the control of knowledge and skills of students; analysis of final qualifying works and graduation projects of students of Wakayama.

The methodological basis of the study is theoretical work on the problem of vocational education in tourism (V.A. Kvartalnoe, I.V. Zorin, A.A. Ostapets - Sveshnikov, V.A. Gorsky, V.D. Chepik); general provisions on the content and forms of vocational education (S.Ya. Batyshev, A.P. Belyaeva, N.I. Zaguzov, A.M. Novikov, G.V. Mukhametzyanova, V.A. Kalney, S.E. Shishov, V. I. Zholdak, V.A. Kabachkov, and others); ideas and provisions on the principles of developmental education (Jl.V. Zankov, V.V. Davydov, V.A. Slastenin, D.B. Elkonii, etc.); individual works on the problems of educational and industrial practice (V.V. Vasiliev, L.G. Skorobogatova, G.S. Pronkin, etc.); legislative and regulatory documents on issues of general and vocational education; general cultural and legal foundations of personality development (K.V. Kulaev, B.P. Yusov, N.I. Voloshin, V.Yu. Manolyak, etc.).

The study was carried out in three stages:

First stage.

2022-2025 - theoretical analysis of scientific and methodological literature and assessment of the experience of domestic and foreign educational institutions and

authors in the preparation of tourist personnel for the sphere of business tourism. The problems and purpose of the study were identified, the experiment's strategy and methodology, and the development of a training system for business tourism managers were specified.

Second stage.

2025-2027 - developing a methodology and conducting a formative experiment, including practical exercises, internships, and field events on business tourism routes.

Third stage.

2027-2029 - processing experimental data, introducing research results into the practice of BukhSU, preparation of teaching aids, presentation of research results in the genre of scientific research.

The study results made it possible to determine external and internal, positive and negative motives, allowing to differentiate the forms and methods of training foreign tourism managers, depending on students' natural abilities, professional orientation, knowledge, and teachings. In particular, to increase the efficiency of the learning process, strengthen learning motivation and organize differentiated career guidance for students of a tourism university, it is recommended to use the following methods for organizing the learning process:

The first type is students with a one-dimensional motive (love for tourism). In working with them, the task is to adjust to the motivational sphere to double the motive, i.e., a combination of love for tourism and organizing tourism activities.

The second type is students who entered a tourist university without a conscious motive, by chance. The content of work with this category of students consists of implementing the entire career guidance process using all disciplines of the tourist cycle and other means of introducing them to future work.

The third type of students, showing bright organizational skills, potential leaders of tourism institutions, career guidance work with them should be aimed at forming an individual style of managerial work.

The fourth type is students with pronounced skills accompanying tourist work (knowledge of foreign languages, sports training, and others). Working with them should prepare them to develop various abilities and special skills inside the university successfully.

In the study, the content, methods, and forms of professional training of a specialist - a manager of foreign tourism in the course "Management and marketing of business tourism" were developed and experimentally tested.

The basis of the teaching methodology of this course is the dialogical interaction of the teacher and students, which involves their joint activities aimed at creating conditions for heuristic search and finding the truth and at implementing the principles of student-centered pedagogy. In the process of reading this course, it is assumed that teachers will use both traditional and new forms of organizing training sessions, including, for example, designing and resolving various problem situations that may arise in the course of organizing the reception and service of foreign tourists, discussions, and disputes, conceptual and terminological exercises, summarizing the primary literary sources, participation in scientific and practical conferences of students and teachers traditionally organized by BukhSU and Bukhara College of Tourism and Cultural Heritage.

An essential role in training a specialist - a manager of foreign tourism is given to tourism practice and internships for students in primary tourism institutions. The production practice has great potential for forming an internal attitude to the tourism profession. In the process of practice, the process of professional development of a manager, his self-education and self-education is intensified, the degree of professional preparedness and suitability for tourism activities, the level of tourist orientation is checked.

The activity of students during practice is an analog of the professional activity of a foreign tourism manager, is adequate to the content and structure of tourism activities, is organized in the actual conditions of a tourism organization. Already from junior courses, thanks to tourist practice and internships, students have the opportunity to test and evaluate themselves as a future specialist, their professional training, and suitability.

Tourist practice and internship are the constituent links in the professional orientation to the tourism profession and contribute to the professional adaptation of a young specialist - a manager of foreign tourism. At the same time, the decisive factor in the adaptation of graduates of tourist universities and colleges is their professional competence, the degree of development of professionally important personal qualities.

### **RESEARCH RESULT**

As a result, the practical significance of the dissertation research was determined. In particular, the set of theoretical provisions and conclusions outlined in work allowed the researcher to implement several measures that improve the training of specialists in business tourism.

The research materials can be used in the development of a concept and program for the development of tourism both in individual regions and in BukhSU and Bukhara College of Tourism and Cultural Heritage, as well as in the process of improving the educational process at faculties, departments, in study groups of universities and colleges, where specialists in the field of business tourism are trained at various levels of training: lyceum, vocational school, college, university, postgraduate education.

### **CONCLUSION.**

A multi-level system is being formed in higher education, including secondary vocational, higher vocational, and postgraduate education institutions.

In modern Uzbekistan, the education system is constantly developing and is characterized by constant renewal and self-development. A particularly effective innovation process covered the Uzbek education system in 2010-2022. Instead of the former unified and uniform school, gymnasiums, lyceums, colleges, schools of various profiles and directions appeared. There were international schools and universities, private schools and universities. Instead of institutes and specialized higher schools (military, civil aviation, art), the leading higher education institutions predominantly became universities and academies.

The global educational space unites national educational systems of various types and levels, which differ significantly in philosophical and cultural traditions, goals and objectives, and their qualitative state. Specific global trends can be distinguished in the world education system:



- 1) an increase in the range of educational and organizational activities aimed at both satisfying the diverse interests and developing the abilities of students;
- 2) growth of the educational services market;
- 3) expanding the network of higher education and changing the social composition of the student body (becoming more democratic);
- 3) education becomes a priority object of financing in the developed countries of the world;
- 4) constant updating and adjustment of school and university educational programs;
- 5) search for additional resources for the education of children with developmental disabilities, children with disabilities.

The programs of educational institutions that train specialists in the field of business tourism management in developed countries make it possible to get a clear idea of the system of professional training of specialists in the field of business tourism management, the main directions of this training, modules, and terms are widely viewed. This education system abroad is flexible and transparent, which allows it to quickly adapt to new, constantly changing conditions for the development of society. The system of training specialists in the tourism sector includes, as the main component, advanced training and retraining, which is dictated by the needs of the globalization of all processes in the world and meets the needs of society.

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