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Practice of Recruitment of Highly Qualified Personnel and Working with Pr-Agents for the Tourism Industry in Uzbekistan

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Abstract: *The article covers a broader idea of working with PR-agents in the field of tourism and the formation of early methodological directions for the regulation of this system. The development of the tourism sector, the increase of income in foreign currency through the improvement of the tourism sector, and the improvement of the practice of working with PR-agents in the tourism sector are widely disclosed. The scientific suggestions and recommendations obtained in the process of publishing the article can be used in the development of the tourism sector in our Republic and improvement of the practice of working with PR-agents in it.*

Key words: *Tourism, tourism enterprises, PR agents, marketing, PR tools, external PR-communications, highly qualified personnel in the field of tourism.*

Introduction. Tourism is the most important industry in many developing countries where traditional agricultural production is declining. Tourism gradually affects the local economy, increasing foreign exchange earnings and creating employment opportunities. The basis of employment in the field of tourism ensured the integration of people deprived of social rights into the basic economy [13]. Tourism is the largest source of exports for many countries and is an important driver of economic growth. In both developing and developed countries, the state supports infrastructure investments and gives benefits to the tourism sector [14]. Although the basic concept of economic activity is planning, the planning concept must be adapted to the unique characteristics of the tourism industry. Tourism is the only sector that continues to grow despite the general economic stagnation in the world, and there

are signs that it will continue to grow in the 21st century. Therefore, well-defined and selected planning strategies are needed. The various factors involved in tourism require a strategic planning approach. The scale and complexity of tourism, positive and negative impacts of tourism, tourism and environmental protection are among these factors.

If we define tourism as opportunities for a large number of people to communicate and enjoy on a permanent and temporary basis, the need for active and continuous planning, as well as the complexity of the subject, is evident. Over the years, only the positive effects of tourism have been discussed in the development process. The negative consequences of tourism began to emerge, threats to the development of the tourism industry began to emerge. Elimination of these negative effects should be carried out within the framework of the plan and program. Tourist Joe and the environment are the basis of tourism. The obligation to protect the environment brings tourism and tourism planning to the agenda.

Literature Review. In the field of tourism, in particular, improving the practice of working with PR agents of tourist enterprises implies the use of innovative means of marketing communications [3]. It involves the management of marketing activities and the formation of specific strategies, and therefore intelligent technologies [4]. Effective management of marketing communications is crucial and includes elements such as advertising campaigns and PR tools, which play an important role in promoting tourism services and increasing consumer understanding of the company's offerings [5].

In addition, the implementation of quality management in tourist services is of great importance to ensure the economy, efficiency and profitability, especially in the period when the impact of external factors such as the decrease in trade and the SARS-CoV-2 pandemic is strong [6]. By combining corporate communication and tourism networking strategies, companies can strengthen relationships with stakeholders and improve overall business performance through professional communication practices [7].

To strengthen cooperation with PR agents in tourism, tourism enterprises should establish symbiotic mechanisms for leadership, decision-making, control and distribution of resources, mutually beneficial optimization of the symbiotic model [8]. It is necessary to focus on improving work with PR agents in tourism companies, selecting agents with experience in the tourism sector, adapting to market trends and effectively attracting customers, as well as ensuring high-quality service. In particular, it is important to understand the mechanism of the travel market in order to create an effective tourist agency, choose the right activity and attract customers with high-quality service [9].

Hamidah, Abd, Hamid., Kamaliah, Hj, Siarap., Adli, Mustafa. (2013) interpretation believed that the use of importance and performance analysis (IPA) can improve the work with PR agents in tourism, that it is necessary to pay attention to the efficiency of the service, and that it is necessary to improve the advertising materials in order to improve tourism [10].

Partnership agents can strengthen the work with PR agents in tourism by facilitating the selection of partners according to business characteristics, increasing the efficiency of cooperation and organizing events. In the organization of mega events, it is necessary to evaluate cooperation behavior and tourism offers, to study cooperation behavior and tourism offers in virtual networks [11].

Despite the fact that a number of conditions and opportunities have been created in the field of tourism in Uzbekistan in recent years, it is also observed that the existing opportunities in this regard have not been fully utilized. It can be said that one of the main reasons for this is that PR management in this field has not been developed to a sufficient level. The main task of public relations management (PR)

in the field of tourism is to establish friendly relations and international relations between tourism organizations and the public, as well as to plan and implement long-term efforts aimed at supporting mutual relations. is an increase.

PR management can be called the "giuo phase" of the country and the "bridge" of mutually beneficial cooperation. PR in tourism consists of a number of interconnected parts. These are, firstly, systematic analysis, development of strategic plans and conducting marketing research, secondly, development of programs and plans, secondly, establishing effective interaction with consumers, fourthly, identifying various sources of fake information. and elimination.

The article by O.O.Radjabov, Y.F.Dushanova analyzes the effective methods of using public relations tools in the tourism and hospitality business. The main goal of the article is to identify the beneficial aspects of PR and to apply them to the tourism industry. Expanding the use of successful foreign PR practices in regional and national tourism. is to build an effective PR system between entities.

The development of modern information and communication technologies creates new opportunities, in particular, the means and methods of the Republic of Uzbekistan have a regulatory influence on the state of economic, social and cultural development of the society. Modern information and connected society provide ample opportunities for individualization of market offers, two-way communication both through personal contacts and mass media. Increasingly informing the activities of the subjects in the field of tourism leads to the increase of communicative influence in order to form the preferences of the target community, broadcast cultural knowledge, norms, traditions and values, change old stereotypes and their behavioral practices. The relevance of the scientific problem of PR support is related to the need to combine business and external PR-communications in the field of tourism, to maintain the positive reputation of tourism companies, and to create a favorable image and well-known brands [12].

Research methodology. When conducting research, comparison, comparison, induction, deduction, positivism, econometric analysis and other methods are used. We rely on the paradigm of positivism because scientific research work is quantitative, objective, and scientific in nature.

Analysis and results. In developed countries with a large tourism sector, this figure is up to 10 percent, in island states and less developed countries, this share is 30 to 50 percent. Tourism accounts for 8% of the volume of exports of goods and services in the world [1], which is why it is ahead of the exports of automobiles, chemical products, food products, computers and electronics, and has become the main export network. In 83 countries that are members of the World Health Organization, tourism is among the top five export sectors, and in 38 percent of countries it is the main source of foreign exchange earnings [2]. Moreover, in countries where tourism is an important part of income, it has become the main sector of employment and employment of the population. For example, 66.7% of the population is employed in tourism in Seychelles, 52.2% in Grenada, 48.2% in Bahamas, 33.3% in Iceland, 22% in Cyprus, 15% in Thailand [1].

According to the World Health Organization, the demand for health products that provide the most satisfaction will be the lowest in the 20th millennium. Even in our country, there are all the necessary resources for the development of tourism, which consists of ancient history and architectural monuments, folk art monuments, nature reserves, mountain and water tourism, etc.

The tourist industry of the whole world is paying great attention to the issue of training such personnel. According to the information of the International Tourism Organization, in the 1990s, more than 105 higher educational institutions, 139 special secondary educational institutions were considered in

Europe, 6 and 17 in the USA, respectively, and 13 in the Asian and Pacific regions. and 35. In Russia, for example, today more than 70 national and private educational institutions are training qualified personnel for the tourism industry of the economy [1].

Currently, at the beginning of 2023, there are 209 higher education institutions in the Republic of Uzbekistan, and more than one million students are studying in them. By 2022, there were only 250,000 students. Financial independence was granted to the institution. In 2017, there were 77 higher education institutions in our republic, and there was no non-governmental higher education institution. Out of 209 higher education institutions, 114 are state higher education institutions, 65 are non-state, and the remaining 30 are branches of foreign higher education institutions [1].

Analyzing the above data, we can see that in 2023, 132 higher education institutions have increased compared to 2017, or an increase of 2.7%.

In Table 1 showed that the number of higher education institutions in Uzbekistan has increased in terms of recruiting highly qualified personnel, and the number of students has increased to 8,782 in the next five years. But showing the number of students in the field of tourism per 10,000 population is significant. This situation shows that the tourism industry in Uzbekistan is not at the level of demand for such highly qualified personnel. Also, in a number of new tourism directions, it causes a "deficit of personnel" in providing with highly qualified personnel.

Table 1 The tourism sector in Uzbekistan shows the basis for the recruitment of highly qualified personnel [15]

Basic instructions	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	Change (+:-)
Number of Higher educational institutions	11	15	26	27	28	+17
Number of students, thousand	1628	2799	6007	10324	10410	+8782
Number of tourism students per 10,000	0.24	0.41	0.73	0.9	1	+0.76

During our research, we came to the conclusion that there is a need to promote tourism in Uzbekistan in a number of its directions.

Major changes and reforms in the field of tourism, in turn, are associated with increased demands on personnel. Reforms in this regard are also being carried out in our country. In the 2022-2023 school year, a total of 10,410 students are studying tourism in 28 higher educational institutions of the republic, compared to 8,782 students in the 2018-2019 school year. we can see that it has increased. In 2020-2021 academic year, 3340 students were admitted to 10 colleges and 3 technical schools in the regions of Tashkent and Samarkand, which were transferred to the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan, on the basis of a state grant.

The building of the "Ipak Yuli" International University of Tourism in Samarkand was completely renovated, and on October 16, 2020, the opening ceremony of the renovated building of the university was held. In the International University of Tourism "Ipak Yuli" it was decided to conduct classes entirely in English. At this university, the training of personnel on the basis of the programs of "Management: hotel management" of Guilin Tourism University (Guilin Tourism University, China),

Management: tourism business, was started. International tourism science magazine "Uzbekistan Travel" has been launched.

The module system of personnel training in the field of tourism has just been adapted to the requirements of market reforms and democratic changes, the material-technical and informational base of the educational process has been completed, the use of highly scientific and competent professors-teachers and educational methods, scientific literature and didactic materials in HEIs. establishment of a strong relationship between educational institutions and enterprises with access to modern personnel, compliance of the orders of enterprises and organizations to the formation of the admission plan of higher education institutions with the needs of graduates, targeted recruitment of personnel in higher education institutions, quality control of personnel knowledge and their competence, not to lose attention to the productive use of their work.

In order to increase the scientific knowledge in the field of tourism The admission procedures for the doctoral studies in the field of tourism were carried out. At the heart of any economic reforms, the role of education and personnel training system is very important.

In particular, in the field of tourism, such personnel recruitment processes are being carried out as an integral part of the economy and reforms being carried out in the country.

Higher educational institutions engaged in the training of highly qualified personnel in the field of tourism laid the scientific basis for the development of the field of tourism in our country.

Despite the positive changes in the tourism network in our country, there is a shortage of highly qualified personnel in this field. In addition, according to experts' assessments, many employees of tourist organizations do not have sufficient information about tourism. Based on our research, 70-80% of the employees working in tourist organizations have a humanitarian specialty.

Thus, one of the next important tasks in the sustainable development of tourism in the Republic of Uzbekistan is the training of highly qualified specialists who have practical skills in the field of tourism and fully meet today's requirements.

Effective development of the tourism sector and the process of training qualified personnel implies the application of modern information technologies to every socio-economic process of the sector. Today, the importance of the Internet and other modern interactive multimedia platforms in tourist activity is undeniable. For this reason, every tourist organization active in the national tourism market needs to use these tools for the effective development of the tourist attraction.

The basic requirement for effective business in a modern tourist office is the presence of modern computers connected to a local or corporate system with access to the global network and wide access to software and network resources and various types of hardware. Today, the available online information technologies serve as a factor of increasing the competitiveness of tourism organizations, allowing them to make the right decisions in time by gathering, processing, editing and analyzing information quickly.

In addition, the Internet has taught consumers of other tourist products to act online and has given them the opportunity to quickly obtain any information they are interested in. In the information age, consumers are no longer satisfied with the system of asking for information and waiting for it. They are used to getting instant answers and the internet makes it possible. This leads to systematic changes in the organization of tourism services in online mode in the national tourism market.

Table 2 Showing the number of personnel trained in the field of tourism in Uzbekistan's HEIs in 2017-2021 [16]

N	Higher education institutions recruiting highly qualified personnel in the field of tourism	Academic years					Changes in the number of students in 2021 compared to 2017		
		Degree category	2017	2018	2019	2020	2021	Change (+;-)	Growth %
1.	SamISI	bachelor	160	119	147	138	139	-21	86
		master	14	15	18	16	13	-1	93
2.	Ipak Yuli	bachelor	-	-	-	137	149	+12	108
		master	-	-	-	-	108	X	X
3.	TSUE	bachelor	196	190	90	287	442	155	255
		master	7	37	28	14	19	5	271
4.	QarDU	bachelor	20	20	40	40	60	+40	300
		master	-	-	-	3	7	+4	233
5.	BuxDU	bachelor	245	332	394	485	586	+241	239
		master	9	7	6	7	12	+3	133

In the article, we paid attention to an important aspect of the issue, such as researching the problems related to the demand for highly qualified personnel in tourism. For this purpose, we have analyzed the number of students from 28 higher education institutions, 5 HEIs in the field of education and specializations in the field of tourism in the academic year 2017-2021.

In the Master's Department, the number of students in the 2019-2021 academic year was 41 . In the example of QarDU, we can see that the number of undergraduate students was 20 in 2018, 40 in 2019, and 60 by 2021. In QarDU, the performance we analyzed grew from family to family. During the last two years, significant changes have taken place in the master's department, i.e., in 2020, 3 masters were educated, and by 2021, the number of masters was 7 . The number of undergraduate students studying at BuxDU increased to 245 in 2017, 332 in 2018 , 394 in 2019 , 485 in 2020 , and 586 in 2021 . It increased by 2.3 times in the period of 2017-2021. The number of students studying at the master's department has increased by 33% over the last five years.

The material and technical foundations of the development of the competitive environment in the higher education system of Uzbekistan have been significantly expanded in the last 5-8 years. For example, in terms of Internet usage, Uzbekistan ranks second in the CIS after Russia and Ukraine, and in terms of mobile phone usage, it is second. This shows that the possibilities of distance education are also expanding. In particular, it is possible to promote the use of educational programs such as "Euro-MBA", "European Master Management", which are widely used in the practice of developed countries.

Table 3 The number and quality of professors working in the five higher education institutions that we conducted research in the regions focused on the tourism sector [16]

Higher education institutions	Shows	Academic years					Changes in 2020/2021 compared to 2016/2017 (+,-)
		2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	

SamISI	Doctors of science	11	12	13	13	12	+1
	Candidate of Science, (PhD)	55	52	60	71	69	+14
	Teaching professors:	29	28	32	34	39	+10
	Those with scientific degrees	7	7	9	13	17	+10
BuxDU	Doctors of science	2	2	3	3	3	+1
	Candidate of Science, (PhD)	5	5	6	10	14	+9
	Teaching professors:	15	15	17	20	16	+1
	Those with scientific degrees	5	5	6	9	7	+2
QarDU	Doctors of science	-	-	-	2	2	x
	Candidate of Science, (PhD)	4	5	5	5	5	+1

In higher education institutions, highly qualified personnel are trained in the field of tourism. The analysis of the number and quality of working professors in Table 3 shows that there is a significant increase in the number of doctors of science, candidates of science and PhD. In the 2020-2021 academic year, compared to the 2016-2017 academic year, the number of professors and teachers has increased by 3, and the number of academics has increased by 2. At SamISI, the number of doctors of science increased by 1 person, the number of candidates of science (PhD) increased by 14 persons, the number of doctors of science by 1 person, the candidate of science (PhD) by 9 persons at BuxDU, the number of doctors of science (PhD) by 1 person at QarDU remained unchanged.

Conclusion. In the country, comprehensive measures are being implemented step by step to develop tourism as one of the strategic industries that will diversify the national economy, rapidly develop the regions, create jobs, increase the income and living standards of the population, and increase the investment attractiveness of the country.

Liberalization of the visa regime, simplification of the procedure for registration of foreign citizens, development of the tourism network and the granting of privileges and references made it possible to effectively promote the national tourism industry in the domestic and foreign markets. At the same time, the conducted analyzes revealed the imperfection of the normative and legal framework for the regulation of the tourism network, the rules for the provision of special tourism services, as well as the categories, periods and goals of foreign citizens, which are widely used in the practice of the world, indicating that visa regimes are not available.

Also, the lack of recreational facilities and infrastructure facilities, especially during the tourism season, insufficient coordination of the transportation system of hunters in different destinations, as well as the correctness of the level of organization of providing tourists with information about the existing tourism facilities, business tourism, the country. The ineffectiveness of marketing campaigns in promoting the cultural heritage objects and the peculiarities of tourism in the regions has a negative effect on the rapid development of tourism.

Development of tourism, first of all, in the private sector, creating favorable conditions, increasing the competitiveness and quality of the services provided, actively and comprehensively promoting national tourism products in the world market, as well as creating a favorable investment environment and focusing on the tourism sector. In order to encourage the attraction of direct investments, to strengthen the confidence of investors in the state policy that is consistently implemented in this direction, as well as to increase the responsibility of state structures in working with investors, on March 26, 2022, at the Tashkent International Investment Forum, investments in the health sector prospects of engagement were discussed.

Implementation of the above-mentioned measures will serve to create an integrated system for the recruitment of professional personnel, increase the quality of education and service, and satisfy the need for highly qualified managers, administrators, orators and consultants.

On the basis of the above studies, the target tasks and priorities of the state policy in the field of tourism were determined in the medium-term perspective. These priorities include the following:

1. First of all, it is aimed at the issue of giving tourism the status of a strategic sector of the economy, forming a comprehensive concert of tourism development and its consistent implementation. In this regard, the issue of making the tourism sector a leader in the rapid development of all regions and interrelated industries was also considered as a special priority.
2. The second priority is to improve the legislation and regulatory framework aimed at providing favorable conditions for the subjects active in the field of tourism. This can be achieved only by creating favorable conditions for the development of tourism industry entities. This is aimed at improving the legislation and legal framework in the field of tourism, eliminating all obstacles and obstacles in the development of tourism, simplifying visa and registration procedures, immigration and customs control. requires improvement.
3. This priority is aimed at ensuring the health and safety of tourists and excursionists in the organization of tourism services. This requirement covers all procedures from receiving tourists to places where they can be accommodated, eating places, traveling through the territory of the republic, arranging visits to tourist facilities, and escorting them to their countries (residences). In this system, the implementation of comprehensive measures to ensure the health and safety of tourists and excursionists is one of the priority tasks today.
4. The fourth priority is to show the types of tourism and increase its social importance. The field of tourism in our modern country has developed mainly at the expense of traditional, cultural and historical tourism, and this continues.
5. The fifth priority is aimed at strengthening international cooperation in the field of tourism, first of all, cooperation with the UN World Tourism Organization (UNWTO), international and national organizations of foreign countries in the field of tourism.
6. The sixth priority is to build tourism industry facilities that meet modern world standards, needs and requirements of tourists.
7. The seventh priority is focused on the development of competitive tourism products and services .
8. The eighth priority is the quality recruitment of qualified personnel in the tourism industry, and the fundamental improvement of work in the field of management and marketing.

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