

THE INFLUENCE OF THE HUMAN FACTOR ON THE DEVELOPMENT OF TOURISM IN THE ARAL SEA REGION

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Abstract. The tourism industry provides employment for a significant part of the world's population. The tourism business generates income, and the added value is made up of the people who work in it. Not only the financial stability of any tourist site, but also its prosperity depends on professionalism, the ability to manage a team and goodwill.

Keywords: tourism, human capital, personnel training, tourism industry, tour operators, guides.

Introduction. In recent years, Uzbekistan has changed the policy framework for tourism development by taking measures such as visa liberalization, creating incentives for the establishment of tourism businesses, and restructuring what was formerly the State Committee for Tourism Development and is now the Ministry of Tourism and Cultural Heritage. Some of these measures had an almost immediate effect, and Uzbekistan experienced a steady increase in tourist traffic, which also benefited Karakalpakstan until the coronavirus pandemic brought tourism to a temporary halt. As the pandemic slowly fades away, a return to the previous growth model is crystallizing, and the opportunities associated with this require a constant increase in the level of professionalism. As tourism by its very nature is a multi-stakeholder activity involving both a range of public sector institutions and many private sector companies, a tourism strategy is increasingly becoming a necessity, creating a comprehensive framework of reference for each member of the Karakalpakstan tourism industry.

Materials. In modern conditions, the efficiency of the economy, the competitiveness of industries, enterprises and individuals, socio-economic progress depend on the amount of knowledge accumulated by society and the efficiency of using the nation's intellectual resources. The importance of education and science is increasing, the role of intellectual activity in all spheres of the economy is increasing.

At present, we can talk about the transformation of human capital into a leading factor in the formation of market conditions and the level of competitiveness not only of an individual and firms, but also of the state as a whole.

The level of education and training of personnel is one of the most significant criteria that characterize the total human capital of an enterprise. The development strategy of enterprises, taking into account the concept of human capital, requires a new approach to the use of available resources, primarily human resources, which are a source of increased productivity and competitiveness, and therefore must be

constantly updated and improved. The development of an innovative economy requires the development of a new concept of personnel training, which is based on the principle of treating professional training of personnel in production not as an expense, but as a long-term investment in human capital necessary for the development of an enterprise. Within the framework of this concept, attention should be paid to the development of such an educational area as business tourism.

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Everything is decided not only, but also by well-trained personnel representing human capital. Human capital can be viewed as the result of serious, intense, continuous work on the perception and maintenance of a system of professional knowledge and moral qualities in the team[1].

The quality of interaction between the participants in the process, the consistency of joint actions and the level of mutual interest, which determine the effectiveness, for the effective implementation of the target indicators of the human capital management mechanism of the tourism industry, it is important to use the available resources. In order for the interaction to have a synergistic effect, the connections, relationships and actions of the participants in the control mechanism must be complementary, that is, complement each other[2].

The tourism industry is a diverse and labour-intensive activity that provides significant potential for job creation, household income generation and poverty reduction in Karakalpakstan.

The first priority of the tourism industry in Karakalpakstan is to protect jobs, provide skills for the hospitality industry and return people to work after the pandemic. The industry must ensure in the future a quality trained workforce for the tourism and hospitality industry that will be ready for the tourism reboot as well as the projected growth and implementation of the vision of the government of Karakalpakstan for a high-quality, service-oriented tourism sector.

National Professional Tourism Standards are under development for the hospitality and tourism industry, with seven professional areas –

- Housekeeping.
- Front office.
- Food and beverage service.
- Food production.
- Spa, relaxation and wellness.
- Organization of trips and tours.
- MICE (Meetings, Incentives, Conferences, Exhibitions).

Karakalpakstan needs to strengthen the process of education and training in the field of tourism. However, many of the institutions involved in the tourism training process are at an early stage of development and under-resourced, making it difficult to provide quality skills and knowledge and ensure that trainees are competent when applying for jobs in hotels or other tourism companies. The current state of the field in providing vocational training in the field of tourism is replete with problems: lack of qualified teachers; outdated curricula and theory-based teaching methods; lack of practical training centers, equipment and training resources; inability of the student to pay the real cost of education; low state financial support.

To meet the needs of the industry, tourism education and training centers require active government support and investment in the provision of higher education (HE) as well as technical and vocational education and training (TVET) in the field of tourism. Particular importance should be given to building the capacity of teachers and trainers, as well as supporting the development of curricula, teaching and learning resources, library materials and systems, and especially providing access to higher education in tourism for women from non-central, rather remote regions of Karakalpakstan.

Given the relatively low volume of foreign tourists over the past three decades and the lack of investment in the education sector in the past, Karakalpakstan's tourism workforce is currently experiencing significant difficulties in providing services that meet international expectations. The two key questions are:

1. The extent to which the existing workforce can handle the expansion of the tourism industry.
2. The speed at which new members can be trained and promoted to positions requiring more advanced skills.

Quality assurance, accreditation systems and the qualifications of academic staff also need to be improved as the tourism industry is currently experiencing significant growth. Conditions suggest this trend will continue, highlighting the need to build the capacity of the tourism workforce and manage growth sustainably.

Developing a strategy for developing human resources and capacity building in tourism is a necessary element in the development of the industry.

Strategy development will begin with a general skills audit and a comprehensive needs assessment at several industry levels. The results of the skills audit and needs assessment will help identify priority areas for intervention; identify key target groups, including the disadvantaged, such as people with disabilities; and the means to effectively deliver the required knowledge, skills and competencies.

The nature of the training needs assessment is critical and will include:

- An overall assessment of the teaching and learning landscape, especially in the tourism sector, including both hardware and software.

- Understanding the position of the many and varied stakeholder groups, both present and future, based on growth projections (i.e. skill sets required, number of positions, etc.), which should take the form of a gap analysis.
- Identify areas of greatest need to achieve immediate government and industry goals.
- The way to reach the most needy groups.
- Means for the best delivery of innovative and creative learning;
- Monitoring indicators and related parameters to ensure effectiveness and relevance.

Strengthening community involvement in tourism development

In the planning of all tourism facilities, local residents will be involved in the planning and management of tourism. Projects in selected locations will serve as models of good practice to encourage the participation of women and different ethnic groups. These efforts will be based on the knowledge and skills of local residents, government agencies and private operators.

Subsector Requirements

Each sub-sector has specific capacity building requirements that have been identified through numerous consultations leading to the development of this tourism strategy, including:

Hotel sector (Hospitality sector)

- Economic service.
- International marketing.
- Customer service.

Restaurants

- Meal creation and menu development.
- Handling food and drink – hygiene.
- Accounting for customer preferences (national, as opposed to international).

Tour operators

- Product development.
- Route development - creating impressions.
- International marketing.

Guides

- Storytelling.
- Pace routes.
- Languages and intercultural competence.

Craft

- Commercialization.
- Pricing.
- E-commerce.

There are also some cross members that are not limited to any one sector. This includes:

- Understanding and designing the customer journey.
- Creation of travel experiences.
- Digital marketing.
- Languages.

However, in addition to all these individual requirements, another capacity building issue needs to be addressed, which is the ability of stakeholders in Karakalpakstan to collectively engage in tourism development and have a decisive influence on the markets as they jointly promote a tourism destination like Karakalpakstan. This issue of destination management, how stakeholders work together, is the basis for successful destination management and coordination and marketing, which in turn relates to competitiveness, and ultimately to the economic return of the tourism industry to the broader development of Karakalpakstan.

Tourism is a people-based industry run by people who provide services to other people. Even with the emergence of trends such as digitalization and automation at different levels, tourism is still a service-oriented industry that depends on hospitable human interaction. That is why the development of human capital is of paramount importance.

The well-known management mantra says: “You lead people and manage things.” Perhaps this is why, in the management of tourism destinations, people are sometimes treated as things that simply have to fulfill their assigned function for the proper functioning of the tourism sector. However, the daily practice of managing tourist destinations shows that in reality everything happens differently. The tourism sector in many destinations is often characterized by fragmentation, rivalry between stakeholders, a lack of shared vision and a lack of understanding of what steps need to be prioritized in order to move the destination forward for the benefit of all involved. These symptoms have not bypassed Karakalpakstan, which, although associated with elementary skills, tend to have a very strong impact on tourism revenue.

The way to overcome these symptoms within this tourism strategy is to adhere to and develop a participatory approach in which all stakeholders in the tourism industry in Karakalpakstan share the vision and mission embodied in this strategy. As a result, the strategy not only allows for a focus on practical aspects, but also strives to become a true expression of the values and identity of all players involved in the tourism industry of Karakalpakstan.

Methods. The article discusses the scientific work of economists that the human capital market is a structural element of the labor market and a factor determining the innovative development of the economy. Comparative literature analysis, analysis and synthesis were used as research methodology.

Results. Economic consequences of human capital creation:

- Upgrading skills to meet customer expectations, ensuring high levels of service satisfaction and encouraging word of mouth.
- Creation of jobs in rural areas capable of meeting international tourism standards.
- Better articulation of the tourism value chain and destination management through a broader mindset that goes beyond individual/direct skills.
- Higher level of entrepreneurship to increase the quantity and quality of tourism services provided.

Discussion. Analysis of recent sources and publications. The modern theory of human capital was developed in the works of G. Becker, who proposed a basic theoretical model that underlies all further research in this area. Becker emphasizes knowledge, skills and motivation in human capital. In his opinion, investments in the training of specialists and skilled workers can bring in the future no less benefit than the costs of mechanical engineering.

Professor Peter F. Drucker, a modern management classic, wrote in his book *The Challenges of Management in the 21st Century* that “the most valuable asset of any company in the 20th century was its manufacturing equipment. The most valuable asset of any organization in the 21st century, whether for profit or not, will be its knowledge workers and their productivity.

In a knowledge-based economy, human productive forces are realized in the form of human capital. Currently, the opinion that human capital is the most valuable resource of society, more important than natural resources or accumulated wealth, is becoming increasingly popular.

According to L. D. Revutsky, the human capital of an enterprise can be interpreted in a relatively narrow and broad sense. Thus, in a narrow sense, the human capital of an enterprise is expressed as the value of the annual volume of physical and mental life labor of its main and auxiliary production workers, employees, administrative and managerial and small service workers under normal production conditions. Its standard design capacity runs at full capacity. In itself, the value of living labor in an enterprise is an element of its total working capital[7].

In a broad sense, the human capital of an enterprise is determined by the sum of the corresponding values of physical and intellectual life and past (materialized) labor, which currently have a total standard number of all employees of this enterprise. direct or indirect participation in the formation of this capital in the conditions of its normal functioning in the past at full production load.

Also, the analysis of modern theoretical studies shows that investments in human capital, understood in a broad sense, are no less profitable than investments in physical capital. Thus, the thesis about the special importance of such a category as human capital, the need to invest in its development is beyond doubt, because it is this area of activity that ultimately affects the growth of the organization's competitiveness.

Conclusions. Provide short-term priority training for core professions in tourism and hospitality: identify priority areas for immediate training assistance such as food production, food and beverage service, front office, housekeeping, basic travel agency management skills, guide training and tour management; use training resources and facilities, as available.

Establish partnerships with international universities and institutions: Promote partnerships with selected universities to support joint curriculum development as well as faculty and student exchanges and scholarships.

Offer short-term training courses on tourism, marketing and landscape planning in tourist destinations.

Develop or update a curriculum for training guides with a focus on Karakalpakstan.

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