



Article

Tourism Diversification in Education and Research

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Abstract: Seasonality provokes downtime of accommodation facilities and temporary unemployment of staff. The purpose of the study is to identify potential opportunities to smooth out the impact of seasonality on the tourism industry of the Republic of Uzbekistan. Statistical data analysis, induction and deduction were used to identify influence. An analysis of the literature on tourism research by authors from Russia, Uzbekistan and other countries was carried out. In addition, the characteristics of the seasonality factor in tourism require more detailed consideration. This article presents information on the systematic nature of continuous professional tourism education, conditioned by a complex of socio-pedagogical conditions that influence the content, forms, and methods of instruction. A close connection between the stages of the educational process is established, and the logic of its further development is defined. A multi-level continuous system of professional tourism education, uniting basic educational institutions, is also examined. The wide range of services in the tourism sector requires comprehensive knowledge of specialists working in this field and management skills at various levels, from hotel animators to transport companies. Thus, with the development of the tourism industry, training specialists in economics and management in the tourism industry has become essential, at least in the last decade. The article proposes a system of teaching methods for university students and college students directly in tourism and hospitality enterprises.

Keywords: Diversification, The Influence of Seasonality, Seasonality, Additive Seasonality, A Number of Arrived Tourists, Smoothing of Seasonality Impact, Uzbekistan, Surkhandarya Region, Tourism Policy

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1. Introduction

In recent years, there has been an improvement in the quality of professional tourism education (integration, diversification and standardization). This is primarily due to the growing demand for the next generation of tourism services and, as a result, the need to train competitive tourism professionals with a variety of professionally important knowledge, skills, abilities and personal qualities.

According to UNESCO experts, tourism has the potential to become a leading sector of the global economy, contributing to the development of local economies, intercultural dialogue and the formation of a tolerant society [1]. The World Tourism Organization (WTO) predicts a further increase in tourist arrivals to 1.6 billion people by 2020. The development of tourism, as a factor in shaping the country's economy, requires the creation of an industry-wide system for training and advanced training of tourism personnel, which will provide tourism enterprises with specialists capable of individual and effective work in a competitive environment [2].

Given that the current system of professional training of tourism specialists in many respects does not meet the requirements of employers in a market economy, the topic of this study is relevant and relevant. Many authors consider the lack of practical training for students to be the biggest problem. This is confirmed by the results of a survey conducted among tourism industry leaders. The majority (93%) noted that university graduates are not fully prepared to fulfill their professional duties in the workplace [3].

It had been current trends in the development of World Tourism, sustainable, comfortable and responsible tourism on the principles and rules of the Global Code of ethics of Tourism adopted in 1999 during 13-th session of General Assembly of the World Tourism Organization in Santiago, Chile, that had become the priorities of the UN World Tourism Organization (UNO) [4]. Tourism ethics code gives norms for responsible and sustainability-oriented development of World Tourism This document carries a great deal of familiar wording from earlier proclamations and concepts from contemporary professional codes, yet it also provides a contemporary mindset that reflects the changes that have occurred in our society at the dawn of the 21st century [5].

The terms "sustainable development of Tourism " and " sustainable tourism " are two of the leading ones in tourism. Sustainable tourism development refers to tourism development based on the rational use of tourism resources and comprehensive cooperation, proportionality in the implementation of environmental and sustainable development objectives, social and cultural development, taking into account the interests of all stakeholders (tourists, hosts and others), destination territories, local residents [6]. A sustainable economic system that is a part of sustainable development can be acknowledged as one of the ways to raise the welfare of the population and living standards, to grow the main economic indicators, to stabilize the ecological situation is the development of tourism in a particular area. Sustainable tourism leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems [7].

Since the tourism market is promising and actively developing, the job market in the sector is correspondingly large and diverse. However, during interviews, employers often encounter a lack of knowledge and skills among university graduates, who, at the same time, have high salary demands, low work motivation, and often inflated self-esteem. There are many reasons for this situation: students' reluctance to study, a lack of commitment to self-education, and low motivation for learning; the general situation in society; and, of course, negative trends within educational institutions, including the sometimes poor professional training of some teachers. At the same time, it is the teacher who can spark interest in a future profession or discipline through dynamic, accessible teaching, demonstrating the connection between theoretical knowledge and future professional activity, which in turn motivates students to strive for self-improvement.

Literature Review

Theoretical approaches to the establishment of continuous professional lifelong education system in the sphere of tourism and creating professional Tourism Education content V. A. Kvartalnov [8].

V. In Zorin core research work Our economic scientists are also working on research in Uzbekistan to increase the quality and efficiency of educational services [9].

One of the most significant problems in modern tourism and hospitality education is the lack of faculty experience in the field, which leads to a disconnect between theory and practice. For example, in lectures and seminars, instructors present illogical examples that are irrelevant to tourism and are unable to fully address students' questions in line with the latest trends in the field. As a result, graduates possess only theoretical knowledge but are unable to apply it in practice, leading to difficulties in finding employment and pursuing careers.

Professionals who graduate from higher education institutions are expected to bring progress, modern service methods, and creativity to production, but in reality, this often doesn't happen. The main problem lies in the disconnect between the educational process and the modern operating methods of hotels, restaurants, and travel agencies. The educational process lags significantly behind reality, especially with modern global practices. Western European and North American countries have far more experience training tourism professionals than Eastern European countries, including Russia [10].

During the process of diversification of the tourism firms and organizations, the qualification level of the employees of the market of tourism services is considered one of the main factors. As the dynamics of indicators demonstrate, tourist firms and organizations in Uzbekistan in 2019-2022 show what level of professional tourist education of employees [11].

2. Methodology

This paper employs a mixed method approach to examine the diversification of tourism education in Uzbekistan. The first key step in the methodology is a comprehensive review of existing literature, which offers insights into research areas and helps to establish a strong theoretical basis pertinent to sustainable tourism, education construction, and professional development system. In recent years, the province's tourism industry has achieved significant success. In addition to improving service quality, enhancing the business environment, and attracting investment in the tourism sector, provincial authorities and specialized sectors are working to diversify tourism products using implementation methods that reflect the characteristics and uniqueness of each region.

Based on existing potential and advantages, our province has guided districts and cities to develop tourism types such as ecotourism, agricultural tourism, resort tourism, spiritual tourism (a return to the roots), sports and adventure tourism, and community tourism. Typically associated with spiritual tourism—a return to the roots—our province boasts many revolutionary historical relics, such as 26/3 Square, a structure preserving the historic moment when Uncle Ho visited the people of Ha Giang on March 26, 1961; the Vi Xuyen National Martyrs' Cemetery and the Temple of Heroes and Martyrs at Hill 468 in Thanh Thuy Commune (Vi Xuyen); The Bac Me Kan National Historical Relic; the Lung Cu National Flagpole... These are "red addresses" that foster patriotism and national pride among the people and tourists [12].

Currently, our province is collaborating with the provinces of Viet Bac and Tay Bac to offer attractive tourist tours, such as: "The Legend of the Gam River and the Viet Bac Revolutionary Heritage Route"; "From the Tan Chao Revolutionary Base to the Vi Xuyen Border Front"; "Following in His Footsteps"... By participating in these tours, tourists can visit historical sites and learn more about the heroic years of resistance of the previous generation, thereby fostering revolutionary traditions and patriotism in every person; becoming a tourism product with a competitive advantage in the market.

3. Results and Discussion

Sports and educational tours. These tours are common throughout the world. Tourists' primary motivation is to acquire skills in a particular sport. This could include skiing and snowboarding, tennis, golf, surfing, diving, horseback riding, canoeing and kayaking, sailing, and so on. The educational program of such a tour necessarily includes lessons in the chosen sport with professional instructors. Sports equipment and gear are available for rent and sale. Sports activities typically take place in the morning, and tourists have free time in the afternoon, which can be devoted to sightseeing and leisure activities. Excursion programs on such tours are general. A variety of additional services are also available: massage, swimming pool, sauna, visits to bars and discos, competitions, festivals, etc. Accommodation is provided in hotels adapted for practicing and training in the chosen sport. The surrounding area must have specially equipped trails, sports

grounds, golf courses, climbing walls, and other facilities. A medical center and the ability to provide emergency medical care are required. In general, the requirements for hotels are the same as for organizing sports tours. Professionally oriented educational tours. Such tours may be aimed at obtaining higher education in a specific field (management, marketing, computer technology,² hotel management, banking, law), or for professional development [13].

Drivers of Change

There are various factors that can impact tourism growth and, consequently, economic development. These include political and security contexts that make it difficult for travelers to enter a country. They can also be driven by an economic crisis or even a global crisis, such as COVID-19. According to the UN, the pandemic has brought international tourism to a screeching halt, highlighting the sector's importance to both national economies and individual well-being. Countries have been forced to diversify their sectors, and according to the UNWTO, many destinations are developing domestic and rural tourism to support local economies in rural and crisis-affected regions, stimulate job creation, and protect natural resources and cultural heritage. Therefore, priority has been given to domestic tourism within the framework of a sustainable development or slow tourism approach. According to the UNWTO, this trend also reconnects populations with their heritage and expands opportunities for cultural access and participation [14].

According to UNESCO, resuming post-COVID tourism is a central concern for many governments around the world. However, the measures taken today will impact tourism tomorrow; The pandemic has thus provided an opportunity to rebuild a stronger, more resilient and sustainable tourism sector [15].

4. Conclusion

That is, the processes of diversification of the existing system must be taken into account; without it, an increase of the quality of professional education, a fuller satisfaction of the needs of the population and demand in the labor market, its further development, and structural changes and reforms in the industry are impossible. In accordance with the regional programs approved by the Cabinet of Ministers of the Republic of Uzbekistan, work is being consistently continued on the development of the tourism sector. Projects are being implemented aimed at restoring cultural heritage sites, building and repairing tourist facilities, developing new tourist routes, diversifying tourist products, and promoting the tourism potential of our country. In order to improve service provision, special attention is paid to improving related sectors - the widespread introduction of information technologies into the tourism sector, improving the quality of banking services, building and modernizing the engineering infrastructure of highways and tourist facilities, and developing air and rail transport. National and international seminars and trainings are being organized to train and improve the skills of qualified specialists in the tourism sector. In order to demonstrate these capabilities of our country on an international scale, the national company "Uzbektourism" and many business entities in the sector are actively participating in international tourism exhibitions. In particular, this year, our country's tourism organizations participated with their proposals in dozens of tourism conferences held in cities such as Madrid, Riga, Berlin, Paris, Istanbul, and Tokyo.

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