

Forecast of The Tourism Industry's Need for Professional Staff

Ochilova Hilola Farmonovna

PhD in Economics, Associate Professor
Tashkent State Economic University
Tashkent, Uzbekistan

Abstract: In this paper has been analyzed the republic's need for tourism personnel. Forecasting staffing needs for the tourism industry is necessary to solve social issues, ensure employment and create new jobs. It is convenient to combine these data with the prospects for the development of the tourism industry through state and regional programs. Moreover, these plans should be an integral part of the employment policy within the framework of the state program for the socio-economic development of the regions of the republic. This systematic approach makes it possible to accurately and rationally implement forecasts of the needs of professional subjects of tourism activities.

Keywords: Need for tourist personnel, tourism education, tourism industry, Uzbekistan, forecast for tourist personnel, demand

1. INTRODUCTION.

Currently, the demand for specialists in the tourism industry is huge. In the labor market, specialists such as specialists for working with automated ticket booking systems and hotels are in demand, and hotel service staff (receptionists, bartenders and waiters) are also in demand. We analyzed the vacancies published on the website www.hh.uz; it contains information about 1.2 million specialists in various fields.

The main purpose of the article is to forecast the demand for specialists in the field of tourism, on the basis of which the amount of personnel training is planned in the regions and in the whole republic. Based on the goal, the task was determined - to objectively assess supply and demand in the labor market of the republic in the hospitality industry. The objects of the study are university graduates, tourism destinations and personnel of tourism enterprises and hotels.

Research shows that today there is a great demand for managers for hotel complexes. Also, about 30% of the published vacancies relate to the field of educational tourism, which is actively developing today. In addition, staff with experience in this field are popular. Currently, the vacancy of a guide (tour guide) is also common - 13% of young professionals expressed a desire to start their career with this vacancy. This portal conducts an analysis of 41 professions and makes an analytical review of the data obtained. Thus, the analysis of satisfaction with the education received showed that 34% are satisfied, 41% are somewhat satisfied, and 18% are dissatisfied. Those who have a high average monthly income are mostly satisfied with the education they received. Of course, we observe a correlation between income and job satisfaction, but only a specialist who has received a good education can apply for a highly paid job.

2. LITERATURE REVIEW.

Tourism education and forecasting the demand for tourism personnel have been studied by various scientists and theorists. Much attention in the research of these scientists was paid to the theoretical aspects of tourism education, the history of tourism development, and forecasting the tourism industry. I.V. Zorin [2] studied in detail the evolution of educational programs in tourism, as well as methods of human resource management in tourism in the modern context and issues of efficiency in tourism activities. M.K. Pardaev and Kh.N. Ochilova [4] believe that in tourism education the use of dual education is effective, i.e. education, in which knowledge and profession are acquired simultaneously. We believe that the system of professional tourism education, which has achieved certain successes in the market environment, has not yet completed the process of its formation. In our opinion, today it is advisable to solve many theoretical and methodological problems in this direction. When professionals do not meet the demands of public life, tensions and crisis situations arise that require change. In accordance with these features and aspects, it is advisable to predict the future demand for tourism personnel.

Forecasting the need for personnel in the tourism sector requires an accurate assessment of the amount of qualified labor in the labor market. According to our estimates, the number of qualified tourism workers in the labor market is small, perhaps only 30-32% of the annual need.

In addition, part of the need for qualified personnel can be met through the foreign labor market. According to G.A.

Papiryan [3], Maksüdünov, A.[5], & Dyikanov, K.[6] in developed countries the share of foreign labor in tourism is about 22%. We believe that in Uzbekistan the “flow” of the foreign labor market in the tourism sector is still small, about 2-3%.

To solve the problem of forecasting tourist needs, we recommend using the algorithm of Professor V.G. Gulyaev [1] (Fig. 1.).

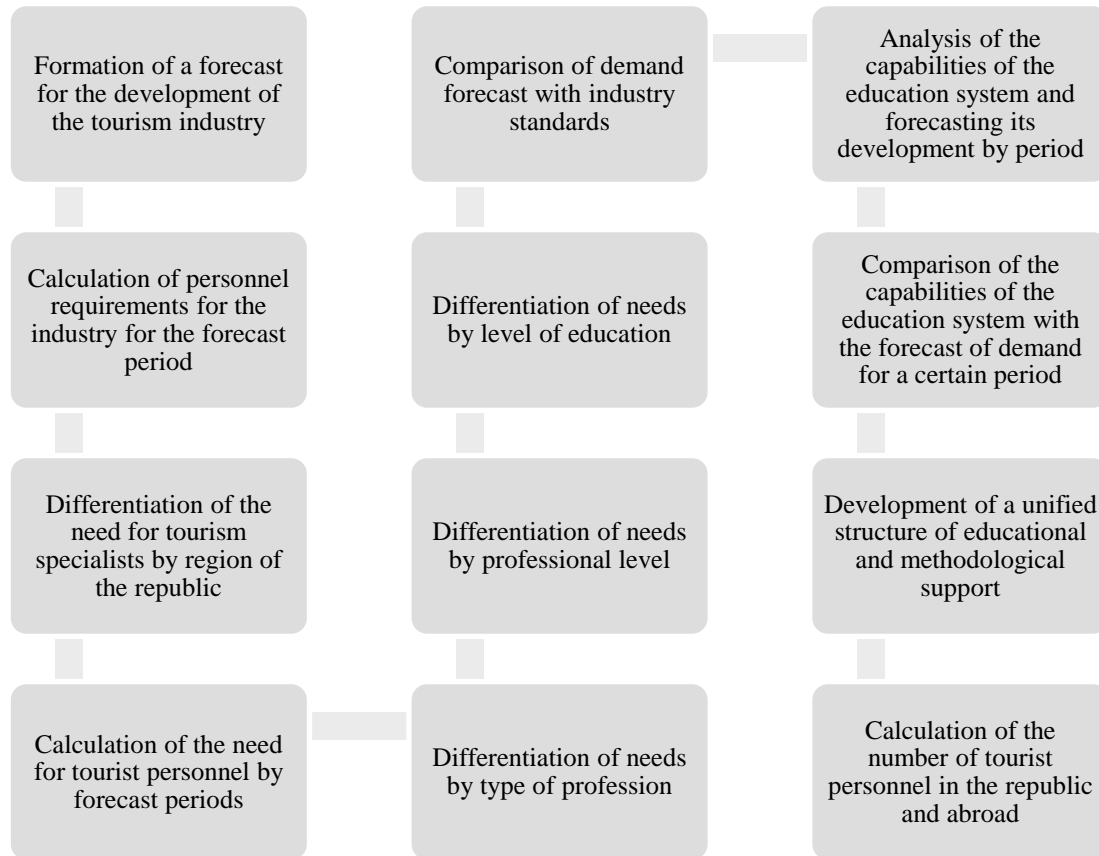


Fig. 1. Algorithm for forecasting staffing needs for the tourism industry

In our opinion, the algorithm (see Fig. 1) for forecasting the demand for personnel in the tourism industry should be based on reliable and up-to-date statistical information, accurate forecasts of the future development of the industry and the effective use of existing opportunities.

Research methodology. During the study, methods of system analysis, logical and comparative analysis, methods of analysis and synthesis, comparative analysis, cause-and-effect method, spatio-temporal method, traditional, mathematical and statistical types of economic analysis and forecasting, and sociological survey were used. The methodological basis of this study was the work of domestic and foreign specialists in the field of professional tourism education, as well as data from educational institutions on the number of graduates in the tourism sector. The methodological basis of the study is structural-logical and systemic approaches, as well as economic-statistical ones, expert assessments, and observations. In the course of the study, problems associated with the modernization of the tourism education system in the republic were identified. Comparative analysis methods were used. Directions for improving the personnel training system and introducing a practice-oriented mechanism for personnel training for the tourism industry are proposed.

3. ANALYSIS AND DISCUSSION OF RESULTS

Currently, tourism is one of the strategic sectors of the economy of Uzbekistan, and special attention is paid to its development. Tourism also contributes to employment, thereby solving the problem of unemployment: according to the International Labor Organization (ILO), one job in the tourism industry creates on average 1.7 jobs in related

industries.

Currently, according to the Ministry of Employment and Poverty Reduction, the total domestic labor force (men aged 16-59 and women aged 15-54) is 19 million. Of these, 5.6 million are employed in informal employment and another 2 million work abroad. In 2019, the world average share of tourism in employment was 9%, and in the Republic of Uzbekistan - 4.3%. Considering the working population of Uzbekistan, 19 million people are involved in tourism in one form or another, not counting unemployment, which stood at 6.4 million people as of February 2022; If we assume that the degree of tourism development in the Republic of Uzbekistan will correspond to the world average, then the number of people employed in the tourism industry will reach 8 million people (taking into account the current unemployment level).

The majority of the working population works in hotels, restaurants, travel agencies, transport companies, etc. According to estimates by V.G. Gulyaev (Gulyaev V.G., 1996), the number of people employed in the tourism industry is 1.5 people per employee of the relevant sector. In addition, according to UNWTO, a total of about 9 jobs are created by providing services in a country where one foreign tourist stays.

The number of employed people in the country increased from 14.6 million people (2010) to 18.5 million people (2021). There are no significant changes in the sectoral structure of the number of employees, which is characterized by the following data. For example, in the industrial sector during this period the indicator increased by only 0.1 percentage points, from 13.8% to 13.9%. At the same time, the share of people employed in the construction sector increased by 0.6 percentage points. or from 8.9% (2010) to 9.5% (2021) and in trade over the same period by 0.7 percentage points. (Table 1).

Table 1 Dynamics of the structure of the employed population in Uzbekistan for 2010-2021, in%

Index	2010	2017	2018	2019	2020	2021	2021 к 2010 Г., п.п.
Employed population	100,0	100,0	100,0	100,0	100,0	100,0	-
Including by type of economic employment							
Agriculture and fisheries	26,8	27,2	26,6	26,2	26,4	25,9	-0,9
Industry	13,8	13,5	13,6	13,5	13,7	13,9	0,1
Construction	8,9	9,5	9,1	9,8	9,9	9,5	0,6
Trade	10,6	10,9	10,6	10,6	10,6	11,4	0,7
Transport and storage	4,4	4,8	4,9	4,8	4,6	4,8	0,4
Education	9,5	8,2	8,4	8,4	8,8	8,7	-0,8
Health and Social Services	5,1	4,5	4,6	4,6	5,1	4,9	-0,3
Hotel, restaurant, tourist services	2,8	3,2	3,5	4,0	3,0	3,5	0,1
Other activities	18,1	18,2	18,8	18,3	18,0	17,5	0,1

Source: Compiled by the author based on data from the Ministry of Employment and Labor Relations of the Republic of Uzbekistan.

As can be seen from Table 1, there is a decrease in the employed population in agriculture, forestry and fisheries from 26.9% to 25.9%. Although it should be noted here that despite this trend, the largest share in the structure of the number of employed is provided by those working in these three sectors of the economy. Next in terms of the largest shares are industry (about 14%) and trade (11.4%). These industries are also more in demand in the republic's economy.

The peculiarity of the structure of employment in the tourism industry is underemployment, seasonal fluctuations in the volume of employment and workload, as well as a significant proportion of unskilled workers (about 80%).

According to the statistics bodies of the republic, the share of women in the hotel industry is about 50%. It is important to note that the number of jobs in tourism is growing 1.7 times faster than in any other sector of the economy. Table 2 shows the structure of the number of employees in hotels and restaurants in the Republic of Uzbekistan.

Table 2. Average number of people employed in hotels and restaurants in the republic

	2013	2014	2015	2010	2017	2018	2019	2020	2021
В процентах									
Total in the economy	100	100	100	100	100	100	100	100	100
Hotels and restaurants	2,5	2,6	2,8	3,0	3,2	3,5	4,0	3,0	3,5

Source: www www.stat.uz.

Forecasting the development of the tourism industry is necessary to solve social issues, ensure employment and create new jobs. As a study by European experts shows, as of January 1, 2018, the number of new jobs in the tourism sector in many countries of the world reached the indicators indicated in table. 3. Therefore, we can conclude that in the future tourism in these countries will become a strategic sector of the economy in which new jobs will be created.

Table 3. Employment indicators in tourism in a number of foreign countries

Country name	Number of newly created jobs, thousand jobs
Türkiye	897
Germany	469
Great Britain	299
Spain	293
Italy	233
Russia	179
France	181
Netherlands	85
Greece	55
Portugal	46
Belgium	45
Finland	44
Ireland	27
Sweden	21

Source: www.unwto.com

As can be seen from Table 3, Turkey is the leader in tourism employment, with approximately 900,000 new jobs created. The forecast for the organization of new jobs in the tourism sector of Uzbekistan is also optimistic, since actual growth over the past five years has reached 7%, according to the Ministry of Labor and Poverty Reduction of the Republic of Uzbekistan.

Official data and estimates of the state of the labor market and employment in the tourism sector are key sources of information for determining future forecasts of human resource needs. It is convenient to combine these forecasts of tourism stakeholders with the prospects for the development of the tourism industry through state and regional programs. Moreover, these plans should be an integral part of the employment policy within the framework of the state program for the socio-economic development of the regions of the republic. This systematic approach makes it possible to accurately and rationally implement forecasts of the needs of professional subjects of tourism activities.

Long-term forecasts for tourism stakeholders must take into account the human resource needs of the tourism industry. Tourism, hotels, catering establishments, transport and excursion services. In addition, it is advisable to take into account the qualifications and educational level of human resources, the need for management positions, and the need for part-time workers.

In our opinion, tourism demand forecasts should be calculated in the form of spatiotemporal matrices.

On a national scale, many attempts have been made to forecast the labor force needs of the tourism industry, but these forecasts were not scientifically based and were of a regional nature.

Thus, in accordance with the Decree of the President of the Republic of Uzbekistan dated February 3, 2018 No. UP-5326 “On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan”, it was planned to train personnel and create new jobs in the tourism industry for 60 thousand people. The lack of proper scientific justification for this indicator led to the fact that by the end of the planned stage (2020) not only was it not possible to achieve this level of employment, but, on the contrary, due to the pandemic, the available number of jobs decreased by 12-20%.

A more reasonable need for labor resources was developed for Samarkand within the framework of the “Program of measures for the additional development of tourism in the Samarkand region, increasing the flow of local and foreign tourists, additional creation of new infrastructure facilities for 2018-2019” (approved by the Resolution of the President of the Republic of Uzbekistan dated March 16 2018 No. PP-3609 “On additional measures for the further development of tourism in the Samarkand region for 2018-2019.” Here, the need for tourist personnel of various categories is calculated for the main hotel complexes located in the Samarkand tourist center “Silk Road Samarkand”, agreed according to the time of their needs with the financial costs of implementing this plan.

However, similar forecasts and plans were not implemented in other parts of the republic.

The Institute of Tourism Development under the Ministry of Culture and Tourism of the Republic of Uzbekistan conducted a study of personnel planning in the tourism industry and according to them, the republic’s need for personnel for the period until 2025 is estimated at 830 thousand people direct employment in the tourism sector and 1.61 million people in structural companies. Indirect employment in related service sectors is also provided.

Assuming a slight change in the overall labor market in the future, the share of employment in tourism will increase to 3.1%. This is enough to hire a 48th employee. Although the forecast is optimistic, it does not compare with tourism employment figures in developed countries, where tourism employs between 1 and 17 workers.

We attribute this to the insufficient capacity of the education system, as well as the lack of accurate planning of labor requirements. So, we have a paradox. The lack of personnel for tourism makes it difficult for specialists to find employment, and some graduates get jobs in other sectors of the economy, i.e. not by profession.

The reasons for this situation are the lack of a unified personnel policy in the field of tourism, the discrepancy between the capabilities of the educational system and practice enterprises and their needs for different specialists.

Today it is important not only to satisfy the need for highly qualified personnel in the tourism sector, but also to improve the quality of education.

The increased demand for tourism specialists in recent years has led to the fact that more than 26 state and non-state educational institutions have begun training. Therefore, there is a need for modern methods of professional tourism education, carried out in collaboration with universities and practitioners.

For this reason, we recommend doing the following first:

- Training and retraining of personnel from domestic and foreign educational institutions involved in training personnel in the field of tourism.
- Development of educational standards and formation of pedagogical and methodological foundations.
- Organization of a continuous training system for stakeholders in the tourism sector.
- Providing conditions for student internships.
- Activation of tourism industry enterprises that provide employment for university and technical school graduates.

Today, the number of qualified teachers in state and non-state educational institutions for training is insufficient and, according to expert estimates, is only 45-50% of the actual need, with an average age of 58 years.

In our opinion, a continuous system of professional tourism education and advanced training should be organized. The proposed system should be managed by the Institute of Tourism Development, under the Ministry of Culture and Tourism of the republic. In addition, the International University of Tourism and Cultural Heritage "Silk Road" in Samarkand is also considered a leading organization for training personnel for tourism. This entire system is engaged in training personnel in the system of vocational and secondary specialized, higher and postgraduate education. In this system, a base of practices of existing tourism industry enterprises is collected to form bases for educational practice (training hotels, training restaurants, training travel agencies, etc.). In addition, private training centers provide similar training for the tourism industry.

However, today in the tourism industry and in tourism education various contradictions have been identified that have a negative impact on the development of tourism in the republic. These contradictions can be classified in the following areas:

- in the economic sphere - a discrepancy between the needs of the labor market for qualified personnel at various levels and the number of people receiving secondary and higher professional tourism education;

- in the social and pedagogical sphere - the discrepancy between the growing demand for tourism personnel in modern conditions and the quality of training of these personnel;
- in the educational and methodological sphere - the contradiction between the possibility of improving the process of professional education in the field of tourism to ensure its competitiveness in the labor market and the level of educational and methodological support for the implementation of the educational process;
- in the scientific and methodological sphere - the contradiction between the demand for comprehensive tourist training and the existing scientific base of the theory and methodology of education.

In our opinion, there is a growing discrepancy between the quantity and quality of graduates of secondary and higher tourism education and the needs of the labor market and the tourism industry.

An analysis of tourism education in Tashkent shows that there are very few young specialists with secondary vocational education. Having analyzed the labor market, we came to the conclusion that the high turnover of young personnel is due to the fact that employers exclude less qualified workers instead of using various forms of advanced training to train them.

Every year, 20-30% of graduates of professional technical schools of tourism and service do not satisfy their employers. In addition, 20% of tourists with secondary and even higher education get jobs that do not require secondary vocational education. At the same time, the total number of personnel trained in tourism educational institutions in Tashkent for the tourism industry is on average about 20% of the required level.

According to the Tashkent Employment Promotion Center, only 15% of vacancies in the tourism industry concern persons with higher professional education. Currently, there is an imbalance between the number of required higher education graduates and the demand in the labor market. Since the number of graduates needed by the industry is less than 80%, a significant number leave the industry or work in positions that do not require a college degree. This situation indicates a discrepancy between the labor market needs in the tourism industry and the quantity and quality of graduates. Young people with vocational education are forced to work in non-professional positions, undergo retraining or obtain a second vocational education.

This situation may be due to a number of reasons, one of which is the inability to clearly assess the need for professionals in the tourism industry with different levels of training. To date, there is no organization that regularly monitors the labor and education markets, and there is no specific model for assessing staffing needs in the tourism industry.

4. CONCLUSIONS

The tourism sector is one of the dynamically developing sectors throughout the world, including in Uzbekistan. Because this industry contributes to the development of a number of industries and service sectors. The development of tourism in Uzbekistan is one of the strategic issues at the state level. When developing the tourism sector, it is necessary to implement a number of practical works, such as the construction of new infrastructure, increasing employment and income of the population, training specially trained personnel for the industry, choosing geographically convenient places, logistics and transport issues. In addition, large investments are currently being allocated for the development of the tourism industry in the republic. This leads to the development of not only international tourism, but also domestic tourism.

Forecasting employment and the number of labor resources in the tourism sector is a complex interdepartmental task of the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan, the Ministry of Culture and Tourism of the Republic of Uzbekistan, the Ministry of Employment and Poverty Reduction of the Republic of Uzbekistan, as well as other departments.

The complex influence of socio-economic factors in particular must be taken into account when formulating forecasts for the development of the tourism industry as a whole and the labor market.

Based on the above, we can draw the following conclusions:

1. The state of this market reflects the state of the economy and social sphere in general, and the degree of development of the tourism industry in particular.
2. This market is formed under the influence of many contradictory factors, reflecting both the characteristics of tourism as an activity and the characteristics of tourism products.
3. The labor market in the tourism sector is characterized by a high share of direct guest service, a large number of professions used, a high degree of mobility and integration, and special requirements for personnel qualifications.

4. Forecasting the tourism industry labor market is a solution to a complex probabilistic problem, which is based on compliance with professional and educational standards that form the balance between supply and demand.
5. The development of models for the need for labor resources should take into account the influence of scientific and technological progress, the degree of computerization of the population and the possibility of independently forming a tourist package of services.

Such forecasts are static and do not take into account changing needs over time, the dynamics of the capacity of the education system, the dynamics of the labor market, the changing needs of foreign workers and the influence of science and technology, progress, demographic changes, etc. All these influencing factors must be subject to detailed analysis and scientific justification .

We aim to study in detail the impact of scientific and technological progress on the labor needs of the tourism industry. This influence is especially relevant in recent years, when the rapid development of information technology and the Internet has changed the traditional methods of serving tourists by hotels and travel agencies.

Automated programs and the use of booking services, the Internet and the latest high-tech systems lead to increased productivity and a reduction in the number of people employed in the tourism sector.

The Internet will play an important role in tourism workforce forecasting. This applies to both travel agencies and transport, excursion services and hotel services.

According to UNWTO, the percentage of tours purchased via the Internet without using the services of travel agencies is increasing every year. For example, online sales, which accounted for only 3.5% of all tour sales in 2005, will reach 46% in developed countries by 2022 and continue to grow rapidly. In Uzbekistan, the share of online sales of tourism services is still insignificant, only 12-15% according to experts, but the trend is growing. Today, the supply of Internet communications is growing accordingly, and access to information resources for selling tourism services is increasing. All consumers can purchase tours individually and book in real time.

If the domestic market for online sales of tourism services reaches the level of developed countries, by 2025 the staffing needs of tour operator companies could be reduced by 15-17%. This means that the sales growth rate will be lower than the global Internet "absorbs" sales. Therefore, the need for specialists in tour operator companies will gradually decrease with the pace of digitalization in the country.

In addition to the Internet, the mobile communications system makes it possible to independently create and book tours, which speeds up this process, since the growth rate of mobile phone subscribers is much higher than that of PC owners.

Information technology and innovative technologies also contribute to the free movement of labor, including outflow from Uzbekistan and inflow from abroad. Because today the Internet acts as a human resource. Thus, labor resource planning and the needs for them in the tourism industry are interconnected with the development of scientific and technological progress, especially information technology and innovative technologies.

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