



PANDEMIYADAN KEYINGI DAVRDA TURIZMNI BARQAROR RIVOJLANTIRISHNING ISTIQBOLLI YO'NALISHLARI

Respublika ilmiy-amaliy anjumani

MATERIALLARI



5-6 oktabr

Buxoro – 2021

Дискуссии о новой цифровой реальности и трансформациях социальной сферы идут уже достаточно давно, однако именно сейчас эти изменения ощущаются с наибольшей остротой. Буквально на глазах происходит переосмысление обучения как важной социальной практики. Ускоренная цифровизация становится своего рода проверкой на прочность преподавателей, учебных заведений, национальных образовательных систем, и, что может быть самое важное – способности человечества к кооперации в условиях больших вызовов.

Пока совершенно неясно, какой опыт из этой вынужденной стремительной цифровизации удастся вынести и каждому отдельному образовательному учреждению, и всей системе образования, и всем нам, в том или ином качестве сталкивающимся в большинстве своем с этой системой и той новой социальной реальностью, которая формируется вокруг нее в связи с пандемией. Возможно, именно сейчас для институтов образования и всего общества складываются наиболее благоприятные условия для выработки комплексных стратегий развития.

HOTEL STAFF PROFESSIONAL DEVELOPMENT AND SAMPLE PLAN OF TRAINING PROGRAM

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Abstract: As global village becomes more and more competitive nowadays, it's highly crucial to realize that besides up-to-date devices and services that could engage more and more tourists in the past, its service delivering that plays significant role in hospitality industry. While, a lot of tourism sectors are fighting in the high competitive arena in order to excel among one another to create warm and cozy ambience for tourists, entrepreneurs of Uzbekistan hotels are realizing that they have everything to establish this atmosphere, but the last and key criterion is establishing good employee system. This study aims to address a common question: which ways of staff professional development are the most efficient to increase the quality of services in high position.

Key words: hospitality, professional development, training methods, training institutions.

Personnel training for most enterprises is now of particular importance. Training is a means of achieving the strategic goals of an organization. Success on the path to achieve these goals depends largely on how well the staff are aware of these goals and how prepared they are to work towards their achievement. The implementation of the developed strategy of the organization requires a higher level of professionalism of both management and the entire staff. Work in the market conditions places high demands on the level of staff skills, knowledge and their abilities. The knowledge and skills that helped the staff to work successfully yesterday today are losing their effectiveness, and tomorrow they will become irrelevant at all. Both external conditions (state economic policy, legislation and taxation system, new competitors appear, etc.) and internal conditions of enterprises (their restructuring, technological changes, etc.) change very quickly, which most companies objectively need to prepare staff for today's and tomorrow's changes.

Nowadays, it is extremely crucial for Uzbekistan hotels to organize constant professional development sessions for their staff. A lot of researches conducted illustrated that a big number of guests visited our country has the opinion to provide training session at the hotels that they stood. While, all ordinary career enhancement methods can serve as the basis for the session, it is essential to combine more creative and modern methods considering the employee experience, knowledge, and their ability.

Methods of Staff Professional Development in Hotels

Hotel companies need trained professionals with a certain amount of work experience. Employee training and education is an investment of money and time that needs to be rationally used, therefore, the system of personnel training for hotel enterprises should be improved to meet the requirements of the hotel services market. The need to develop a hotel education system is currently recognized, taking into account the current situation, as well as future projections. Managers of large hotel chains are interested in the development and prosperity of their business, pay attention to improve the culture of serving guests and therefore, try to find more effective way of staff career enhancement. Training is not only getting new knowledge, but also getting to know new opportunities and new solutions that can help the organization to improve service quality. The result of training should be the ability of staff to find more and more effective solutions in the daily activities of the hotel.

According to this, training methods in tourism and hospitality industry may be consisted of followings:

On-the-job Training (OJT) Methods.

This type is very common and one of the most essential ways that is provided directly on the working process. OJT method is categorized as follows:

1. Job rotation; → 2. Coaching; →3. Job instructions; →4. Committee assignments; →5. Internship training;

Off-the-job Training Methods.

The methods of training which are adopted for the development of employees away from the field of the job are known as Off-the-job Methods:

1. Case study method; → 2. Incident method; → 3. Role play; → 4. In-basket method; → 5. Business games; → 6. Grid training; → 7. Lectures; → 8. Simulation; → 9. Management education; → 10. Conferences;

Training institute.

The training method is provided by sending staff to training institutes to give vocational training and other knowledge so that they can shape up the ones personality.

Internship Training.

This method is similar to working but not for full term purpose and the salary is called stipend and a bit low than the one that are given in workplace. The time is flexible and depends on staff. The duration can be 2 or 6 months only.

Online or E-learning.

Many companies with employees in a variety of locations across the country are relying on other technologies to deliver training. It is when online learning method comes to help.

1.Web-based training; →2. Webinars; →3.Online colleges and universities; →4.Collaborative document preparation; →5.E-mail.

Implementation of essential training methods in Bukhara hotels.

Hoteliers from Bukhara are realizing that today the key of best service quality of hotels has become qualified and well-educated personnel and owners paying highly attention to career enhancement of their staff to increase and hold the company revenue in high positions. As every location has its own rules and requirements, the most effective training methods for this venue indicated to be the combination of all types that are mentioned above. However, owners should firstly define the follows:

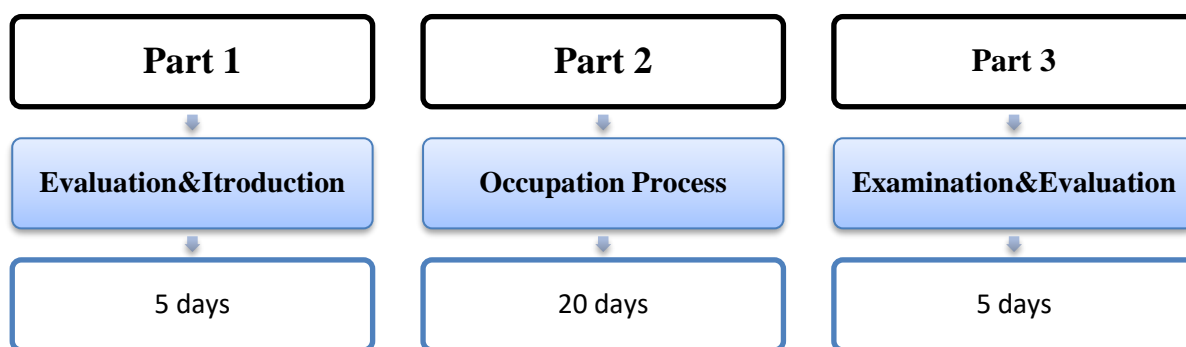
- Training goals for the session.
- New skills
- New techniques for old skills
- Better workplace behavior
- Type of employee.
- New employees
- Existed employee
- Employees for changing job
- Training budget.
- Time for training within the organization.
- Training resources and materials existed at disposal.

Given plan of the program is considered for existed employees of hotels that would participate by realizing from work-time. As far as I'm concerned, considering the fact that it is the first step in training experience, following method is recommended to be the most appropriate and essential one:

Training institute method of training

The training method is provided by sending staff to training institutes to give vocational training and other knowledge so that they can shape up the ones personality. Bukhara hotels can send their personnel to the Bukhara State University to the faculty of Tourism, where a lot of professional teachers with wide experience in this sphere can give all theoretical and practical knowledge that is needed.

Figure1. Sessions and duration of the training program.



Program will take 30 days each year that are available for the hotel departments like:

- Food & Beverage;
- Front Office;
- Sales & Marketing;
- Management;
- Evaluation & Introduction part for all departments will be the same.

Firstly, the knowledge and skills of the staff will be evaluated by special testing process and there will be introduction to the session itself.

Occupation process is the core of the training, as it includes the teaching classes.

Step1. Understanding of Client's Requirements and market condition of the department;

Step2. Learning new and modern approaches to work;

Step3. The usage of up-to-date technologies;

Step4. Combination of all learned skills and its implementation to the workplace;

Examination & Evaluation part is the completion part of the session. All students will be examined by oral, testing and case-study methods and will be evaluated. In the end, all students will be certified with the overall mark that they got from training.

Professional development program should be held once in a year and with the help of governmental institutions it ought to be controlled and organized carefully.

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MADANIYAT VA SAN'AT SOHASINING JAMIYATDA TUTGAN O'RNI VA MAZKUR SOHADAGI RAHBARLARNING MENEJERLIK QOBILIYATLARINI RIVOJLANTIRISH

**Navruz-zoda L.B. BuxDU katta o'qituvchi
 Negmurodova Sh. BuxDU talaba**

Madaniyat va san'at sohasining jamiyatdagi o'rni xususida fikr yuritganda, avvalo, "Madaniyat va san'at sohasi jamiyatga nima bera oladi?" degan savolga javob izlashimiz darkor.

Shu borada davlatimiz rahbarining Toshkent viloyati Chinoz tumaniga tashrifi chog'ida:

"Har bir uyda, har bir ko'chada madaniyat bo'lishi kerak. Xalqimiz aytganidek, olma pish, og'zimga tush, degan bilan natija bo'lmaydi. Birgalikda harakat qilishimiz zarur. O'zgarishlarni istasak, hammamiz ongli ravishda o'zgarishimiz kerak"⁵⁰, - deya bildirgan fikrlari shundan dalolat beradiki, xalqi madaniyatli bo'lgan mamlakatning kelajagi yanada porloq bo'ladi.

⁵⁰ <https://review.uz/uz/post/prezident-chinozda-3-ming-nafar-xotin-qizni-ish-bilan-taminlash-boyicha-korsatma-berdi>

Хуррамов О. К.	Перспективные направления цифрового туризма в постпандемический период	150
Файзиева С. К. Баратова М. Б.	Особенности питания при коронавирусной инфекции	153
Rajabova M. Niyozova I.	Malayziyada turizmning rivojlanishi va uning o'ziga xos xususiyatlari	156
Мухидов Ҳ.	Система образования в условиях пандемии	159
Khalimova N. J. Aminova N.B.	Hotel staff professional development and sample plan of training program	161
Navruz-zoda L.B. Negmurodova Sh.	Madaniyat va san'at sohasining jamiyatda tutgan o'rni va mazkur sohadagi rahbarlarning menejerlik qobiliyatlarini rivojlantirish	163

“Садриддин Салим Бухорий” МЧЖ босмахонасида чоп этилди.
Ҳажми 168 бет. Формат А4. Адади 20 нусха. Буюртма 316. 2021.

Бухоро шаҳри. М.Иқбол кўчаси, 11.