

Uzbekistan Hospitality Training Programs and its Problems

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Abstract: Nowadays, in a highly competitive era, tourism industry needs knowledgeable and professional staff that can easily meet the demand of market and consumers. There are several bachelors, masters and PhD programs of the sphere in Uzbekistan that prepares this kind of industry employers. However, after working several years in the industry, we can see the necessity of short training courses that can develop the staff professionally and increase the quality of services that they are providing. Ministry of Tourism and Sports of the Republic of Uzbekistan is offering several courses concerning the sphere by the “Republic center for training and professional development of staff in tourism industry” unitary enterprise. However, if we pay attention to the quantity of tourism related companies of the country, the courses provided not meeting the demand of tourism market. Therefore, the purpose of paper is studying available training courses and the demand of industry professionals of this sphere. Several research methods, such as analysis, synthesis, expert evaluation, and modeling are used in the paper. As a result, wide range of scientific tables has been prepared revealing available training course program of the country. It was concluded that there are not enough hospitality professional development courses and our government should pay attention to this sphere as there is high demand from industry professionals.

Keywords: Tourism, Professional Development, Training Program, hospitality, tourist, gastronomy, religious places, tradition, culture, monuments.

INTRODUCTION

Tourism in Uzbekistan is becoming one of main and developing industries among service sector. Our historical and precious country has everything, like, architectural monuments, culture, gastronomy, religious places, and tradition to engage more and more tourists among the world. There are given a wide range of opportunities by government to facilitate the industry and open a lot of hospitality sectors like hotels, restaurants, and transport companies and so on. However, the quality of work of employees working within the industry is remaining without attention and unchanging. Ministry of Tourism and Sports of the Republic of Uzbekistan is offering several courses concerning the sphere by the “Republic center for training and professional development of staff in tourism industry” unitary enterprise. The company trains specialists in courses in the following areas:

- Annual seminars and trainings for tourism service providers, tour guides, managers of tourism enterprises;
- Provide industry consulting to companies wishing to open their own travel agencies;
- Develop materials to provide tourism organizations with modern teaching methods and textbooks;
- Organization of recommendations and developments on national traditions and customs, new touristic monuments;

- Development of brochures, booklets, necessary methodical literature, excursion texts for the "Portfolio" of guides;
- Organizing practical seminars with major touristic companies, hotels, restaurants, foreign partners and investors;
- Development and implementation of itineraries and excursions with maximum usage of the historical and cultural potential of the republic;
- Formation and regular updating of the Republican Bank of Guides and Interpreters;
- Development and implementation of programs and developments to improve the level of tourist services;
- Exchange ideas and giving information with organizations working within international tourism.

Retraining and professional development prepares specialists:

- Guide;
- Tour operator;
- Hotel administrator.

Retraining and professional development:

- Managers in the field of tourism, hotels, restaurants;
- Guides;
- Chief Accountants and Economists in Tourism;
- Managers and employees of transport enterprises;
- Railway workers.

Form of education:

- Lecture;
- Seminar;
- Training;
- On-site training;

Yearly, teaching program hours are from 6 to 36 hours.

The organization providing these teaching courses is situated in Tashkent region and people willing to take the program ought to go to the region. It can be a bit difficult and uncomfortable for the participants from other region. Another disadvantage of the course is that it doesn't cover all hotel working departments. Only established career enhancement courses for hotel managers and economies and prepares hotel administrators.

LITERATURE REVIEW

Professional development, its importance, significance, theoretical and practical issues have been studied by foreign scientists, like, R. Mitchell, Speck, M. and Knipe, C., Susan, D. McClelland, Yang Xiao, Shamim Ahammad, Mukhles M. Al-Ababneh, Michael Armstrong.

Along with foreigners, Uzbek scientists contributed to the improvement of hospitality staff skills and knowledge, their professional development and work productivity, as well. Hamroyev H.R., Navruzzoda B.N, Ibragimov N.S., Khurramov O.K, Ruziyev S.S. Jurayev A.T. have done a wide range of research concerning human the topic.

RESEARCH METHOD

Methods such as analysis, synthesis, expert evaluation, and modeling were used in the research process. Available professional development courses related to the tourism industry were analyzed and necessary conclusions are derived. Experts with great experience were interviewed and according to their opinions necessary training plan and schedule prepared. Furthermore, the template plan of the professional development courses needed for tourism sphere modeled coming from the research that was held by studying and analyzing foreign standards.

RESULT AND DISCUSSION

In the several regions of Uzbekistan there are several courses giving knowledge in particular sphere of tourism industry. In Bukhara, “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE organization started its activity with training of guides. Teaching program is consisted of 7 themes, like, Socio-economic policy of the Republic of Uzbekistan; Basics of tourism; Local lore; Bukhara city; Basics of excursion studies; Bukhara region and Navoi region; Pilgrimage tourism; Additional service facilities in tourism. It means that future guides start learning process with general information about the country which broadens their outlook and knowledge concerning Uzbekistan. While, they have all essential information related to country economy, policy, laws and other spheres, guides can easily market our tourism potential, historical and architectural monuments as well as traditions and gastronomy. Furthermore, future guides will learn wide range of knowledge concerning tourism and excursion services. Below, there are given tables of course sections and topics delivered by the organization.

Table1. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

№	Sections and topics	Study load	Lecture	Practice	Independent hour
	I. Socio-economic policy of the Republic of Uzbekistan	10	10		
1.1	Uzbekistan's action strategy				
1.2	Political and administrative structure of the Republic of Uzbekistan, the Constitution is the basic law of the Republic of Uzbekistan. Rights and obligations of citizens				
1.3	Socio-economic development of the Republic of Uzbekistan				
1.4	International cooperation of the Republic of Uzbekistan				
1.5	State policy on tourism and guide				

Source: done by author

The table above illustrates the beginning course section called socio-economic policy of the republic of Uzbekistan. The purpose of teaching this point of view to listeners is to give overall information about our country, its policy, laws, borders, rights of citizens and so on. Travelers coming to our country will take small part of Uzbekistan with themselves. If we want to convey all positive sights of our nationality we should have broad outlook, deep understanding of who we are and who we were. For this reason, first five topics of course program are wholly dedicated to our socio-economic policy.

Table 2. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	II. Fundamentals of tourism	20	16	4	
2.1	History of tourism development. Types of tourism				
2.2	Tourist and his desires				
2.3	Tourism industry of the Republic of Uzbekistan				
2.4	Tourist and excursion resources of Uzbekistan				
2.5	Ecological nature and environmental protection. Preservation of historical and cultural monuments.				
2.6	The concept of tourism products and tours. Travel programs and service classes				
2.7	Ways to develop active tourism in Uzbekistan				
2.8	Development of ecotourism in Uzbekistan, including Bukhara region (reserves, nature reserves, national parks and natural monuments)				

Source: done by author

It can be seen that the second section of course program is dedicated to fundamentals of tourism. Guiding and excursion sector is one part of tourism sphere. While guides welcome foreign tourist, spend time together, serve them and be the face of the country that they are working, they must know every small detail connected with the sphere. During this section, participants will have chance to get knowledge about tourism, the fundamentals of tourism, tourists and their desire, all types of tourism and those that are situated in Uzbekistan, the difference between tourist and excursionist, tourism and excursion and more other comprehensive knowledge about tourism. In order to get professional degree in guiding, listeners should have comprehensive knowledge beginning from the first steps of tourism industry. Furthermore, the instructors of the course are experienced, knowledgeable professionals, having enough degree and experience in the sphere. Therefore, participants have this part of program in the course.

Table 3. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	III. Local lore	200	64	56	80
3.1	Geography of Uzbekistan, especially Bukhara region				
3.2	Fauna of Uzbekistan, especially Bukhara region				
3.3	Flora of Uzbekistan, especially Bukhara region				
3.4	History of statehood of Uzbekistan				
3.5	History of the Great Silk Road				
3.6	History of religion (fire, Islam, Christianity, Judaism)				
3.7	Mythology				

3.8	Writing history				
3.9	Historical and cultural heritage of Uzbekistan, especially Bukhara				
3.10	Practical and decorative heritage of Uzbekistan, especially Bukhara				
3.11	Literary heritage of Uzbekistan, especially Bukhara				
3.12	Musical heritage of Uzbekistan, especially Bukhara				
3.13	Traditions and customs of Uzbekistan, especially the peoples of Bukhara				
3.14	Ethnoculture of Uzbekistan, especially Bukhara				
	Intermediate control				

Source: done by author

The table below describes the third chapter of the course program that is taught by the organization which is called local lore meaning background of Uzbekistan and Uzbeks. The section mainly gives information about history, geography, history, flora and fauna of Uzbekistan and religion, mythology, traditions, literature, music of the people and nations that once lived in this land. In order to know who we are and why we live in these lands we firstly ought to know our background and roots. Foreign visitors are also interested in our being and may ask a lot of questions concerning this topic. While guides are representatives of the country they must answer to all questions of their clients. That is the rule of marketing – the client is always right. For this reason, there shouldn't be any space for extra questions from the visitors.

Table4. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	IV. Bukhara city	120	44	40	36
4.1	History of Bukhara				
4.2	The main objects of the tour				
4.3	Tomb of Ismail Somoni				
4.4	Chashmayi ayub tomb				
4.5	Bolo havuz mosque				
4.6	Ark Fortress				
4.7	Zindon				
4.8	Poyi Kalon bars				
4.9	Taqi Zargaron trade dome Tim Abdullah's Trade Dome				
4.10	Toqi Telpakfurushon trade dome Taqi Sarrofon trade dome				
4.11	Double madrassas: Abdulazizkhan and Ulugbek				
4.12	Magoki Attor Mosque				
4.13	Caravansarais				
4.14	Men's baths Khoja Gavkushan Complex				
4.15	Labi Pool Complex: Nodir Devonbegi Room, Nodir Devonbegi and Kokaldosh Madrasas				
4.16	Chor Minor Madrasa				
4.17	Double Madrasa: Abduallakhan and Modarikhan				

	madrasas				
4.18	Turki Jandi				
4.19	Bukhara Neighborhoods				
	Intermediate control				

Source: done by author

The section above is considered to be the core of the program, as it wholly states the historical and architectural sites and buildings of Bukhara. The main purpose of foreign travelers from other countries is mainly visiting these sites of our country, therefore, cultural tourism is developed which attracts millions of tourists year by year. Therefore, future guides must know every small detail connected with our historical treasure. In this section participants are taught every small detail of our history, like excursion objects that are included in the tour, trading domes, madrasas, mosques, caravan-sarays and whole history of our region.

Table 5. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	V. FUNDAMENTALS OF EXCURSION STUDIES	130	52	50	28
5.1	Basics of excursion science				
5.2	The essence, signs, functions, principles of the tour				
5.3	Classification of excursions				
5.4	The theme and composition of the tour. Selection of objects for the tour				
5.5	Peculiarities of showing and narrating on a tour. Logic in excursions.				
5.6	Technology of preparation of a new excursion. Choosing a theme for the tour. Goals and objectives of the tour.				
5.7	Excursion preparation: Selection and study of materials for the excursion, selection of excursion objects. Creating an object passport.				
5.8	Choose a tour route and go through it				
5.9	Preparation of control and individual text of the tour				
5.10	Excursion portfolio. Creating an excursion portfolio				
5.11	Excursion methods. Excursion techniques				
5.12	Preparation of technological maps and methodical developments during the tour				
5.13	Test and approve during the tour. Criteria for evaluating objects during the tour				
5.14	Out-of-town excursions and information delivery along the way				
5.15	Excursion requirements. Rights and obligations of the guide				
5.16	Ethical guidelines. Guide's professional code				
5.17	Speech technique and culture				
5.18	The art of public speaking				
5.19	Psychological aspects of guides				

5.20	First aid				
5.21	Material liability. Road safety				
5.22	Guide developments along the route				
	Intermediate control				

Source: done by author

The table above illustrates “the fundamentals of excursion studies” section which is also the main part of the career enhancement program. In spite of the history, culture, traditions of the country, guides ought to know theoretical part of the excursion services, namely, classification of excursion, showing and narration process, excursion technique and technology, excursion methods, guide portfolio, individual and main text of excursion, excursion tour, first medical aid as well as safety and security during excursion service.

Table 6. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	VI. BUKHARA REGION AND NAVOI REGION	50	16	18	16
6.1	Sitorai Moxi Xossa Palace				
6.2	The ruins of ancient Varakhsha				
6.3	The ruins of ancient Kyzbibi				
6.4	The ruins of the ancient capital				
6.5	Chor-Bakr complex				
6.6	Cisterns				
6.7	Raboti Malik				
6.8	Kampir wall				
	Intermediate control				

Source: done by author

In the given section main parts of Bukhara and Navai region are described. As, future guides will have certificate of working in this regions, they taught every detail, small parts of them. For instance, ancient ruins like Varakhsha and Kyzbibi, architectural sites like Chor-Bakr, Raboti Malik, Kampir wall and the others can be seen in the course program. Furthermore, in the end of the section intermediate control work is taken, because, the section is covers the two regions and while participants are getting comprehensive knowledge related to them it is highly essential to make the given skills and knowledge strong.

Table 7. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	VII. PILGRIMAGE TOURISM	60	12	40	8
7.1	Pilgrimage etiquette				
7.2	Sufism				
7.3	Saints of Bukhara				
7.4	Shrine of Hazrat Imam				
7.5	Seven saints				
7.6	Bahouddin Naqshband Complex				
7.7	Attractions of Bukhara				
7.8	"Evening Bukhara" program				
7.9	Jewish objects (nostalgic tourism)				
7.10	Catholic and Orthodox Churches				

7.11	Shia objects				
7.12	Baha'ism				
7.13	Relations with Japan				
7.14	Bukhara archeology				

Source: done by author

The table above shows the topics related to pilgrimage tourism. It means that tourism professionals working like guides should have comprehensive knowledge of all religions, because tourists can come from all regions and may have different point of view concerning the religious topics. In this case, guides should have neutral viewpoint neither making bad nor being in one side. The texts should be given is only positive matters and these all are taught in the course program.

Table 8. Course program of the “Bukhara Regional Center for Professional Development and Retraining in Tourism” UE

	VIII. Additional services in tourism	8	8		
8.1	Excursion objects of Bukhara region				
8.2	Theaters and museums of Bukhara region				
8.3	Tourist villages, tourist neighborhoods and auls				
8.4	Rural tourism, agro tourism				
8.5	Restaurants and shopping malls				
8.6	Oasis and SPA				
	Final control				

Source: done by author

The duration of the course is 6 months and consists of overall 600 hours. Form of education is lecture, practical lessons and independent work. Lectures are organized by professors of the sphere and professional guides with work experience; furthermore, practical lessons are taken in historical and architectural monuments of the Bukhara and Navai regions.

Furthermore, there are a wide range of webinars, seminars, short courses, conferences and other events that are organized by Tourism Development Institute. Examples to the most recent ones are online lecture on the theme “Global Britain: contemporary issues in post-brexite international trade” organized by Northumbria University on 9th April, 2021; online lecture on the theme “Project Management” organized by Treysi Dodson, lecturer of the University of Glasgow on 20th May, 2021; online conference on the theme “Conditions and factors of formation of national models of tourism” organized by Tuxliyev Nurislom, professor in Islam Academy on 20th may, 2021; virtual excursion by Orse museum by Garri Safaryan on 18th May, 2021; online lecture on the theme; two-day trainings for CBT chain participants, namely, guides in Bukhara and Samarkand from 18 to 28 May, 2021; online lecture on the theme “Pilgrimage tourism. Education and practice” organized by Ravshanov Alijon Sayfutdinovich, teacher in the Uzbekistan International Islam Academy on 6th May, 2021 and others.

CONCLUSION

Nowadays, in the era of development and high demand in people’s expectations, it is extremely important to increase the quality services that are number one topic for our hotelier. As, we understand that it is only comes with the way of delivering these services, we should change and modernize the way of serving customers. By establishing modern and effective Training and Professional Development programs that can be appropriate for our national and regional standards, everything, namely, guests, flow of income, highly satisfaction of tourists’ demand and others

come in a short period of time. The research studies available professional development course program that can easily meet demand of tourism market.

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