



THE IMPORTANCE OF HUMAN RESOURCES POLICY IN THE DEVELOPMENT OF TOURISM

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Abstract

This article analyzes the role and importance of human resources policy in the sustainable development of the tourism sector. It scientifically highlights the fact that human capital is a key factor in the quality of tourist services, regional competitiveness, the level of innovation, service culture, and development in line with international standards. It also describes the existing human resources problems in the tourism system of Uzbekistan and strategic directions for their elimination.

Keywords: Tourism economy, incentives, tourism organizations, human resource.

Introduction

Globally, tourism is one of the fastest growing sectors of the economy. International tourism is one of the leading sectors in terms of its contribution to GDP, share in services exports, and job creation. Although the sustainable development of tourism depends on many factors, one of the most important is human resources policy. Because the main product of tourism is a service, and the quality of service directly depends on the skills, competence, and service culture of human resources.

Personnel policy is a set of systematic processes aimed at the formation, development, management and motivation of human capital in tourism organizations. In the modern tourism sector, personnel policy is based on the following criteria:

Professional competence - the level of professional knowledge, skills and practical experience of employees.



Service culture - hospitality, communication culture, customer-oriented approach.
Innovative thinking - mastering new technologies, effective use of electronic tourism systems.

Labor motivation - the formation of material and non-material motivation mechanisms.

Personnel stability - reducing the level of staff turnover and effective use of qualified personnel.

Human Resources Policy in Uzbek Tourism: Status and Problems

In recent years, Uzbekistan has been paying great attention to transforming tourism into a strategic sector. However, the following problems exist:

- lack of qualified guides, instructors, and managers;
- lack of employees with excellent command of foreign languages;
- the gap between practice and education;
- lack of modern training in service culture;
- high staff turnover.

Methodology

Also, most of the employees working in domestic tourism are seasonal, which affects the quality of domestic tourism.

Strategic directions for the development of personnel policy

1. Development of the dual education system

Strengthening university-enterprise cooperation, creating practice-oriented curricula.

2. Training according to international standards

Introduction of international certification systems such as UNWTO Academy, IATA, AHLEI.

3. Improving digital competencies

Courses on digital tourism, CRM, AI-based service technologies.

4. Creation of training centers in the hotel and restaurant business

Formation of a system of continuous professional development.

5. Motivation and encouragement of labor

Improving the wage system;

Introducing bonuses and performance evaluation ratings;



Ensuring employee stability through social packages.

Conclusion:

The most important factor for the sustainable and competitive development of the tourism sector is the correct implementation of the personnel policy. Without qualified, motivated, innovative employees, the development of the tourism industry, the creation of new tourist products, or competition in the international market are impossible. Therefore, the modernization of the personnel policy in the tourism sector of Uzbekistan remains a key strategic task in the coming years.

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