



The Role and Importance of the Labor Market in the Development of the Tourism Market

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Abstract: *The article discusses the importance of the tourism sector in creating a workforce. The theoretical aspects of indicators evaluating the level of employment in tourism and the potential of the labor force in it are highlighted. Factor analysis of developed theoretical indicators was also carried out.*

Keywords: *Tourism market, labor market, workforce, types of tourism services, tourism products, segmented market, potential market, potential market, tourism service, employment level.*

The tourism sector is one of the fastest growing sectors of the world economy. Its extensive development is becoming a major source of income for many countries.

It is known that tourism service occupies the most important place within the system of services in the conditions of modern market relations. It is world wide about 8-10% of the national product organizes. However, this of the indicator share our not noticeable in the economy of our country level remains. This and tourism service in our country enough level due to lack of development proof gives _

Tourism service in the tourism market of our republic to the composition A series of incoming tourism service types (tourism - entertainment tourism, cultural tourism, education related tourism, scientific tourism, recreational tourism, wellness tourism, social tourism, agrotourism, children and young people tourism, special organize organized tourism, independent tourism, sports and wellness tourism, hunting tourism, adventure tourism, regional (nostalgic) tourism, congress tourism, professional tourism, ecological tourism, exotic tourism, religious tourism, rural tourism, situational tourism, entertainment tourism, polar tourism, ethnic tourism, mixed tourism, etc.) activities showing is standing

Tourism this service of types all of them to himself special development feature have _ In the analysis of the tourism market, these tourism destinations are integrated and as well as a separate one way one after another learning demand will be done. Tourism market complicated system with the manufacturer of the product as buy this product to get has been demand and opportunity potential buyers _ mutually connects to each other. In the market is available complicated processes with each product _ in it services are individual components based on in formation own expression finds _ An example for to these, catering services, transportation services, accommodation place with was related to q services and our inclusion of others can _ Take note should be included in the product incoming components mutually each other with alternately stands _ For example, to the content of the tourist product, that is, to the content of the tourist package based on the wishes of tourists We also include hotels of different categories can _ Also to tourists them defined to a place by plane, train, bus or other types of vehicles _ with to deliver can be offered.

Tourism market other markets _ like two type (commodity market that is, to offer a variety of products and segmented the market, that is, for the product requirement) is allocated. This market types a special one in scientific analysis way or whole as a complex is studied.



Stays place, delivery to give or from other conditions Therefore, the value of the product is different can _ Such different nebula various tourists with the ability to purchase these products used for

For household products demand market to three groups that is, potential market, opportunity market and service pointer to the market is separated. In a competent market so tourists participation that they are special touristic to motivation have the need to purchase products and opportunity is, and it is designated for them as a product prices profession of great importance ca n't Possible to buy produce in the market in itself who can get a chance tourists participation reach can _ Service pointer in the market and buy the produce get for had no direct desire tourists participation is enough In this market tour operators are buyers of tour products with together make them _ different different methods with buy this product to get urges it is necessary Such of methods one, advertising services right launch, employees by trade with the skill of the technique done increase and others are considered. From the following indicators in the analysis of the tourism market wide used :

- the size of the tourism market, i.e this in the market all of services common amount and its period of analysis during change;
- of the tourism market in the region's economy held share _
- those employed in the tourism market as part of the employed population with the able-bodied population held share _

In addition, activities in the field of tourism walking economy The economic indicators of the subjects are also clear is taken. We include the following can :

- of a travel agency profitability level _
- labor productivity of travel agency workers;
- cost level and cost recovery;
- sales volume and his composition;
- in a travel agency of funds return on funds and capacity of funds;
- various financial _ coefficients indicator and others.

In the process of analyzing these indicators in subjects of indicators one how many years during development trends learning dynamics are analyzed. Especially the main one attention this each in the process to the indicator own effect showing should be focused on factors will be This while own each in turn indicator improve is clear about it recommendations development assistance _ gives _

Tourism service development to carry out the following situations increase demand will be :

- in our country touristic objects and new based on touristic potential (natural, cultural, historical). touristic service types developed and available touristic service types more improvement;
- touristic activity with related q planning not only government bodies in their work or touristic organization Representatives of the local population, internal and foreign tourists his opinion should also be studied;
- in tourism of security measures to see necessary;
- municipal of each of the structures requirements tourism organizers to learn and satisfy them to expand the connections between necessary;



- tax, customs in the field of tourism and that 's it with areas such as was related to q to problems Special attention should be paid to the prices of services in the field of tourism. The prices set in this tourists convenient for and tourism industry for useful to be need _

When studying the labor market, we always come across concepts such as employment, unemployment, and personnel issues. This concepts while directly employment level with organic will be related.

If we take the field of tourism alone, the low quality and lack of types of services offered by personnel in the field of tourism has been showing its effect on the level of unemployment. Because tourism personnel are working, specialist personnel, and 70-80% of the process of providing services to tourists is carried out by these personnel. Due to the fact that this labor factor is the main factor in the field of tourism, the knowledge, level, work experience, etc. of tourist personnel are of great importance. If we want to achieve efficiency in the field of tourism, that is, in the tourism industry, then we have to pay a lot of attention to the issue of personnel, because we know that 80-90% of the success of the tourism industry depends on these specialized personnel.

As we know, depending on the education of all specialists in our country, we can divide them into highly educated, i.e. educated at higher educational institutions, secondary specialized educated, i.e. educated at colleges, and ordinary workers, i.e. those who have graduated from school or are still of school age, working without any further training. In the analysis of the level of employment in tourism, the indicators are the population employed in tourism (I_{tta}), the total population capable of work (I_{ka}), specialists who graduated from vocational colleges in the field of tourism (K_{xkm}) and specialists in the field of tourism with higher education who graduated from higher education (O_{tm}) can be written as In the process of analysis, we have to calculate how much each of these factors affected the level of employment. For this, it is recommended to use the following formula:

$$Or_{ibd} = \frac{I_{tta}}{I_{ka}} = \frac{I_{mma}}{K_{xkm}} \cdot \frac{K_{xkm}}{O_{mm}} \cdot \frac{O_{mm}}{I_{ka}} = a \cdot b \cdot c;$$

Here: Or_{ibd} - the level of employment of the population in the field of tourism;

I_{tta} - in tourism work population engaged in;

I_{ka} - total working population;

K_{xkm} - kas b- vocational colleges in the field of tourism graduated specialists;

O_{tm} - high the school graduated higher related to the field of educational tourism specialists;

Factors in this for us to calculate the effect simple traditional of methods one to be with a chain replacement method it will be appropriate for us to use it. Of this for employment level expressive setting the indicators as follows we can and factors we calculate the effect :

a - professional b - vocational colleges graduated one corresponding to the frame common employed population; _

b - higher the school graduated one vocational college corresponding to the staff graduated specialists;

c is higher the school graduated higher knowledgeable of personnel share of the working population.

$$B_{\delta} = a \cdot b \cdot c.$$

$$\Delta B_{\delta} = (a_1 \cdot b_1 \cdot c_1) - (a_0 \cdot b_0 \cdot c_0)$$



Employment level the first of the factor that is, vocational colleges graduated one corresponding to the frame common if we calculate the effect of the employed population, from the following formula our use can :

$$\Delta B_{\delta a} = (a_1 \cdot b_0 \cdot c_0) - (a_0 \cdot b_0 \cdot c_0)$$

Second factor to be, higher the school graduated one vocational college corresponding to the cadre _ graduated of experts factor as we can calculate the effect using the following formula :

$$\Delta B_{\delta b} = (a_1 \cdot b_1 \cdot c_0) - (a_1 \cdot b_0 \cdot c_0)$$

High the school graduated higher knowledgeable of personnel share of the working population employment level we determine the effect by the following formula:

$$\Delta B_{\delta c} = (a_1 \cdot b_1 \cdot c_1) - (a_1 \cdot b_1 \cdot c_0)$$

Employment level affecting this _ the sum of the factors is found as follows :

$$\Delta B_{\delta} = \Delta B_{\delta a} \pm \Delta B_{\delta b} \pm \Delta B_{\delta c}$$

Employment level affecting this _ factors effect will learn we are using it of unemployment prevention we get and employment level more to increase to reach possible will be pace of tourism in our country with growth to our country large amount of foreign exchange earnings come in to come and new work of seats appear to be is bringing Today's global services to the tourism and hospitality industry 1/3 of exports, world gross 10% of the national product, 7% of investments and 18 jobs take your place one right to come we will see.

Our country has created wide opportunities for the development of international tourism in Uzbekistan. As a result of the efforts of the Republic of Uzbekistan, fundamental institutional and qualitative changes took place in the field of tourism, the elements of market relations began to be widely introduced in this field, state enterprises operating in the field of tourism were transformed into joint-stock companies, collective, private, rental and joint enterprises.

It is known that the tourism sector is one of the sectors that provide employment in the country. Based on the results of international observations, we can note that in addition to each job created in the tourism industry, 5 to 9 additional jobs are created in other industries. In addition, the tourism sector can directly and indirectly stimulate the development of more than 30 economic sectors.

In addition to the above, we can also note that Uzbekistan has historical, architectural and cultural monuments related to different eras and civilizations, in addition to its natural conditions, climate, and exotic landscapes that attract foreign tourists. included in the list. More than 4 thousand of them are included in the tourism route of our republic as architectural, monumental art, ancient historical and archaeological monuments. Since these historical and cultural monuments have passed through very long historical periods, our state allocates a lot of money for their restoration and reconstruction.

It is known that if a tourist wants to travel alone and not with a tour group on 1 circular route, this can bring additional income for travel agencies. For this purpose, the travel agency departments must have made an estimate of service costs for a single trip and presented it to the tourist. If these costs are affordable to the tourist and he agrees to it, it can bring additional income to the travel agency department and lead to the creation of additional jobs.