

The Importance of Management Strategies in Tourism Enterprises

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ABSTRACT: The article mainly describes management strategies that are currently relevant in tourism enterprises. We know that in recent years, along with the development of tourism, a lot of tourist enterprises are emerging. But in many such enterprises, the management structure is not well developed. That is, managers are coming without paying attention to it. Therefore, in this article, we discussed the management strategies of tourist enterprises. Also improving management strategies in tourism organization, it leads long-term working for managers in this field.

KEYWORD: management, tourism, hotels, tour agencies, strategies, enterprises, types of management.

Introduction

In last decades, tourism is a growing business in the CIS nations. The extent of state networks, the growth of the travel industry, the expansion of new job opportunities, and the intensification of specialization are all being studied. Varied regions of Uzbekistan have different tourist flows. Historical cities like Samarkand, Bukhara, Khiva, and Shahrisabz are primarily visited by both domestic and foreign tourists.

The development of the market economy in Uzbekistan happened at the same time as a period of significant changes in the global tourism industry. One of the most significant economic areas in the world nowadays is tourism. About a million people are employed in the tourism sector, and the industry also offers chances for the development of professional skills. It should be noted that this field's employment is expanding twice as quickly as other fields. Tourism both domestically and abroad does not develop at random. This is a unique type of human activity that requires management. Technological, socioeconomic, and technical aspects all have an impact on how management in the tourism sector develops. For instance, it is difficult to achieve the level of popularity of tourism without the money provided by the economy, thus there will be no management tools available [1].

Tourism organizations' management responsibilities fall into two categories: (1) fully implementing market relations, or incorporating the elements of the market economy into tourism management; and (2) adapting "know-how" innovations in the industry to the demands of the twenty-first century, or taking full account of changes in this direction in the global economy [2].

In contrast to the actions of workers in other industries, labor management in the tourism industry has special characteristics. The job of management in the tourism industry is to identify both its unique characteristics and the overall trend and rules governing its development. The distinctive features of the services provided

by tourism companies and intermediaries are the source of the industry's specific facets. The majority of tourism-related businesses are small. However, they do not have the same managerial structure as a factory and are only developed in heavily populated locations, which are typical for the tourism business. In order to ensure the long-term dependability and competitiveness of the market, a significant number of tourism companies and agents should align with a single regional management system. Tourism organizations are both responsible for the activity of the entire area and operate as a coordinating organization of the offer in the area during their operations.

Both for the region as a whole and for a specific tourism organization, a development strategy should be created. The administration of tourism has ambiguous and difficult-to-define objectives [1].

LITERATURE REVIEW

It is undeniable in the field of tourist development for strategic planning of tourism, particularly for the establishment and definition of a development strategy for tourism. The effectiveness of strategic management in the tourism industry affects how the development strategy for tourism will be implemented. A proactive approach of attaining long-term compatibility of the relevant field in a planned tourism environment is strategic management. The national economy, which is impacted by tourist development, has defined tourism development priorities, and this management is a profitable approach to carry them out. Practically speaking, strategic management possesses all the components that promise efficiency and effectiveness in accomplishing tourism development objectives.

The dynamics and development of tourism are intensifying due to trends toward globalization and increased competition, and strategic management is necessary to ensure efficient and effective business operations (resource management, management information systems, maintaining and developing relations with tourists, expanding and development of the tourism business, managing to new and innovative tourism projects). Because of this, the development of the tourism component is threatened without effective strategic and operational management [5].

A service sector like tourism, which is characterized by high levels of human participation in the development and delivery of services or holiday experiences, is one of the industry sectors where the human resource dimension is particularly crucial. Whatever methods are used to provide tourism services to the consumer, human intervention (both as people and as groups) plays a nearly universal role. In this context, managing personnel is a crucial task that, in the end, determines whether a tourism organization is successful in the competitive market.

The engagement, education, and empowerment of their personnel at all levels to deliver services that distinguish or separate the firm from competitors in the area are consistently prioritized by highly successful tourist organizations, particularly in the premium end of the market. At the same time, portions of the tourism industry are using technological substitution and the development of an e-service environment more and more, which results in a reduction or elimination of human mediation in the service process. Examples of this procedure in action include airline and hotel electronic check-in and ticketing. Effective organizations do, however, substitute technology for some aspects of their service delivery systems in order to concentrate on other areas that require a high level of human touch [6].

METHODOLOGY

This type of study is clearly a subjective investigation. Touristic organizations and the hotel business are the study's subjects. The study was conducted till the year 2022. Direct meetings and circular questionnaires with employees of tourism and hotel firms, as well as members of the marketing division in Uzbekistan, will provide information on management strategies.

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RESULTS AND DISCUSSIONS

During the development of tourism, different interpretations of this concept appeared. In order to define the concept of quality, it is first necessary to distinguish the signs of its process quality.

1. Change of location. The consideration here is travel to a location outside of the normal environment (excluding travel from home to work).
2. To come and settle in another place. The main condition here is that the placement is not intended for a permanent or long-term period (the placement should not exceed 12 months).
3. Labor payment from the source at the place of pilgrimage. The primary purpose of the trip is not to perform paid work from the source of the pilgrimage (such persons are not tourists, but emigrants).

The interrelationships of the organisation are typically depicted in a block diagram when describing a **systematic approach in tourism**. Specifically, a moving image is produced. The operations of the organisation will be impacted if the management changes in a certain area. A system is a whole or a whole whose interconnected parts each provide information that helps describe the total. Automobiles, computers, and televisions are just a few instances of the system. The circumstance, or a group of conditions that significantly affect the organisation at a certain time, is at the core of the method. The two types of situational variables are internal and external.

Situational management in tourism. Internal variables, such as the company's goal, resources, size, and labor division, are typically the outcome of management choices made within the organisation. Competitors, societal conditions, governmental rules, etc. are examples of external variables. A situational approach adapts strategies and concepts to particular circumstances. By defining the foundation of internal and external variables, the situational approach increased the practical application of systems theory [1].

The emergence of management is associated with the following main conditions:

- The development of machine production, the increase in demands on the manager, the inability of the property owner and entrepreneur to overcome the difficulties of management;
- Emergence of a large number of market entities, increase in size and strengthening of market relations;
- The growth of competition and the stability of the market economy justifying the need for a professional approach to management.
- The emergence of large corporations and, accordingly, an increase in the volume and complexity of management work that can be performed only by a special apparatus of employees.
- Management in the same corporation is completely separated from self-management of the owner-entrepreneur;
- Consolidation of property among shareholders, as a result of which new tasks of managing shareholder capital appear;
- Making entrepreneurs try to take advantage of the technology created during the industrial revolution;
- The desire to create effective ways to get work done by groups of creative, curious people [3].

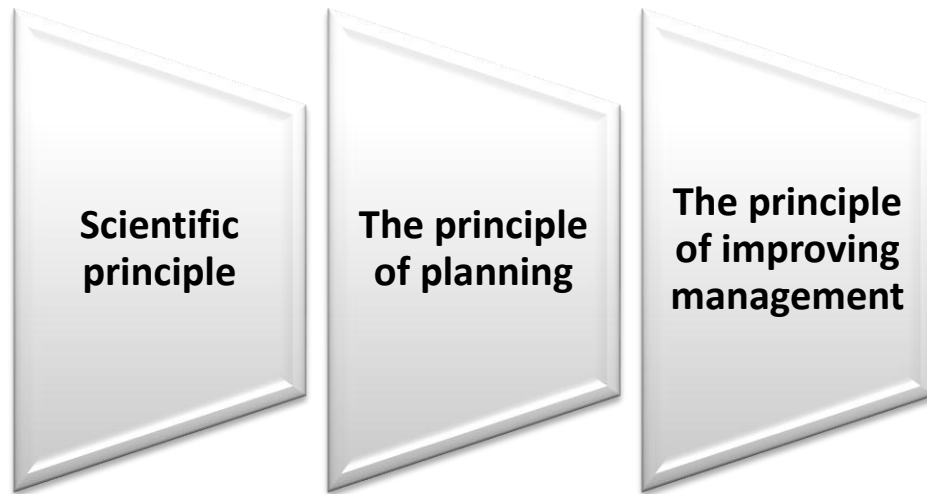
The main principles of management include:

The principle of individualism and collegiality in management. The principle of sole leadership requires strict obedience of the members of the production staff to the orders of a single leader in direct production. A high-level leader should not solve issues that fall under the authority of a lower-level leader.

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The main condition for the implementation of this principle is to strictly define the rights, duties and obligations of each performer. The unified leadership should be collegial, combined with the transparency of the decisions to be made.

Collegial discipline should be implemented along with unconditional obedience to the will of the leader.



Scientific principle. Among the principles of management, every leader who rejects our currency takes a place that requires the use of economic laws, objective directions of society's development, national and foreign experience in this field.

The principle of planning. Planned management of production in the conditions of a market economy - drawing up a business and strategic plan - is an important condition for the implementation of economic policies. This principle represents the determination of long-term directions, rates and ratios of production development.

The principle of improving management forms and methods. In the conditions of the market economy, there are three forms of management: private, collective, state management. In the private form of management, the owner alone makes decisions and is responsible for the entire work [4].

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