

Die Auslandserfahrung in der Entwicklung des Sport- und Gesundheitstourismus

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Anmerkung: Der Übergang zu neuen Richtungen des Unterrichts von Körperkultur im Ausland, die Aktivitäten zukünftiger Spezialisten für Körperkultur auf der Grundlage spezieller Programme in Sport und Gesundheit zielen auf die Verbesserung der Lebensqualität in der Gesellschaft ab.

Schlüsselwörter: Tourismus Motivation, Tourismus-Sport, touristische Migration, Tourismus Animator, methodische Funktionen, Kategorien, Top-Management, Kreativität, Multimedia, Komponente.

The foreign experience in the development of sports and health tourism

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Abstract: The transition to new directions of teaching physical culture in foreign countries, the activities of future specialists in physical culture on the basis of special programs in sports and health are aimed at improving the quality of life in society.

Keywords: tourism motivation, tourism-sport, tourist migration, tourism animator, methodological functions, categories, top management, creativity, multimedia, component.

Many foreign researchers and experts believe that the key to solving the problems of modern tourism is the development of the values of sport and physical education in the development of a person, his health and interests. Analysis of the materials of the World Tourism Organization, in particular the Manila Declaration on World Tourism (Manila, 1980 y), on the analysis of documents on tourist motives that form the characteristics of international demand and needs. material aspects of accompanying tourism.

In this regard, the World Tourism Organization emphasizes the role of the tourism sector, which is important not only for identifying segments of the market for specialized (sports) tourism and active forms of recreation, but also in all areas and types of specialized tourism.

According to foreign experience, specialists in the field of specialized forms of specialized tourism and recreation will need to pay special attention to the objective characteristics of the quality of information intended for clients and professional training of tourist sports personnel, as well as a deeper understanding of motivation. reasons for tourist migration and customers.

The first component is the types of professional and qualification structure of specialized tourism.

According to UNESCO experts (D. Baniiss, D. Kaksns and others), the three aspects of tourism and sports form the remaining three main specialties - tourism technology and animator, which is the field of tourism and sports professionals.

Tourism technology is a specialist who studies sports tourism, i.e. the tourism industry, the general methodology for providing services to tourists and participants in sports and entertainment events, as well as the production of services in the field of recreation, tourism and sports, information processes and the introduction of new technologies.

A tourist animator is a specialist in the formation and promotion of tourist and sports goods in the tourist market, as well as the organization of sports and recreational activities for tourists.

According to a number of foreign authors, the professional-quality structure of tourism is based on the manifestation of the specifics of the quality and quantity of labor of a group of workers or persons engaged in tourism activities and performing certain services, qualifications or social sports.

The basis for the selection of professional qualification groups of workers in tourism and sports organizations is the unevenness of work in the field of tourism and sports. It is characterized by the division of labor into mental and physical, organizational and executive, complex and simple, self-organizing and self-organizing, creative and stereotyped types of labor.

Concepts such as "quality of work", "skills", "complexity of work", "content and nature of work" are also used to define the essence of socio-economic diversity of work.

In previous years, there was an extensive professional and qualification structure of the sector of specialized tourism and sports abroad.

Strictly speaking, neither in the USA, nor in other Western European countries, the structure of professional qualifications in tourism is not a normative, mandatory attribute when hiring and moving up the career ladder. It arises primarily as a hierarchical model of staffing in the operational sector of management and management levels, depending on the professional training of the employee and his or her experience.

The interrelation of these components leads to the formation of a pyramid of qualifications, which, despite the desire of many employees "up", only those who have the maximum information on the combination of knowledge and experience, "top management", allowing them to make strategic decisions.

According to foreign experts, the change in the situation should be facilitated by the professional and qualification composition of personnel and specialists in the field of tourism and sports, which will provide these personnel and specialists with the necessary knowledge, skills and abilities.

At the same time, the basis of the professional structure of tourism is made up of two specialties - tourism technology and animator.

However, operaticism is not only the basis of the professional structure, but also ensures the transfer of knowledge, skills and information necessary for the formation of "borderline" disciplines and specialties.

In contrast to the situation abroad, it is obvious that today the professional structure of tourism and sports in Uzbekistan is still far from "smooth". Moreover, the lack of trained supervisors, specialists and chief specialists is the main reason for the slow development of the tourism and sports business, since only the resource guarantee itself is not enough for investments. You also need professional guarantees, that is, the availability of specialists. This objective should be facilitated by the Tourism and Sports Operetting Education Standard (Tourism and Sports Management Operations Sector), a draft of which will be presented in the next chapter.

The second component is foreign experience in the formation of the education system in the field of tourism and sports.

To create a system of tourism and sports education, foreign scientists, such as J. Jafari, B. Ritchie, point to the need to define the boundaries of tourism and sports as an interdisciplinary educational complex. For this purpose, they propose to use the following definition: "tourism and sport as a science - a person outside his usual place of residence; in an industry that meets his needs; is to study not only the socio-cultural, economic and physical impacts of both human and industrial society - the owner".

Based on this definition, all disciplines and courses of the education system in the field of tourism and sports are grouped into the following sections:

- 1) The office of the traveler-athlete;
- 2) Learning of the industry of movement of tourist and sports goods and services;
- 3) Learning of the tourist-sports situation and the physical environment (man-made natural resources, material resources, social and sports resources);
- 4) exploring interactions: hotel-guest (host community, tourists, fans and athletes).

These sections determine the choice of subject:

1. Economy (tourism and sports are considered important economic activities).
2. Sociology (a systematic study of the development of organizational groups of people, structural interactions and collective behavior).
3. Psychology (studies individual processes, features of human consciousness, as well as their impact on behavior, motivation and adaptation of a person).
4. Geography (The way of life on Earth and on Earth is associated with the description of the land, sea, air, flora and fauna, including man and the habitat created by him).

The third component is the priorities of tourism and sports operetting in the education system.

As noted in the sources, in cases of fierce competition, human resources and research activities are the key to success. This means that the education system in the field of specialized (sports) tourism will play an important role in achieving success in

the educational services market. The objectives and priorities of this system should be related to the definition of the overall competitive strategy of the industry or tourism direction and can correspond to the requirements of the relevant sector in the classification of tourism and sports resources, research and development.

Market strategy study: a) adaptation of curricula, educational institutions, and teaching staff to the new requirements and needs of the tourism and sports sector; b) assistance in the consistent training of personnel at enterprises; c) assistance in training and retraining of specialists; d) training of highly qualified management personnel.

The listed priorities, according to foreign scientists, will determine the new content of tourism and sports education.

The high requirements for the training of specialists require the inclusion of new topics and subjects in the curriculum, as well as a revision of the attitude towards the subjects that have traditionally been included in these curricula.

Among the disciplines that should be included in the curriculum to increase the competitiveness of the tourism and sports sector, foreign experts highlight the following: quality control; effective communication; tourism and sports resource management; strategic planning; strategic marketing; management of information systems and reservation systems; sustainable tourism development; planning new holiday offers; take care of the environment.

Additional courses and trainings are also interesting: "Professional training and development programs for tourist and sports personnel", "Career planning methods", "Resolving social conflicts", "Management methods", "Creativity in management", "Leadership and management".

It is clear that curriculum design needs to be tailored to the state of the tourism sector in a particular country or region, so an initial competitiveness analysis needs to be done.

The success of the education system in the field of tourism and sports depends on its formal integration into the tourism and sports system, constant analysis of changes and adaptation to new situations.

According to these experts, it is advisable to develop research activities, including in educational institutions. This helps to better understand the realities of the sector, current trends, prospects for the future, the continuous adaptation of training content and the convergence of education, tourism, sports and labor market systems.

Continuing education in the field of tourism and sports is developing in three directions:

1. Open training programs;
2. Training programs in clubs;
3. Professional development of the teaching staff.

In addition to existing training projects, each educational institution needs to conduct staff training activities to ensure individual competitiveness. At the present stage, continuing education is a daily necessity. Given the dynamism of the needs and requirements of tourism and sports, management technologies and service delivery,

continuing education remains a prerequisite for the development of the entire tourism sector and sports companies.

New teaching methods are an important aspect of foreign experience.

As in other areas, the development of education in the field of tourism and sports is associated with computer teaching methods, which every year demonstrate their effectiveness as a teaching aid.

This method can be used in the following situations:

- modeling of reality, allowing you to interact with reality in an imaginary form;
- computer training, which allows you to create programs for different types of users;

- distance learning using new "multimedia" technologies.

The development of multimedia technologies opens up unlimited possibilities for using computers for educational purposes. Their technical features allow students to experiment and actively participate in the learning process. Other tools, such as tutorials and videos, require a fair amount of passive user engagement. For example, a video might demonstrate how to calm down a disgruntled fan, but prevent the reader from knowing how the fan will respond to the request of their choice in this situation.

Effective teaching methods are the subject of careful study by foreign experts.

The success of any training course will depend, in part, on the use of specific active teaching methods. The most effective are:

A) meeting is a form of responsibility. The group reports on the work done, suggests ideas.

B) controlled discussion is strictly regulated. All reviews are conducted through the manual.

C) absolutely unregulated free discussion.

D) discussion in pairs - students share ideas, develop ways to implement them.

E) independent work - exercises, tests, control work.

G) independent "homework" - homework.

F) Modeling or Experimentation - Students conduct experiments to implement ideas and / or test ideas.

G) study specific situations.

G) business games.

H) use of computers.

I) visual aids, video.

Convenient methods of distance learning or knowledge transfer. Distance learning as a method, although not widely adopted in the field of tourism and sports, is not considered to be something new. It will be possible to use computers and telecommunications for distance learning. The use of these technologies in the distance learning method is developing in the following three areas: a) educational topics; b) a means of conveying topics; c) means of interaction between teacher and student.

In our opinion, the inadequacy of the description of qualifications cannot be considered a more or less adapted model of a specialist, since it does not contain such

an important parameter as a list of psychophysical qualities that a specialist must have in order to succeed in his work. professional activity. It is generally accepted that such a set of unique qualities not only limits the success and effectiveness of professional activity, but also determines the professional longevity of a specialist. This thesis is confirmed by an analysis of the dynamics of the market for tourism and sports services: in recent years, there have been constant and significant changes in the structure of knowledge and skills of specialists in demand.

Thus, the inadequacy of the description of qualifications pushed foreign specialists to search for another model that more fully and more accurately reflects the requirements for a future specialist. Such a model is a professional description of the specialist's activities, which is part of the professional profile of the specialist.

Currently, a number of foreign universities are developing professional descriptions of specialists in the field of tourism and sports. For this, the method of expert assessment is used. The questionnaire was developed on the basis of the recommendations of specialists on this issue and analysis of the literature, as well as the study of qualification descriptions of related specialties. The experts were the heads and employees of travel agencies and sports organizations. The results of the experts' answers were statistically processed and checked for consistency and reliability.

Thus, according to foreign experience, it is important to pay special attention to the objective characteristics of the quality of information and professional training of tourist sports personnel, as well as to better understand the motivating reasons for tourist migration and clientele.

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