

THE ROLE OF MANAGEMENT IN TOURISM

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Abstract:

This article discusses the importance of management in the tourism sector, its effective organization and development trends. Tourism management plays an important role in planning, managing and controlling the sector. The article also provides information on modern management principles, strategies and innovative approaches.

Keywords: Tourism management, strategic planning, innovation, management, service quality.

Introduction

Tourism is one of the main sectors of economic development around the world. Tourism creates great opportunities for emerging economies and developing countries. It creates jobs, strengthens the local economy, contributes to the development of local infrastructure and helps to preserve the natural environment, cultural heritage and traditions, and reduces poverty and inequality. Countries, along with receiving significant income from tourism, have the opportunity to widely promote cultural exchange and national wealth. The management system plays a key role in this process, since without effective management, sustainable development of the tourism sector is impossible.

When it comes to tourism, the types of tourism are as follows:

1. Cultural and historical tourism

- a) Visiting museums and historical sites
- b) Studying architectural monuments

2. Ecotourism

- a) Traveling to national parks and reserves
- b) Visiting ecologically clean recreation areas

3. Pilgrimage tourism

- a) Hajj and Umrah pilgrimages
- b) Traveling to holy places

4. Business tourism

- a) International forums, conferences and seminars
- b) Business meetings
- c) Exhibitions and fairs

Tourism management includes the following main areas:

1. Strategic planning - development of tourism policy based on long-term plans.
2. Marketing and branding - promotion of tourism products in the international and domestic market.
3. Service quality management - formation of a service system that meets the needs of tourists.
4. Innovative approaches - introduction of digital technologies and creation of new tourism destinations.

There are also several types of Tourism Management, each of which has its own specific focus and responsibilities.

The main types of Tourism Management include:

- a) **Destination Management:** This involves the management and promotion of a specific tourist destination, such as a city, region or country. It includes strategies for attracting visitors, developing infrastructure and maintaining the overall image of the destination.
- b) **Event Management:** Event tourism involves the planning and organization of events, conferences, exhibitions, festivals, and other activities that attract tourists. Event managers coordinate logistics, marketing, and advertising to ensure successful results.
- c) **Hospitality Management:** This type of tourism management focuses on the management of hotels, resorts, restaurants, and other accommodations. It includes aspects such as customer service, operations management, and revenue generation in the hospitality industry.
- d) **Travel Agency Management:** Travel agencies play a key role in organizing and managing travel for individuals and groups. Travel agency managers handle

customer inquiries, reservations, itinerary planning, and coordination with airlines, hotels, and other related businesses.

e) Ecotourism Management: Ecotourism focuses on promoting environmentally responsible and sustainable travel experiences. Ecotourism managers work to protect natural resources, preserve local cultures, and promote education and responsible travel practices.

f) Adventure Tourism Management: Adventure tourism involves organizing and managing travel experiences that include outdoor activities such as hiking, mountaineering, rafting, and wildlife safaris. Adventure tourism managers ensure the safety of participants and coordinate all aspects of the adventure travel experience.

g) Transportation Management: This type of tourism management focuses on the transportation aspect of travel, including managing airlines, cruise lines, railways, and other means of transportation. Transportation managers oversee operations, safety, and efficiency in transporting tourists.

h) Cultural Tourism Management: Cultural tourism involves promoting and managing travel experiences that focus on heritage sites, museums, cultural events, and local traditions. Cultural tourism managers work to preserve and promote cultural assets while providing enriching experiences for visitors.

These are just some of the main types of tourism management, and there are often interrelationships between them, depending on the specific context and requirements of a particular tourism industry or destination.¹

In conclusion, Tourism Management is an integral part of the modern economy. An effective management system contributes to the development of the tourism industry, the creation of new jobs and the increase of the countries competitiveness in the international arena. Therefore, it is important to constantly update and develop management strategies based on modern requirements.

References

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