

MORAL QUALITIES OF TOURISM MANAGERS

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Abstract:

This article explores the essential development of communication and ethical culture among future managers in the tourism and hospitality sector. The introduction highlights the critical role these skills play in the professional success and sustainability of the industry. Despite the acknowledged importance, there is a notable knowledge gap in how these competencies are systematically instilled in future managers during their educational journey. The study employs a mixed-method approach, incorporating surveys and interviews with industry professionals and educators, alongside a review of current educational practices in tourism and hospitality management programs. Findings indicate a significant discrepancy between the industry's expectations and the current educational outcomes, particularly in areas of ethical decision-making and effective communication strategies. Results show that while theoretical knowledge is adequately covered, practical application and real-world scenarios are insufficiently addressed. The implication of this study suggests a need for a revised curriculum that integrates experiential learning opportunities, ethical dilemma discussions, and advanced communication training tailored to the tourism and hotel business context. By addressing these gaps, educational institutions can better prepare future managers to meet industry standards and contribute positively to the field's professional culture. This research offers valuable insights for curriculum developers, educators, and industry stakeholders aiming to enhance the training and development of future leaders in tourism and hospitality.

Keywords: *tourism, ethics, culture, meeting, professionalism, communication, formation.*

Modern times and the open world make increasing demands on the spiritual world of a person, the versatility of his development, the breadth and flexibility of qualifications, the creative potential of employees, their ability to solve non-standard tasks in the face of fierce competition in the tourism sector. Tourism is a dynamically developing industry. "Tourists around the world in 2018 made 6% more trips than a year earlier - a total of 1.4 billion people. It was expected that this milestone will be passed only in 2020, " reports UNWTO.

Tourism as a highly profitable industry is one of the priority areas of the economy of the Republic of Uzbekistan. According to statistics provided by the Committee for Tourism Development, the number of foreign citizens who visited Uzbekistan in 2018 amounted to 5.35 million people. Domestic tourism figures also increased, with 15.4 million people traveling in Uzbekistan during the year. Uzbek citizens. The number of tour operators has increased: as of January 1, 2019,

983 tour operators were registered. On January 5, 2019, the Presidential Decree approved the Concept for the development of the tourism sector in the period up to 2025, according to which by 2025 it is planned to increase the number of foreign visitors to 9 million people, and the export of tourist services to 2.2 billion dollars. According to this concept, one of the main directions of development of the tourism industry is the improvement of the system of training highly qualified specialists, retraining and advanced training of employees providing services.

The intensive development of tourism and hotel business in the modern world and the rapid development of cross-cultural communications, increased interest in travel have led to necessary changes in the tourist labor market, which requires improving the training of highly qualified personnel for the tourism sector.

Practice shows that the culture of professional communication and ethics is an important characteristic in the activities of specialists in the field of tourism and hotel business. Most university graduates experience difficulties in implementing professional communication and quickly integrating into the process of communicating with clients. The inability to choose adequate ways of professional communication, the lack of a culture of professional communication does not allow graduates to be competitive in the labor market.

The problem of forming a culture of professional communication of students in the conditions of higher education is insufficiently described in the scientific literature. The essential characteristics and structure of professional communication among future specialists in the field of tourism are not defined, the development processes are not studied, the pedagogical conditions for the effective formation of a culture of professional communication in the educational process of the university as a whole, and in the process of studying special disciplines, are not identified.

Professional training of a future manager in the field of tourism and hotel business includes not only the acquisition of knowledge and skills in tourism technology, but also the formation of a personal culture, including a culture of professional communication and ethics, since management in the field of tourism refers to the field of human resource management. The future specialist should understand the essence and social significance of his future profession; be able to re-evaluate the accumulated experience, analyze their capabilities; be able to acquire new knowledge, use modern scientific technologies, master methods of collecting, storing and processing information, techniques and methods of professional communication.

The existing system of universities in Uzbekistan does not yet fully solve the problem of training competent and competitive specialists in the field of tourism with a high level of communication culture.

The problem of training highly qualified personnel in the field of tourism and forming a culture of communication, ethics and aesthetics among the younger generation is a serious problem among university graduates. Therefore, today it is impossible to solve the problems of building the pedagogical process without including content that provides for teaching students the skills of cultural communication. Currently, this task should be solved by including in the educational process of the university disciplines related to the culture of professional communication: "Business communication",

"Modern etiquette", "Culture of professional communication", "Rhetoric", etc. However, such a narrow focus is possible if the student community has already formed a holistic view of the culture of professional communication, its essence and significance for modern society, but today the consciousness and norms of morality, as well as the culture of professional communication among students, are noticeably declining. Consumption values come first. Kindness, charity, decency, politeness and other moral qualities of communication are left out.

The formation of cultural communication skills among university graduates is possible through the implementation of a system of "mentoring", when experienced employees help newcomers and supervise them. Also, before hiring graduates, it is necessary to conduct systematic training of personnel in order to improve the culture of communication with customers.

The formation of a culture of professional communication among future specialists in the field of tourism and hotel business in the conditions of higher education can be provided by the following pedagogical conditions: development and implementation of a model of the process of forming the culture of future specialists in the field of tourism and hotel business, which provides for the main components of the pedagogical process; introduction of the special course "Culture of Professional Communication" as a system-forming component. And as methods of practical training, use practical exercises, analysis of specific business situations, business games, brainstorming.

A modern specialist in the field of tourism should possess the skills of communication culture, possess moral qualities (decency, politeness, optimism, responsibility). The ethics of travel industry specialists is a set of moral standards and a set of specific requirements that are implemented in the implementation of professional duties in customer service.

Ethical qualities of a tourism specialist are one of the main requirements of the labor market. Ethics of behavior explains the nature of morals and morality. In ethics, initially the moral life of a person, his values and ideals. Morality is the subject of ethics. Morality can be defined as a set of rules and norms of behavior that people follow in their lives. These are also assessments, properties and abilities of human character, and the very behavior of people. Morality is a complex sphere of the spiritual life of a person and society, the sphere of spiritual culture. An important factor in the formation of spiritual culture is ethical knowledge. There are general professional ethics standards that act as guidelines, such as:

- ✓ patience, endurance, self-control;
- ✓ politeness and attentiveness.
- ✓ the ability to avoid a conflict situation, not to cause dissatisfaction of customers;
- ✓ courtesy and courtesy.
- ✓ restraint and tact;
- ✓ respect everyone's right to rest;
- ✓ calmly treat fair claims;
- ✓ ability to behave kindly and calmly even after a busy shift or serving a conflicting client;
- ✓ ability to listen to the client;
- ✓ respect the cultural and moral values of others, and avoid making statements that may offend national, moral, or religious feelings.

Qualities and norms of behavior that are unacceptable in the field of professional ethics of tourism:

- ✓ hypocrisy and lies.
- ✓ tactlessness, rudeness, inattention;
- ✓ greed, selfishness;
- ✓ discussion of the client with unauthorized persons, disclosure of private information about the client;
- ✓ intransigence, the desire to subordinate the interests of the client to their own interests.

Thus, the culture of professional communication, ethics and aesthetics in the field of tourism is an important characteristic in the activities of future specialists.

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