

DEVELOPING BUSINESS SKILLS IN THE METHODOLOGY OF “LOCAL TRAVEL AGENCY”

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Abstract: the article highlights the developing business skills in the methodology of “Local Travel Agency”. The authors believe it is necessary to develop an individual training program for the tourism business, diagnosing the entrepreneurial skills of local travel agents, identifying their actual acquired entrepreneurial skills. In the process of business training of local travel agents, it is necessary to focus primarily on the development of business skills in the style of “local travel agency”, which allows them to increase the tourist potential of the regions, domestic tourist flows.

Keywords: business skills, methodology, Local Travel Agency, tourism.

РАЗВИТИЕ БИЗНЕС-НАВЫКОВ ПО МЕТОДОЛОГИИ «МЕСТНОЕ ТУРИСТИЧЕСКОЕ АГЕНТСТВО»

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Аннотация: в статье освещается развитие деловых навыков по методике «Местное туристическое агентство». Авторы считают, что необходимо разработать индивидуальную программу обучения для туристического бизнеса, диагностирующую предпринимательские навыки местных турагентов, выявляющую их фактические приобретенные предпринимательские навыки. В процессе бизнес-обучения местных турагентов необходимо ориентироваться, прежде всего, на развитие деловых навыков в стиле «местное турагентство», что позволяет им увеличивать туристический потенциал регионов, внутренние туристические потоки.

Ключевые слова: бизнес-навыки, методология, местное туристическое агентство, туризм.

The tourism industry is one of the most affected sectors of the world economy during the coronavirus pandemic. According to the World Tourism Organization (UNWTO), the global tourism industry lost \$ 320 billion in revenue in January-May 2020, more than three times the damage caused by the global financial crisis in 2009 [1]. In order to revive the tourism industry in the period, it is necessary to master new models of tourism business.

The model of running a tourism business in the post-pandemic period and specific to the development of domestic tourism is the "Local Travel Agent Model". The model of a local travel agent, according to Uzbek scientist N.S. Ibragimov, is a category of visitors who prefer to stay in certain tourist places for a long time by organizing the trip independently (guests visiting relatives, families in private cars, visitors, who decided staying in a historical city for more than 3 days) tend to purchase mini-packages lasting 3 to 10 hours through travel agents operating in the tourist areas they visit. This type of service is widely used in Egypt, Thailand, Singapore, Turkey, the USA and other developed countries in tourism, which are called "Destination Management Companies". According to this model, these are tourist destinations that are not offered by macro-level tour operators, which are usually purchased during the trip as long-lasting tourist packages at the request of customers.

In order to develop business skills in the regions of Uzbekistan in the style of "local travel agency", it is desirable to increase the entrepreneurial skills of local travel agents.

In the process of business training of local travel agents, it is necessary to focus primarily on the development of business skills in the style of "local travel agency", which allows them to increase the tourist potential of the regions, domestic tourist flows. We believe that before implementing such a measure, it is necessary to create an individual tourism business training program by diagnosing the entrepreneurial skills of local travel agents, identifying their real acquired entrepreneurial skills. In the process of business training of local travel agents, it is

necessary to focus primarily on the development of business skills in the style of "local travel agency", which allows them to increase the tourist potential of the regions, domestic tourist flows.

It should be noted that entrepreneurial skills are manifested as a specific commodity with consumption and exchange value at the micro level of running a tourism business. The consumer value of a particular commodity of "entrepreneurial ability" is reflected in the ability of the owner (entrepreneur, manager). The consumer value of entrepreneurial ability as a specific commodity is reflected in the economic qualities of the above-mentioned entrepreneurs. The exchange value of such a specific commodity is reflected in the process of production, the method of realization of entrepreneurial ability at the microeconomic level. We have identified two ways to realize its "entrepreneurial ability" as a commodity in microeconomics:

1. Entrepreneurial method, in which a local travel agent organizes his business individually or on a partnership basis and manages his own tourism business and earns his own income.

2. Management method, according to which it is intended to be used within the local travel agent joint-stock company, in the form of a hired professional manager and in a corporate manner. Here the manager is separated from the owner. In this method, entrepreneurial ability is manifested as a specific personal factor of production.

Thus, in order to achieve sustainable development of the tourism industry in the post-coronavirus pandemic, on the one hand, if the industry is put on the path of innovative development and measures are taken to increase investment attractiveness, on the other hand, the business and entrepreneurial skills we think we need to focus on teaching.

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