

MODERN APPROACHES TO SPORTS AND HEALTH TOURISM TRAINING

V.Sh.Rakhimov

Sports P.D.S., Docent

National University of Uzbekistan

Dean of Faculty of Taekwondo and

Аннотация: Аҳолининг жисмоний тарбия машғулотлари ҳамда спорт туристик жараёнларда саломатлигини сақлаш ва мустаҳкамлашга қаратилган таълим муҳитини яратган ҳолда соғлом турмуш тарзи кадриятини шакллантирувчи шароитларни ташкил этишга қаратилган муаммолар ўрганиб келинмоқда. мақолада олий таълим ташкилотларида спорт-соғломлаштириш туризми бўйича кадрлар тайёрлаш шарт-шароитлари очиб берилган.

Аннотация: Изучаются проблемы создания условий для формирования ценностей здорового образа жизни путем создания образовательной среды, направленной на сохранение и укрепление здоровья населения в сфере физического воспитания и спортивного туризма. В статье описаны условия обучения спортивно-оздоровительному туризму в высших учебных заведениях.

Annotation: The problems of creating conditions for the formation of the values of a healthy lifestyle by creating an educational environment aimed at maintaining and strengthening the health of the population in physical culture and sports tourism are being studied. The article describes the conditions of training in sports and health tourism in higher education institutions.

Keywords: tourism, health, sports tourism, operating, tourist-sports, tour operator.

The quality of higher education in the field of tourism must meet modern requirements in the context of the development of a multilevel system of education, developed on the basis of the highest qualification standards. Based on the achievements of European higher education, the development of modern educational standards and programs in tourism (including sports tourism) involves:

- reflection of advanced ideas and technologies of higher education;
- the use of internationally accepted conceptual and terminological apparatus of tourism;
- taking into account the main trends in higher education in tourism (diversity, standardization, diversification, humanization, environmentalization), modern approaches to the development of educational programs;
- accounting for the list of types of tourism;
- to take into account the project implementation of the scheme for the qualitative description of the professional field of tourism [5].

The World Tourism Organization (WTO), founded in 1975 in Madrid (Spain), originally called RTTXI - the International Union of Official Tourism Organizations) receives tourism and sports activities in the necessary combination. all this has determined the specifics of the training of specialists in tourism and sports operetta. A specialist in this field of activity must be able to carry out the following types of activities in accordance with general and special training:

- sports, recreation and health-rehabilitation activities;
- organizational and managerial activities;
- educational, correctional and advisory activities;
- scientific and methodical activity;
- social and pedagogical activity;
- animation activity [6].

As we mentioned above, the formal definition of a tour operator is its definition as a type of tourism business in the acquisition of goods from the services offered by partner organizations - providers of sports

tourism services. Emphasis in the tourist-sports operator is given to the creation of special services that are specific to consumers of tourist-sports requirements. This includes:

- purchase of equipment to equip tourists with special equipment;
- organization of trips to extreme natural areas;
- organization of first aid;
- prevention and prediction of accidents;
- organization of special events for tourists with disabilities;
- organization of psychological trainings before complex and responsible trips or competitions, etc.

There are two models of tourist-sports operator, the initiative is a tour operator on shipment; receptive operator is a tour operator in reception.

This service infrastructure for consumers of tour operator services will be created by service providers.

The receptionist tour operator is, as a rule, a wholesaler, who not only has a quota of hotel seats for his tourist center, but also a set of travel, leisure, entertainment and other services. moreover, a large part of the income of receptive tour operators is formed at the expense of additional services consumed by consumers for a separate fee. This means that in addition to the formation of a tour package at a professional level, it is necessary to prepare a whole range of additional services based on tourism infrastructure.

Sports tourism today is manifested in the following directions:

- organization of tours for sports teams (competitions and meetings), which is a type of business tourism;

- sports hiking tourism;

- organization of sports competitions for fans of hobby tourism;

- organization of sports for fans of sports and health tourism.

Therefore, a tourist-sports operator must know the basics of tourism business, know the basics of sports activities, use the organizational basis for the creation of tourist-sports programs, gain an understanding of the role of man in the complex of tourist-sports movement and realize the socio-economic significance of tourist-sports movement. must be able to imagine.

The advantage of the tourist-sports operator is that it provides targeted programs aimed at athletes, amateur athletes, sports fans with specific consumption. In this regard, the tourist package is formed by a narrow route, which also includes a target list of additional services provided.

The range of additional services is summed up taking into account the specifics of the proposed species, that is, the emphasis is on what is primary, what is secondary, on one or another direction of sports tourism.

If this is a tour for a sports team going to competitions, then additional services may include travel and entertainment programs, additional services for athletes to regain strength.

If this is a tour for amateur athletes, then the additional services offered may include the provision of tickets to sports competitions, special services for amateur athletes, sports competitions, etc.

If this is a tour for a tourist as a fan, then as additional services can be specially organized competitions with the involvement of athletes, dinners and so on.

Modern tourism, in particular, specialized (sports) tourism as a complex socio-cultural and economic phenomenon is characterized by the following specific paradoxes:

- the interactive processes of globalization go hand in hand with increasing competition;

- the level of development of the tourism industry will depend on the overall level of socio-economic development of the country and the region. But on the other hand, tourism itself is a marketing tool and incentive for development for every country and region;

- tourism is not only a carrier of added value, but also can be considered as a cause of adverse effects on the environment and environmental catastrophe.

Thus, the specificity of tourism and sports management will be as follows. As mentioned above, in the practice of tourist and sports activities, there are three types of activities associated with the movement of people engaged in it:

- sports tourism;

- public health tourism;

- Migration of athletes, teams and amateurs.

The three types of activities mentioned above give rise to a holistic social phenomenon that we call tourist-sports operetta today.

The functions of tourist-sports operetta deviate from the usual scope of activity, as operetting is associated with a number of specific moments mentioned above. The concept of "management of tourist and sports operations" includes a system of management structures that interact and interact with each other. The main mechanisms of governance are:

- development and implementation of special programs for the elimination of mental and physical stress;
- service cycle for sports tourism participants;
- formation, reproduction and protection of the recreational environment;
- commercial activity in the field of sports-tourist and recreational complexes.

This specificity reflects the essence of the management of tourist and sports operations and imposes certain requirements on the professional structure of the staff of tourism and sports management.

The inadequacy of educational resources (material and financial support of the educational process, professionalization of teachers, scientific and methodological bases, etc.) raises the problem of finding a strategy for improving the quality of training.

The main trend in achieving the quality of higher education in tourism is the standardization of education.

National-level standardization is based on a marketing study of the industry needs of professionals and their qualification requirements. This approach is implemented in several countries where the most sustainable tourism is available - the Netherlands, the United Kingdom, France, Thailand, Greece, Italy, Germany, Spain, Portugal. Standardization at the European regional level is reflected in the recommendations on the issues of the basic content of European tourism programs. The subject of discussion is the body of knowledge about tourism, which is now officially recognized in the UK.

International standardization is based on surveying a wide range of the tourism professional community in order to identify training needs in all regions of the world and the lack of existing knowledge and skills.

Such an approach has facilitated the development of professions, staff and staff qualifications in the tourism sector. Our analysis allowed us to identify three main principles.

The first of them is the following principles for the tourism sector:

- A) management of tourist activities in the host region;
 - B) packaging of certain services, including accommodation for tourists, entertainment games, public meetings, transportation, etc. ;
 - C) mediation in the packaging and distribution of certain services for tourism products;
- Consulting, investment services, including training for tourism enterprises.

Second, the principle of functionality shows the following functional differences in the types of activities:

A) dead or non-specific special functions related to tourism (catering, regional planning, accommodation, regional promotion, etc.);

B) special functions related to tourism (marketing, sales, planning, information support, intermediation, etc.).

Third, the principle of levels of professionalism and responsibility of personnel (from executive responsibility to full responsibility for strategic decisions).

In connection with the above, there is a need to develop a description of the professional structure of the staff of tourist and sports operetta, in which the greatest complexity is represented by general and special departments of education. The general professional department of education focuses on the formation of theoretical knowledge and practical skills in the process of acquiring humanities and socio-economic knowledge. Expert inquiries, as well as analysis of current vocational education standards, allowed us to make generalizations about the basic requirements for the level of professional training.

The general professional structure includes a system of knowledge in the humanities and socio-economic disciplines.

The specialist should be able to:

- Scientific, philosophical and religious descriptions of the world, the essence, purpose and content of human life, the diversity of forms of human knowledge, truth and error, knowledge and belief, rationality and irrationality in human life, the peculiarities of knowledge in modern society, to have an idea of aesthetic values, their importance in creativity and

everyday life, to be able to find direction in them;

- to understand the importance of science in the development of civilization, the relationship of science and culture and related modern social and ethical problems, the values of scientific rationality and its historical types, the structure, forms and methods of scientific knowledge, their evolution;

- to know the stages and most important branches of the development of humanities and socio-economic knowledge, the main scientific schools, directions, concepts, sources of humanities knowledge and methods of working with them;

- to understand the content of the spiritual and physical, biological and social origin of man, man's attitude to nature, the current contradictions of technical development, the crisis of man's existence in nature;

- to understand the conditions of the formation of the individual, his freedom, responsibility for the preservation of life, nature, culture, the importance of violence and non-violence in history and human behavior, the moral obligation of man to himself and others;

- to understand the nature of the psyche, to know the basic mental functions and their physiological mechanisms, the ratio of natural and social factors in the formation of the psyche, to understand the importance of will and emotions, needs and motives, as well as unconscious mechanisms of human behavior;

- to be able to psychologically describe a person (his temperament, abilities), to make his own personal mental state, to master the simplest methods of mental self-regulation;

- to understand the importance and role of national and cultural-historical factors in education and upbringing, the relationship between heredity and social environment;

- knowledge of forms, means and methods of pedagogical activity;

- Acquisition of the simplest skills of analysis of educational situations, definition and solution of pedagogical tasks;

- knowledge of the theory of physical culture and sports tourism, the basics of a healthy lifestyle;

- mastering the system of practical skills and abilities that provide health and strengthening, development and improvement of psychophysical qualities and abilities, self-determination in physical education, compliance with sports standards in tourism, etc.

In addition, the specialist should be able to perform and use: the basics of mathematical analysis, which includes algebra, geometry, and discrete mathematics; basics of the theory of differential equations and numerical methods; basics of probability theory and mathematical statistics; the concept of information, methods of its storage and processing, the principles of operation and basic capabilities of the computer; basic types of algorithms and packages of applications; programming systems and standard software for their professional activities.

Additional requirements for the special training of specialists in the tourist and sports movement are set by higher education institutions, taking into account the specifics of the specialties.

In addition, the standardization of the professional structure of tourism and sports management staff, in addition to the established purely professional characteristics, involves the formation of the ability to adapt to today's extreme conditions in Uzbekistan, to critically analyze social activities and, most importantly, to creatively improve their professional competencies. .

The tourist-sports movement is in itself a movement with a sufficiently multifaceted structure. where the management structure includes personnel management, transport services management, hospitality management, competition organization management, and so on. Each of them represents three key elements: the integrity of the producer-product-consumer chain. that is, direct interpersonal-specific communication involving the presence of certain psychological knowledge is inevitable to enhance the targeted effects on the consumer (or staff) in order to more effectively address the challenges of promoting and selling a tourism product in the market.

This requirement has left its mark on the formation of the professional structure of tourism and sports management.

Thus, the following conclusions can be drawn:

A) Research has shown that the lack of well-trained professionals is the cause of many problems in tourism in general and tourism in particular in the field of tourism management.

B) Improving the effectiveness of training in the field of tourism is directly related to the development of a professional structure of training of managers of tourism and sports activities in a given situation.

C) professional training of tourism and sports management staff should be based on the principles of didactics - the content of education in accordance with the new socio-economic conditions.

D) The qualification structure includes the basic requirements for the highly qualified specialist, including acquisition of special, general and professional knowledge, appropriate psychological and pedagogical training, mastering of new technologies and professional pedagogical skills.

List of used literature

1. V.Sh.Rakhimov Methodology of organization of physical education at the initial stage of the system of continuing education Scientific-methodical magazine "ILM SARCHASHMALARI". Urgench, 2020. №3. 79-83 –B.
2. V.Sh.Rakhimov Socio-pedagogical problems of health tourism / Features and prospects of development of pedagogical ideas in the new period of development of Uzbekistan. Proceedings of the international scientific-practical conference. // Ministry of Innovative Development. Kokand State Pedagogical University. Kokand. 2021. 321-323 b.
3. Decree of the President of the Republic of Uzbekistan dated March 5, 2018 "On measures to radically improve the system of public administration in the field of physical culture and sports."
4. Features of physical education in foreign universities // Sports freedom. [Electron source] - <https://www.sports.rutribuna / blogs / sportfreedom / 543908.html> (application date: 05/10/2021).
5. A.Sharipov., H.Matniyazov, V.Rakhimov Effective means of professional and pedagogical preparation of students for pedagogical practice in the field of "Physical culture" // Training of scientific and scientific-pedagogical staff is the most important basis for educating a highly educated and intellectually developed generation. Republican scientific-practical conference (Volume 2). - Urgench, November 25-26, 2015. - 81-84.
6. <https://www.eurostudy.cz/obrazovanie-v-sfere-turizma> (date of reference to the source: 12.08.2021 y.).
7. books.google.co.uz/books (date of reference to the source: 12.08.2021 y.).