

COMMUNICATION CULTURE IN TOURISM DEVELOPMENT

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ANNOTATION: *This article highlights the importance and problems of communication culture in the development of tourism, and the prospects for further development of tourism are scientifically based in our country.*

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In recent years, comprehensive measures are carrying out to raise the spiritual and enlightenment level of our people, strengthen the material and technical base of culture and art institutions, to support the representatives of industry in our country. Many efforts are being made to pass on the enlightenment heritage to the next generation in accordance with the culture of the peoples of the world, to further expand and promote the invaluable role of our national culture in world culture.

Communication, the culture of communication, as long as a human exists in this being, he is in constant communicate with those around him, whether he wants to or not ?! Sometimes he may have to travel in a wagon with someone he doesn't like or work for years in the same room with a colleague he has never met. Sometimes he even has to make a deal with a blind man. Sometime meets them more often than not. No doubt, a person will have a good conversation with his relatives and friends. But not all people in the community are his friends! How to make a conversation with them. For a cultured person, it is not a problem.

Therefore, the culture of communication plays an important role in conducting tourism activities. Especially the accuracy and fluency of speech.

Correctness of speech. Correctness of speech mainly requires adherence to two norms and adherence to grammatical norms. In order to convey meaning correctly in the speech process, we need to pay attention to the correct use of the syllable in the word, the accent of the word in the sentence. Since the placement of words according to their semantic connections distinguishes grammatical forms of speech, it is necessary to master the rules of speech, the relationship between stems and affixes, possessive-participle compatibility, ways of connecting secondary parts to them.

Accuracy of speech. Clarity is also one of the main communicative qualities of speech. If correctness is considered only as a necessary sign of the language factor in the occurrence of speech, then the accuracy of speech should also take into account the factors outside the language that serve its formation. At first, there is a relationship between language and thinking. This is because the balance between nature and events and its reflection in speech is the very essence of this precision.

The logic of speech. The logic of speech is closely connected with its main qualities - accuracy and precision. Because it is natural that both grammatically incorrectly structured speech and the lexical unit chosen unsuccessfully to express an idea can lead to a distortion of logic. A violation of logical coherence can lead to the listener and the reader not being able to fully understand the idea being expressed, and sometimes not being understood at all. Sometimes irrationality also occurs as a result of negligence in the formation of speech.

Purity of speech. Purity of speech means not following the norms of literary language in the use of language elements. Well, exemplary speech should be formed in accordance with the modern Uzbek literary language, its requirements, free from various elements of non-literary and immoral language. Because it must

be in line with the cultural level of the Uzbek people, who have rich spiritual and moral values and today live in the period of independence and interact with the world community on an equal footing. Effectiveness of speech. In the performance of speech, in addition to informing him about a particular event, the task is to influence the mind and psyche of the listener. Effectiveness is therefore one of the key qualities of speech, and both accuracy and precision, as well as logic and clarity, are focused on influencing the interlocutor, listener, or reader. While language factors come first in these enumerated features, using all of them, sensitivity also covers a wide range of non-linguistic factors. When we talk about the effectiveness of speech, we are basically referring to the process of speaking, and therefore it is also important to take into account the mental state in which it is perceived by the listener. Factors such as how a speaker behaves, gestures and facial expressions, and even how he or she dresses during the speech process are important in how speech affects individuals and how they make an impression on them. Qualities such as sincerity, politeness, courtesy, respect for the audience make the speech listened to attentively by the audience. Talking about the effectiveness, expressiveness of speech, in a sense, is the conclusion of the comments made about the qualities of speech. Because demonstrating the qualities of good speech serves to form an effective speech as a result in the analysis of some typical errors encountered in speech.

Today, the development of tourism plays an important role in the development of the country's economy. The country strives to develop different areas of tourism based on its potential, geography, history and present. There is an opportunity to develop such areas as health tourism, medical tourism, ecotourism, excursion tourism, sports tourism, extreme tourism, pilgrimage tourism. Taking into account the trends of international tourism development and the use of modern

marketing tools, we can form a positive image of our country in the field of tourism by developing strategies for competitive tourism products and services, promoting them in domestic and international tourism markets. Part 3 of the Decree of the President of the Republic of Uzbekistan Shavkat Miromonovich Mirziyoyev "On the strategy of actions for further development of the Republic of Uzbekistan" PF-4947. As noted in the priorities of economic development and liberalization, it is important to "accelerate the development of tourism and services, increase the role and share of services in GDP, radically change the structure of services, primarily through modern high-tech services."

Decree of the President of the Republic of Uzbekistan PF-4947 "On the Action Strategy for further development of the Republic of Uzbekistan". //www.lex.uz

It should be noted that in addition, in order to stimulate the activities of small businesses, the regulatory framework, which is improving year by year, is being created. In particular, despite the huge potential in the field of tourism, the tourism infrastructure of Uzbekistan, the quality and level of tourism services, as well as the management system of the industry do not meet modern requirements in the context of globalization and fierce competition. The contribution of tourism to the country's economy requires the export of services produced in the national economy and the use of foreign financial resources or the use of foreign machinery and technology to develop the service sector and provide employment. Taking advantage of such opportunities, there are various strategic directions for the development of the national economy. In particular: creation of favorable conditions for the activities of the tourism industry, elimination of all barriers and obstacles to the development of tourism; Accelerated development of new potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, health, rural, industrial, business, children's, youth and family

tourism; Accelerated development of modern tourism infrastructure in the regions of the country, first of all, hotels, transport and logistics structures, engineering and communication infrastructure, wide attraction of foreign investment for these purposes; Development of competitive tourism products, creation of new tourism routes in the regions, their introduction to world tourism markets; Strategies for radical improvement of the system of quality training of qualified personnel for the tourism industry, etc. It is estimated that one in every 30 tourists will create one new job in the country's tourism sector and two in the adjacent system.

The hotel business plays an important role in the development of tourism and increasing the flow of tourists. Today there are about six hundred hotels in our country. Along with world-famous hotels such as Radisson, Lotte, Wyndham, Ramada, there are many private hotels for small groups and family travelers in the capital and regions. The recent adoption of important documents in our country aimed at further development of entrepreneurship, including tourism, creates new opportunities for the effective work of our industry. In particular, the Presidential Decree "On the plan of additional measures for the rapid development of tourism" approves the "Concept of Tourism Development" for 2019-2025. According to the "Concept of Tourism Development" for 2019-2025, in six years the share of tourism in the GDP of Uzbekistan will increase from 2.3% (2017) to 5%, and the number of foreign tourists will increase to 9-10 million, including the number of tourists from foreign countries. It is planned to increase it to 2 million. It is also expected to increase tourism exports from \$ 950 million to \$ 2.2 billion. It is planned to increase the number of vehicles from 850 to 3,000. The number of tour operators is also expected to almost double from 860.

In summary, the process of forming a national model of tourism is currently underway in the Republic of Uzbekistan. This model emphasizes that the

developing tourism market in the country, like any other market, affects the socio-political and economic situation in the country. It is an important tool for developing cooperation between countries and determining the level of investment and capital inflows. It is known that in countries with developed market economies, mainly private and commercial companies serve tourists. However, in any case, tourism can develop only if the state creates a favorable economic and legal environment. If the state does not deal with issues of vocational training, natural and cultural protection, information and advertising, and simplification of formalities, then tourism will not reach the expected level of development. At the same time, it is important for the state to develop methodological and practical approaches to the development of tourism, the formation of the market of tourism services, reforming the methods and "levers" of economic regulation, improving the organizational management of tourism, increasing its export potential and, most importantly, attracting foreign investment. is important. At the same time, in cooperation with the State Committee for Tourism Development of the Republic of Uzbekistan, it is necessary to create a single online data exchange system for tourism organizations operating in the country. Through the system, it is possible to quickly exchange regulatory documents, reports, mutual information from all regions. This, in turn, will allow all tourism organizations in the region to receive information simultaneously.

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