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THE WAYS OF DEVELOPING MANAGEMENT IN TRAVEL AGENCIS

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MASTER'S THESIS

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Ushbu magistrlik dissertatsiyasida sayohlik agentliklarida menejmentni rivojlantirishning ahamiyati va bosqichlari o'rganilib, unda global turizm evolyutsiyasi ham ko'rib chiqildi. U adabiyotlarni sinchkovlik bilan o'rganish, ma'lumotnomalar va tadqiqotlar orqali sayohlik agentliklarida menejmentining rivojlanish tezligiga sezilarli ta'sir ko'rsatadigan xalqaro usullar va meyoriy-huquqiy asoslarni o'rganib chiqdi. Keng qamrovli tahlillar shuni ko'rsatdiki, sayohlik agentliklarida menejment rivojlantirish biznesining o'sishida hal qiluvchi rol o'ynaydi va barcha asosiy turizm sohalariga sezilarli iqtisodiy, ijtimoiy, huquqiy va siyosiy ta'sir ko'rsatadi. Dissertatsiya zamonaviy boshqaruv usullarining barqarorligi va dunyoviy raqobatbardoshligini oshirish bo'yicha foydali takliflarni taqdim etadi. Bu xalqaro standartlarga rioya qilgan holda global sayyohlik sanoatining o'zgaruvchan talablarini qondiradigan zamonaviy texnikani o'rganishga alohida e'tibor beradi. Bundan tashqari, u O'zbekiston respublikasida rivojlanayotgan turizm bozorida sayohlik agentlikalarining menejmentini o'sishiga ta'sir etuvchi elementlar bo'yicha har tomonlama istiqbolni taklif qilish orqali bilimlar to'plamiga qo'shiladi. Bu turizm sohasida yuqori iqtisodiy ko'rsatkichlarga erishish va chet el talablariga javob beradigan turizm bozorini rivojlantirishga yordam beradi. Tadqiqotimizning maqsad va vazifalarini aniqlash jarayonida ilmiy tadqiqotlar, mahalliy va xalqaro manbalar va mintaqaviy prognoz modellari juda ko'p ishlatilgan.

ABSTRACT

This master's thesis examined the importance and stages of management development in travel agencies and also examined the evolution of global tourism. Through careful study of literature, references and research, it studied international methods and legal foundations that significantly affect the rate of development of management in travel agencies. Comprehensive analysis has shown that management in travel agencies plays a decisive role in the growth of the development business and has a significant economic, social, legal and political impact on all major tourism sectors. The dissertation presents useful proposals for improving the stability and secular competitiveness of modern management methods. It pays special attention to the study of modern techniques that meet the changing requirements of the global tourism industry, subject to international standards. In addition, it is added to the body of knowledge by offering a comprehensive perspective on the elements that affect the growth of management of travel agencies in the emerging tourism market in the Republic of Uzbekistan. This will help to achieve high economic indicators in the tourism sector and develop a tourism market that meets foreign requirements. In the process of determining the goals and objectives of our research, scientific research, local and international sources and regional predictive models have been used a lot.

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INTRODUCTION

The tourism sector plays an important role in the global economy it creates jobs, promotes economic growth and promotes cultural exchange. In order to be competitive in the dynamic field, travel companies need to carry out effective management. In the context of increasing digitalization, changing customer tastes and global problems such as economic fluctuations and crises, travel agencies need to develop new management methods to continue to operate and develop. Tourism is important in the global economy because it creates jobs, motivates economic growth, and encourages cultural exchange. To be competitive in a dynamic network, travel companies must have a strong management practice. Travel agencies are required to develop new management styles by responding to global challenges such as increasing digitalization, changing customer requirements, and economic change.

This dissertation explores the development of Management in travel agencies and aims to identify modern approaches aimed at increasing operational efficiency, customer satisfaction and overall competitiveness. The main problem is to transform outdated systems and processes into dynamic structures that can adapt to current market requirements and anticipate future trends. By reviewing current processes, identifying significant deficiencies, and evaluating promising improvement pathways, this study seeks to create a flexible effective management model for the tourism sector. This study is significant, and it can serve not only scientific research, but also practice. For industry professionals, the results of the study can serve as a strategic roadmap in solving modern travel management problems. For the field of science, however, this work contributes to the body of literature on Business Management, Technology Implementation and service innovation. In conclusion, this dissertation aims to serve a deeper understanding of ways to ensure long-term growth and sustainability of travel companies through strategic management.

The structure of this dissertation begins first of all with the determination of the theoretical foundations and the current state of Management in travel agencies. After the introduction, the full literature review outlines the historical development