- fandagi mavzularni tor doirada yoritib, bayon qilishda ayrim chalkashliklarga yo'l qo'yilsa;
- bayon qilish ravon bo'lmasa;
- fan bo'yicha savollarga mujmal va chalkash javoblar olinsa;
- fan bo'yicha matn puxta shakllantirilmagan bo'lsa.

e) quyidagi hollarda talabaning bilim darajasi qoniqarsiz 2 baho bilan baholanishi mumkin:
- fan bo'yicha mashg'ulotlarga tayyorgarlik ko'rilmagan bo'lsa;
- fan bo'yicha mashg'ulotlarga doir hech qanday tasavvurga ega bo'lmasa;
- nazorat ishlari jarayonida javoblarni boshqalardan ko'chirib olganligi sezilib tursa;
- fanga doir berilgan savollarga javob olinmasa;
- fanni bilmasa.

Fan o'qituvchisi to'g'risida ma'lumot

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Taqrizchilar:	Filologiya fanlari bo'yicha falsafa doktori (PhD), dotsent F.R.Xalimova; Samarqand texnologiyalari universiteti dotsenti, PhD. A.I. Sayfullayev

Mazkur Sillabus institut o'quv-uslubiy Kengashining 2025-yil _____ _____ dagi _____-sonli bayoni bilan tasdiqlangan.

Mazkur Sillabus "Tarjima nazariyasi va amaliyoti" kafedrasining 2025-yil _____ _____ dagi _____-sonli yig'ilish bayoni bilan ma'qullangan.

O'quv-uslubiy boshqarma boshlig'i: A.Y.Nurmuratov

Fakultet dekani: A.R.Ismailov

Kafedra mudiri: F.J.Bakiev

Tuzuvchi: M. Xayriyeva

O'ZBEKISTON RESPUBLIKASI
OLIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
SAMARQAND DAVLAT CHET TILLAR INSTITUTI

"TASDIQLAYMAN"
O'quv ishlari bo'yicha prorektor
I.I.U.Jumanazarov
2023-yil "___" _____

SMART TURIZM

FANI BO'YICHA

SILLABUS
Kunduzgi bo'lim uchun

Bilim sohasi:	1000000 - Xizmatlar
Ta'lim sohasi:	1010 000 – Xizmat ko'rsatish sohasi
Ta'lim yo'nalishi:	61010100 – Turizm va mehmondo'stlik

Samarqand – 2025

Modul / FAN SILLABUSI

Ingliz filologiyasi va tarjimashunoslik fakulteti

61010100 – Turizm va mehmondo‘stlik

Fan nomi:	Smart turizm
Fan turi:	Tanlov
Fan kodi:	ST2501
Yil:	2
Semestr:	3
Ta’lim shakli:	Kunduzgi
Mashg’ulotlar shakli va semestrga ajratilgan soatlar:	180
Ma’ruza	36
Seminar	36
Mustaqil ta’lim:	108
Kredit miqdori:	6
Baholash shakli:	Imtihon
Fan tili:	Ingliz

Fanning maqsadi (FM)	
FM1	**Smart turizm fanining maqsadi** turizm sohasida zamonaviy axborot-kommunikatsiya texnologiyalarini qo‘llash orqali sayyohlik tajribasini yaxshilash, resurslardan samarali foydalanish, barqaror rivojlanishni ta’minlash va turistik destinasiyalarni boshqarishni optimallashtirishdir. Bu foydalanuvchilar uchun qulaylik yaratish, xizmat sifatini oshirish va iqtisodiy samaradorlikni ta’minlashga qaratilgan. Shuningdek turizm infratuzilmasini shakillantirishda zamonaviy texnalogiyalatni qo‘llash orqali resurslarni tejash va mehnat unimdorligini oshirishga qaratilgan. **Fanning vazifasi** – Fanning asosiy vazifalari talabalarga raqamli texnologiyalar, mobil ilovalar, bulutli xizmatlar va sun’iy intellektning turizm sohasidagi qo‘llanilishi haqida bilim berish va turizmda qo‘llanilayotgan aqlli tizimlar (masalan, aqlli shaharlar, aqlli mehmonxonalar, raqamli gidlar)ning tarkibi va ishlash mexanizmlarini o‘rganishga qaratilgan hisoblanadi. Talabalarni innovatsion fikrlashga yo‘naltirish, raqamli transformatsiyaga tayyorlash va zamonaviy muammolarga texnologik yechimlar topishga undash va Smart texnologiyalar orqali sayyohlar ehtiyojlarini tahlil qilish va ular uchun qulay, xavfsiz va moslashtirilgan xizmatlar yaratish yo‘llarini ko‘rsatish.

Fanni o‘zlashtirish uchun zarur boshlang’ich bilimlar	
1	Xorijiy til (XT11214)
2	Turizmda raqamli texnologiyalar (TRT1206)
3	Turizm: nazariya va amaliyo (TNA1106)

4	TuxliyevI.S., HayitboyevR., IbodullayevN.E., Amriddinova R.S. Turizm asoslari. O‘quv qo‘llanma. Qayta ishlangan va to‘ldirilgan 3-nashri.-SamISI.:- 2019
Qo‘shimcha adabiyotlar	
1.	Ахмедов Х.И, Аллабергенов А.А. «Туризм фаолиятини ташкил этиш» Т: 2004, 210 б.
2.	“Smart-turizm: XORIJIY TAJRIBA VA UNI O‘ZBEKISTONDA QO‘LLASH ISTIQBOLLARI". Respublika ilmiy-amaliy anjumani materiallari to‘plami. –T: “YaIT” jurnali, 2023. -210-b.
3.	Turizm geoaxborot tizimida yangi turistik marshrutlar ishlab chiqishning ilmiy-metodologik asoslari. Monografiya. / I.S.Tuxliyev, R.S.Amriddinova, R.Hayitboyev, S.A.Abduxamidov, M.X.Xamitov, A.Yu.Talibova, A.P.Maxmudova. - Samarqand: Turon, 2021. – 126 b.
4.	Tuxliyev I.S., Qudratov G‘.H.,Pardayev M.Q. Turizmni rejalashtirish. 8. Тухлиев И.С., Амриддинова Р.С. «Организация экскурсионного
Axborot manbalari	
1	www.gdnet.org
2	www.stat.uz
3	www.ziyonet.uz
4	www.uzbektourism.uz
5	www.Turkistonpress.uz
6	www.russiatourism.ru

Talabaning fan bo‘yicha o‘zlashtirish ko‘rsatkichini nazorat qilishda quyidagi mezonlar tavsiya etiladi:

a) 5 baho olish uchun talabaning bilim darajasi quyidagilarga javob berishi lozim:

Fanga oid nazariy va amaliy qoidalarni to‘la o‘zlashtira olsa;

- o‘rganilayotgan jarayonlar haqida mustaqil mushohada yurita olsa;
- fan bo‘yicha mavzu materiallarining nazariy yoki amaliy ahamiyati haqida aniq tasavvurga ega bo‘lsa;
- fan doirasida mustaqil erkin fikrlash qobiliyatini namoyon eta olsa;
- berilgan savollarga aniq va lo‘nda javob bera olsa;
- mustaqil topshiriqlarni to‘liq va aniq bajargan bo‘lsa;

b) 4 baho olish uchun talabaning bilim darajasi quyidagilarga javob berishi lozim:

- fanning mohiyati va mazmunini tushungan, fandagi mavzularni bayon qilishda ilmiy va mantiqiy chalkashliklarga yo‘l qo‘ymasa;
- fanning mazmunini amaliy ahamiyatini tushungan bo‘lsa;
- fan bo‘yicha berilgan vazifa va topshiriqlarni o‘quv dasturi doirisida bajarsa;
- fan bo‘yicha berilgan savollarga to‘g‘ri javob bera olsa;
- fan bo‘yicha mustaqil topshiriqlarni to‘liq bajargan bo‘lsa;

d) 3 baho olish uchun talabaning bilim darajasi quyidagilarga javob berishi lozim:

- fan haqida umumiy tushunchaga ega bo‘lsa;

6	**Smart Transport Systems and Tourist Routes** **Task Procedure:** Briefly describe what is meant by smart transport. Analyze mobile transport apps in tourism (e.g., Uber, Moovit). Reflect on the development of smart transport services in cities of Uzbekistan. Prepare an analytical presentation and write 3 proposals with preliminary project drafts.
7	**Smart Museums and Digitalization of Cultural Heritage Sites** **Task Procedure:** Research museums that use AR/VR technologies. Choose one museum in Uzbekistan and develop a digitalization plan. Based on your research, write a project concept. Include a project plan with a technological description (2–3 pages).
8	**Digital Security and Protection of Tourist Information** **Task Procedure:** Describe how data is protected on tourism websites. Read briefly about GDPR and personal data protection laws. Provide a brief comparison with the legislation of Uzbekistan. Write a 2-page comparative legal analysis.
9	**Developing an Idea for the Advancement of Smart Tourism in Uzbekistan** **Task Procedure:** Based on the topics above, develop a comprehensive idea. Describe the concept, technological solutions, infrastructure, and benefits. Adapt it to local conditions. Write an innovative project description (6–7 pages or 15 slides).

Mustaqil ta'lim (MT)		
1	Seminar va amaliy mashg'ulotlarga tayyorgarlik ko'rish va uy ishlarini bajarish.	**108 soat**
2	Berilgan mavzular yuzasidan nutq tayyorlsh	30 soat
3	Berilgan manbalarni o'rganib insho yozish	25 soat
4	Berilgan mavzu bo'yicha mustaqil ish yozish	30 soat
5	Taqdimotlar tayyorlsh	10 soat
6	Berilgan mavzu bo'yicha mustaqil referat yozib kelish	13 soat

Asosiy adabiyotlar	
1	Raximov Z.O., Norkulova D.Z. Turistik destinatsiyalarni loyihalashtirish. O'quv qo'llanma. - Samarqand: SamISI, 2020, 188 bet.
2	Galsworth, G. D. (1994). Smart, simple design: Using variety effectiveness to reduce total cost and maximize customer selection. Essex Junction, VT: Oliver Wight Publications.
3	Z.O. Raximov. Turizm rivojlanishida mehmonxonalar intererdizayni. /Monografiya/ – Samarqand: SamISI, "STAP-SEL" MChJ.Nashriyot - matbaa ijodiy bo'limi. 2022 y. – 192 bet.

Ta'lim natijalari (TN)	
	Bilimlar jihatidan:
TN 1	Texnologiya va innovatsiyalardan foydalangan holda turizm tajribasini yaxshilash, samaradorlikni oshirish va barqaror rivojlanishni ta'minlash bundan tashqari turistlarning xatti-harakatlarini tahlil qilish, talabni bashorat qilish va shaxsiylashtirilgan xizmatlar taklif qilish.
TN 2	Turizm sohasida biznes jarayonlari, xizmatlar va mijozlar bilan muloqotni raqamlashtirish va avtomatlashtirish jarayoni. Bu sun'iy intellekt, IoT, bulutli hisoblash va katta ma`lumotlar kabi texnologiyalarni bilishi va ulardan foydalana olishi kerak
	Ko'nikmalar jihatidan:
TN 3	Turizm sohasida resurslardan samarli foydalanishi va turizm xizmtlarini ko'rsatish texnikasini, turizmda maxsus turlarni yaratish jarayonida zamonoviy texnalogiyalarni qo'llay bilishi, O'zbekistondagi turizm ob'ektlaridan samarali foydalana olish haqida malaka va ko'nikmalariga ega bo'lishlari kerak.
TN 4	Texnologiya va innovatsiyalardan foydalangan holda turizm tajribasini yaxshilash, samaradorlikni oshirish va barqaror rivojlanishni ta'minlash bundan tashqari turistlarning xatti-harakatlarini tahlil qilish, talabni bashorat qilish va shaxsiylashtirilgan xizmatlar taklif qilish.

Fan mazmuni	
Mashg'ulotlar shakli: Ma'ruza (M)	
3-semestr	
M1	Introduction to the Smart Tourism Course
M 2	The Role of Information and Communication Technologies in Tourism
M 3	Mobile Applications and Their Role in Enhancing Tourist Experience
M 4	Smart Cities and Smart Destinations: Concepts and Practices
M 5	Smart Hotels: Automated Services and Customer Experience
M 6	Digital Guides and Virtual Tours
M 7	AI-Based Services: Chatbots and Analytical Systems
M 8	Cloud Technologies and Their Role in Tourism Infrastructure
M 9	Tracking and Analyzing Tourist Movements: Big Data and GIS Technologies
M 10	Smart Transport Systems and Management of Tourist Routes
M 11	Digital Security and Protection of Tourist Data

M 12	Smart Marketing: Digital Advertising, Online Booking, and Customer Relations
M 13	Sustainable Tourism and Ecological Technologies
M 14	Smart Museums and the Digitalization of Cultural Heritage Sites
M 15	Using Artificial Intelligence to Predict Tourist Needs
M 16	Innovative Startups in Smart Tourism
M 17	Global Experience: The Practice of Smart Tourism in Developed Countries
M 18	The Future of Smart Tourism and Its Development

Seminar mashg'ulot (S)	
3-semestr	
S1	Introduction to the Smart Tourism Course
S2	The Role of Information and Communication Technologies in Tourism
S3	Mobile Applications and Their Role in Enhancing Tourist Experience
S4	Smart Cities and Smart Destinations: Concepts and Practices
S5	Smart Hotels: Automated Services and Customer Experience
S6	Digital Guides and Virtual Tours
S7	AI-Based Services: Chatbots and Analytical Systems
S8	Cloud Technologies and Their Role in Tourism Infrastructure
S9	Tracking and Analyzing Tourist Movements: Big Data and GIS Technologies
S10	Smart Transport Systems and Management of Tourist Routes
S11	Digital Security and Protection of Tourist Data
S12	Smart Marketing: Digital Advertising, Online Booking, and Customer Relations
S13	Sustainable Tourism and Ecological Technologies

S14	Smart Museums and the Digitalization of Cultural Heritage Sites
S15	Using Artificial Intelligence to Predict Tourist Needs
S16	Innovative Startups in Smart Tourism
S17	Global Experience: The Practice of Smart Tourism in Developed Countries
S18	The Future of Smart Tourism and Its Development

Mustaqil ta'lim (MT)	
1	**Concept of Smart Tourism and Its Key Components** **Task Procedure:** Conduct research on the term "Smart Tourism." List the key technologies (IoT, AI, mobile applications, etc.). Briefly explain the impact of each component on tourism. Based on the information, prepare a slide presentation (15–20 slides).
2	**Smart Cities and Smart Destinations** **Task Procedure:** Identify the differences between "Smart City" and "Smart Destination." Analyze two of the most successful international examples (e.g., Seoul, Amsterdam). Evaluate the feasibility of implementing this model in cities of Uzbekistan. Write an analytical article (5–7 pages, with references).
3	**The Role of Mobile Applications in Travel** **Task Procedure:** Choose the top 5 tourism-related mobile applications (e.g., Google Maps, TripAdvisor). Compare their features. Propose an idea for a mobile application tailored to local tourism. Include a comparative analysis table and a concept for a new app.
4	**IT Technologies and Their Application in Hotel Services** **Task Procedure:** Explain what IT is and how it is used in tourism. Analyze examples of smart hotels (e.g., Hilton, Marriott). Describe how this model could be implemented in Uzbekistan. Prepare a presentation in the form of a practical project proposal (15 slides).
5	**AI-Based Customer Service** **Task Procedure:** What kind of services does AI offer? (e.g., chatbots, recommendations). Analyze tourism websites that use AI (e.g., Booking.com, Expedia). Improve methods for optimizing local services using AI. Prepare an analytical table and a one-page list of recommendations.