- 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

Muallif:	Berdiyorov Shoxbozjon Ziyomiddinovich Tarjima nazariyasi va amaliyoti kafedrasi o‘qituvchisi.
E-mail:	shaxaberdiyorov@gmail.com Tel: +998 99 5939598
Tashkilot:	Samarqand davlat chet tillar instituti, Tarjima nazariyasi va amaliyoti kafedrasi.
Taqrizchilar:	SamDChTI, Tarjima nazariyasi va amaliyoti kafedrasi v.b. professori, DSc F.R.Xalimova; Akramova T.K., “Ipak yo‘li” turizm va madaniy meros xalqaro universiteti dotsenti, PhD

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.Bakiyev
Tuzuvchi	Sh.Z.Berdiyorov

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

“TASDIQLAYMAN”
O‘quv ishlari bo‘yicha prorektor
_____ O.Ulumanazarov
2025 yil “_____”

EKSKURSIYA XIZMATLARINI TASHKIL ETISH VA BOSHQARISH

FANI BO‘YICHA

SILLABUS
Kunduzgi bo‘lim uchun

Bilim sohasi:	1000000 – Xizmatlar sohasi
Ta’lim sohasi:	1010000 – Xizmatlar 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:	Ekskursiya xizmatlarini tashkil etish va boshqarish
Fan turi:	Tanlov
Fan kodi:	EXTE2504
Yil:	2 (2025-2026 o‘quv yili)
Semestr:	4
Ta’lim shakli:	Kunduzgi
Mashg‘ulotlar shakli va semestrga ajratilgan soatlar:	180
Auditoriyada (amaliy)	36
Korxona va tashkilotda (amaliy)	36
Mustaqil ta’lim:	108
Kredit miqdori:	6
Baholash shakli:	Imtihon
Fan tili:	Ingliz

Fanning maqsadi (FM)	
FM1	Fanni o‘qitishdan maqsad – “Ekskursiya xizmatlarini tashkil etish va boshqarish” fanini o‘qitishdan maqsad talabalarni mamlakatimizning boy tarixiy merosi, ekologik-rekreatsion maskanlar ishlab-chiqarish obyektlarida, ziyoratgohlarda sifatli, xavfsiz ekskursiya xizmatlarini tashkil etish hamda egallangan bilimlar bo‘yich ko‘nikma va malakalarni shakllantirishdir. Fanning vazifasi – fanning asosiy vazifalari ushbu maqsaddan kelib chiqqan holda talabalarga fan bo‘yicha o‘qitiladigan asosiy mavzularni va ularning mohiyatini o‘zlashtirish, fanning boshqa fanlar bilan bog‘liqligini aniqlash va individual matnini tayyorlash, ekskursiyaning texnologik xaritasini tuzish, ekskursiyani olib borish texnikasi, ekskursiya rahbari-gidga qo‘yilgan talablar va uning nutq madaniyati, O‘zbekistonning tarixiy-arxitektura va ekologik-rekreatsion ekskursiya maskanlari, turizmdagi asosiy va maxsus turlar haqida chuqur bilimlarni egallash hisoblanadi.

5.	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.russiatourism.ru
6	www.unwto.org
7	www.Turkistonpress.uz
8	http://www.tourism.uz

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;
- 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;

MT9	**Organizing Transport Services for Tourists: Instructions:** Analyze how transport is planned for different types of tours. Compare transport needs for local, regional, and eco-tourism. Study types of vehicles, booking methods, safety, and legal issues. Create a table with pros and cons for each transport method.
MT10	**Tourism Technology in Modern Travel Agencies: Instructions:** Explore how agencies use digital tools to improve services. List tools: GDS, mobile apps, websites, chatbots. Explain how each tool helps with booking, communication, and customization. Optionally, interview or research a local agency's use of technology.

Mustaqil ta'lim (MT)	
Seminar va amaliy mashg'ulotlarga tayyorgarlik ko'rish va uy ishlarini bajarish.	54
Berilgan mavzular yuzasidan qo'shimcha manbalar bilan ishlash	14 soat
Berilgan mavzularni o'rganib tahlil qilish	10 soat
Berilgan mavzu bo'yicha mustaqil ish yozish	16 soat
Taqdimotlar tayyorlash	14 soat

Asosiy adabiyotlar	
1	Norchayev A.N., Umirova D.S. Ekskursiya xizmatini tashkil qilish. O'quv qo'llanma. – T.: IQTISODIYOT, 2019. - 202 bet.
2	Гуденко Д., Петроченко Д. Дастурлаштиришдан масалалар тўплами/Рус тилидан таржима. Қаршиев А.Б., Муродов Ў.М., Юсупов Р.А., Анарбаева Ф. Самарқанд. ТАТУ СФ,2010.-300 б.
3	Сафаева С.Р. Меҳмонхона хўжалигини ташкил этиш. Ўқув қўлланма. Т.: ТДИУ, 2011.-299 б.
4	Емельянов Б.В. «Экскурсоведение» Уч.пос. М. 2006. 117 с.
5	Tuxliyev I.S., Hayitboyev R., Ibodullayev N.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.	Амриддинова Р.С. «Экскурсия ишини ташкил этиш» (Маърузаматни) Самарканд 2008. 88 б.
3.	Амриддинова Р.С. «Экскурсия ишини ташкил этиш» (амалий дареларни утиш буйича услубий курсатма) Самарканд 2009. 57 б.
4.	Tuxliyev I.S., Qudratov G'.H., Pardayev M.Q. Turizmni rejalashtirish

Fanni o'zlashtirish uchun zarur boshlang'ich bilimlar	
1	Turizm: nazariya va amaliyot (TNA1106)
2	Turizm va mehmondo'stlikda standartlashtirish va sertifikatlash (TMSS1206)
3	Mehmonxona va restoran menejmenti (MRM1206)

Ta'lim natijalari (TN)	
	Bilimlar jihatidan:
TN 1	Ekskursiya rahbari-gidga qo'yilgan talablar, ekskursiya xizmatida obyektlami ko'rsatish usullari, ekskursiya xizmatida obyektlarni hikoya qilish usullari haqida tasavvurga ega bo'lishi kerak;
TN 2	Ekskursiyaning maqsad va vazifasi, ekskursiyani tayyorlash texnologiyasini, ekskursiya marshrutini tuzishni, ekskursiya matnini tayyorlashni, O'zbekistonning ekskursiya resurslari turlari, joylashuvini bilishi va ulardan foydalana olishi kerak;
TN 3	Ekskursiya obyektlarini tanlashni, ekskursiyani olib borish texnikasini, turizmda maxsus turlarni yaratishni, ekskursiya marshrutida birinchi tibbiy yordamni ko'rsatish, O'zbekistondagi ekskursiya obyektlaridan samarali foydalana olish haqida malaka va ko'nikmalariga ega bo'lishlari kerak.
	Ko'nikmalar jihatidan:
TN 4	Ekskursiya jarayonida gid matnini to'g'ri aytib bera olishi va turistlar bilan erkin harakatlana oladi.
TN 5	Boshlang'ich ekskursiya marshurtini tuza oladi.
TN 6	Turistik obyektlarni ko'rsatishda turli usullardan foydalana oladi.

Fan mazmuni	
Mashg'ulotlar shakli: Amaliy (A)	
4-semestr	
A 1	Purpose and objectives of the subject "Organization and management of excursion services"
A 2	Functions, features, and classification of excursions
A 3	Rules for providing first aid during excursions
A 4	Technology of preparing excursion services
A 5	Selection and evaluation of excursion attractions
A 6	Development and testing of excursion services
A 7	Methods of presenting and providing excursion attractions
A 8	Leadership in interpreter's speech culture

A 9	Creating a route for an excursion service advertisement test-type
A 10	How to present objects during an excursion
A 11	Storytelling methods in excursions
A 12	Organizational issues of excursions
A 13	Historical and architectural monuments of Uzbekistan
A 14	Organizing excursion services for special types of tourism
A 15	The content of transport services for tourists
A 16	The concept of a tour. Planning a tour and drafting a contract
A 17	The concept of a tourist route. The origin of tourist routes
A18	Technology and functions of travel agencies

Amali mashg'ulot: Korxona va tashkilotda (AKT)	
4-semestr	
AKT 1	Purpose and objectives of organizing and managing excursion services at tourist sites
AKT 2	Functions and features of excursions at observation sites
AKT 3	Requirements for an excursion guide
AKT 4	Practical technology of preparing excursion services
AKT 5	Selection and evaluation of excursion attractions
AKT 6	Development and testing of excursion services
AKT 7	Methods of presenting and providing excursion objects
AKT 8	Methods for preparing excursion speech
AKT 9	Designing a route for a new excursion
AKT 10	Functions of object presentation in excursion services
AKT 11	Excursion participant's response (replica)
AKT 12	Techniques for conducting an excursion
AKT 13	Organizing excursions to Uzbekistan's historical and architectural monuments
AKT 14	Classification, description, and geography of special types of tourism
AKT 15	Conducting excursions using transport vehicles
AKT 16	Decrease of attention in excursion participants and ways to overcome it
AKT 17	Concept of a tourist route. The origin of tourist routes
AKT 18	Rights and duties of a guide, and their material responsibility

Mustaqil ta'lim (MT)	
MT1	**Designing a Tourist Route in Uzbekistan: Instructions:** Create a detailed itinerary for a selected region (e.g., Samarkand, Bukhara, or the Fergana Valley). Choose 3–5 tourist attractions. Consider the location, time, and logical sequence. Design either a one-day or multi-day tour. Include suggestions for maps, transportation, meals, and accommodation.
MT2	**Comparative Study of Types of Excursions: Instructions:** Analyze three different types of excursions (historical, ecological, cultural). Describe each one (duration, audience, methods). Provide real-life examples (from Uzbekistan or international). Compare them based on goals, presentation methods, and popularity.
MT3	**Evaluation of Tourist Attractions: Instructions:** Select five tourist attractions and assess their value for excursion development. Use criteria such as accessibility, uniqueness, and historical value. Rate each on a scale and explain your evaluation. If necessary, suggest improvements.
MT4	**The Role of a Tour Guide: Requirements and Competencies: Instructions:** Examine what makes an excursion successful, focusing on speech culture, behavior, and basic first aid knowledge. List official requirements for guides (certification, knowledge). Analyze guide behavior in real or video-recorded tours. Include how first aid principles are applied during excursions.
MT5	**Technology of Preparing for an Excursion: Instructions:** Break down the professional preparation process for an excursion. Include: topic selection → route planning → test tour → marketing. Explain necessary tools (maps, scripts, contracts). Discuss challenges and solutions.
MT6	**Using Storytelling in Leading an Excursion: Instructions:** Study different storytelling methods used by guides. Explore 3–4 techniques (chronological, dramatic, humorous, interactive). Watch excursion videos or attend tours. Analyze which stories are most engaging and why.
MT7	**Contracting in Travel Agencies: Instructions:** Understand how travel agencies form legal contracts for tourism services. Study contract templates or examples. Identify needed contracts: for transport, hotels, and clients. Draft a simple contract for a two-day trip.
MT8	**Developing Thematic Tourism Products: Instructions:** Create a new themed tour (e.g., food tour, religious tour, silk weaving journey). Choose a theme relevant to your region. Identify related attractions, crafts, or traditions. Design a 1–2 day itinerary with complete service details.