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

“TASDIQLAYMAN”
O‘quv ishlari bo‘yicha prorektor
U.U.Jumanazarov
2025yil “__”

TURIZM TADQIQOT METODLARI

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:	**Turizm tadqiqot metodlari**
Fan turi:	Tanlov
Fan kodi:	TTM2603
Yil:	2 (2025-2026 o‘quv yili)
Semestr:	4
Ta’lim shakli:	Kunduzgi
Mashg‘ulotlar shakli va semestrga ajratilgan soatlar:	180
Ma’ruza	24
Seminar	24
Korxona va tashkilotda (amaliy)	24
Mustaqil ta’lim:	108
Kredit miqdori:	6
Baholash shakli:	Imtihon
Fan tili:	Ingliz

Fanning maqsadi (FM)	
FM1	**Fanni o‘qitishdan maqsad** - talabalarni turizm sohasi bo‘yicha ilmiy-tadqiqot faoliyatini olib borish uchun zarur bo‘lgan nazariy bilimlar va amaliy ko‘nikmalar bilan qurollantirish, turizm bilan bog‘liq muammolarni ilmiy asosda tahlil qilish, ma’lumot yig‘ish, tahlil qilish hamda ilmiy xulosalar chiqarish metodikasini o‘rgatishdan iborat. **Fanning vazifalari** – talabalarni turizm sohasida tadqiqot olib borishning asosiy bosqichlari, usullari va metodlari bilan tanishtirish, amaliy tadqiqot ko‘nikmalarini shakllantirish, ma’lumot yig‘ish va tahlil qilishni o‘rgatish, shuningdek, ilmiy fikrlash, mustaqil tahlil qilish va xulosa chiqarish malakasini rivojlantirishdan iborat. Ilmiy tadqiqot nima ekanligini, turizm sohasida qanday qo‘llanilishini tushuntirish. Muammo qo‘yish, maqsad va vazifalarni aniqlash, gipoteza tuzish, reja ishlab chiqish.

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	Turizm sohasida ilmiy tadqiqot nima ekanligini, uning vazifasi, ahamiyati va turlarini anglay olish bilan birga amaliy muammoni aniqlaydi, tadqiqot mavzusi, maqsadi, vazifalari va gipotezasini asoslay oladi.
TN 2	Ilmiy izlanishning asosiy bosqichlarini (rejalashtirish, ma'lumot yig'ish, tahlil qilish, xulosa chiqarish) biladi va qo'llay oladi.
TN 3	Muammoli vaziyatni aniqlab, tadqiqot mavzusi, maqsad va vazifalarni to'g'ri belgilaydi va ilmiy gipoteza ilgari suradi, tadqiqot bosqichlarini tartib bilan bajaradi. So'rovnoma, intervyu, kuzatuv kabi asosiy tadqiqot metodlarini amalda qo'llay oladi.
	Ko'nikmalar jihatidan:
TN 4	Oddiy statistik tahlil usullaridan foydalanib, ma'lumotlarni tahlil qiladi va natijalardan xulosa chiqaradi va plagiatdan saqlanish, haqqoniylik, obyektivlik va axloqiy mas'uliyat prinsiplariga amal qiladi.
TN 5	O'z tadqiqotini ilmiy maqola, hisobot yoki prezentatsiya shaklida yozma va og'zaki ko'rinishda ifodalay oladi.
TN 6	O'tkazilgan tadqiqot natijalarini mustaqil baholab tahlil qila oladi.

Fan mazmuni	
Mashg'ulotlar shakli: Amaliy (A)	
4-semestr	
A 1	Introduction to Research Methods in Tourism
A 2	Ethics in Tourism Research: Objective and Personal Perspectives
A 3	The Research Process and Secondary Data
A 4	Applied Research in Tourism: A Multi-Method Case Study Approach
A 5	Tourism Research Practice and Tourism Geography
A 6	Reviewing the Delphi Method: Delphi Technique in Tourism Research
A 7	Understanding Qualitative and Quantitative Methods
A 8	Survey Design and Measurement Techniques
A 9	Alternative Data Collection Techniques
A 10	Comparing Two Means – t-test and Comparing Three or More Means – ANOVA Method
A 11	Multivariate Analysis: Discriminant Analysis / Cluster Analysis

A 12	Report Writing and Ethical Principles

Amali mashg'ulot: Korxona va tashkilotda (AKT)	
4-semestr	
AKT 1	Introduction to Research Methods in Tourism
AKT 2	Ethics in Tourism Research: Objective and Personal Perspectives
AKT 3	The Research Process and Secondary Data
AKT 4	Applied Research in Tourism: A Multi-Method Case Study Approach
AKT 5	Tourism Research Practice and Tourism Geography
AKT 6	Reviewing the Delphi Method: Delphi Technique in Tourism Research
AKT 7	Understanding Qualitative and Quantitative Methods
AKT 8	Survey Design and Measurement Techniques
AKT 9	Alternative Data Collection Techniques
AKT 10	Comparing Two Means – t-test and Comparing Three or More Means – ANOVA Method
AKT 11	Multivariate Analysis: Discriminant Analysis / Cluster Analysis
AKT 12	Report Writing and Ethical Principles

Amali mashg'ulot: Korxona va tashkilotda (AKT)	
4-semestr	
AKT 1	Introduction to Research Methods in Tourism
AKT 2	Ethics in Tourism Research: Objective and Personal Perspectives
AKT 3	The Research Process and Secondary Data
AKT 4	Applied Research in Tourism: A Multi-Method Case Study Approach
AKT 5	Tourism Research Practice and Tourism Geography
AKT 6	Reviewing the Delphi Method: Delphi Technique in Tourism Research
AKT 7	Understanding Qualitative and Quantitative Methods
AKT 8	Survey Design and Measurement Techniques
AKT 9	Alternative Data Collection Techniques
AKT 10	Comparing Two Means – t-test and Comparing Three or More Means – ANOVA Method
AKT 11	Multivariate Analysis: Discriminant Analysis / Cluster Analysis
AKT 12	Report Writing and Ethical Principles
Mustaqil ta'lim (MT)	
MT1	**Developing a Social Media Advertising Plan for a Tourism Business: Description:** Create a social media advertising campaign plan (Instagram, Telegram) for a local tourism business (e.g., a hotel or travel agency).

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

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;
- 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.

	Execution Steps: Choose a tourism business in Uzbekistan (e.g., a hotel in Samarkand). Identify the target audience (age, interests, location). Create a one-month content plan for Instagram or Telegram (posts, stories, videos). Estimate the advertising budget (e.g., design costs, paid ads). Define KPIs to measure effectiveness (e.g., views, customer traffic). Write a brief report and prepare a presentation of the plan.
MT2	**Design brand identities for a tourism product:** **Description:** Develop brand elements (logo, slogan, visual style) for a tourism business or destination. **Execution Steps:** Select a tourism business in Uzbekistan (e.g., a travel agency or resort). Research the company's goals and values (use a website or social media). Create a logo and tagline using Canva or another design tool. Define the brand's visual style (colors, fonts) and create 2-3 sample promotional materials.
MT3	**Develop customer interaction scenarios:** **Description:** Develop scenarios and scripts for customer interaction in a tourism business (hotel or travel agency). **Execution Steps:** Select a tourism business and study its services. Identify common customer questions and objections (e.g., prices, booking process). Write 3 scripts for communication via phone, email, and social media. Analyze the impact of each scenario on customer loyalty.
MT4	**Preparing a press release for a tourism enterprise:** **Description:** Writing a press release for a tourism enterprise or event (e.g., opening a new tour route). **Execution Steps:** Select a tourism enterprise or event in Uzbekistan. Study the structure of a press release (title, introduction, main part, contacts). Write a short (300-400 words) press release about the selected enterprise or event. Adapt the text to the media (e.g., for local newspapers or websites).
MT5	**Planning and optimizing the advertising budget:** **Description:** Calculating and optimizing the advertising campaign budget for a tourism enterprise. **Execution Steps:** Select a small tourism enterprise (e.g., a local travel agency). Identify advertising channels (social networks, billboards, press). Calculate the estimated costs for each channel (e.g., Instagram advertising, printing costs). Develop proposals for budget optimization (for example, focusing on low-cost channels). Provide a budget plan and methods for evaluating its effectiveness in the report.
MT6	**Creating a content marketing plan:** **Description:** Developing a content plan for social networks and websites for a tourist destination or service. **Execution Steps:** Select a tourist destination in Uzbekistan (for example, the city of Khiva). Identify the target audience and study their interests.

	Create a monthly content plan (posts, videos, articles). Prepare samples of visual materials (pictures, infographics) for content. Summarize the plan in the form of a report and provide methods for measuring effectiveness.
MT7	**Developing an influencer marketing strategy** **Description:** Designing a strategy for cooperation with a blogger or influencer for a tourist enterprise. **Execution Steps:** Select a tourist enterprise in Uzbekistan and determine its goals. Choose a local or international influencer (Instagram or YouTube bloggers). Develop terms of cooperation (e.g. number of posts, type of content). Calculate the approximate budget of the influencer campaign. Write a strategy in the form of a report and provide methods for evaluating effectiveness.
MT8	**Advertising campaign effectiveness** **Description:** Assess and analyze the effectiveness of a tourism enterprise's advertising campaign. **Execution Steps:** Choose a real advertising campaign of a tourism enterprise in Uzbekistan (e.g. posts on social networks). Study the campaign's goals and the channels used (website, social networks or press). Determine KPI indicators (e.g. number of views, customer flow, sales volume). Analyze the campaign results and evaluate effectiveness (use ROI calculation methods). Write the analysis results in the form of a report and make suggestions for improvement.

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	Marketing management/Philip Kotler, Kevin Lane Keller.—15e [edition]. pages cm ISBN 978-0-13-385646-0 (student edition). Marketing—Management. I. Keller, Kevin Lane, 1956- II. Title. HF5415.13.K64 2016
2	Xolmamatov D.H., Boyjigitov S.K., Narkulova Sh.Sh. Internet marketing. O'quv qo'llanma. "TURON NaSHR", Samarqand. 2021. 184 bet.
3	N.B.Yahyoxonov, Sh.A.Po'latova. Xalqaro marketing: [Matn]: o'quv qo'llanma / Samarqand iqtisodiyot va servis instituti – Samarqand.: "STEP-SEL" MCHJ nashriyoti, 2024 - 352 bet.

4	Xolmamatov D.H., Musayev B.Sh., Narkulova Sh.Sh., Boyjigitov S.K. Internet marketing. O'quv qo'llanma. – Samarqand: «FAN BULOG'I» nashriyoti, 2022. 232 bet.
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.	Xolmamatov D.H., Boyjigitov S.K. Marketing asoslari: Darslik – Samarqand iqtisodiyot va servis instituti. – Samarqand.: "STEP-SEL" MChJ. nashryot-matbaa bo'limi, 2022 - 314 bet.
2.	Musaeva Sh.A, Marketing tadqiqotlari: Darslik - Samarqand iqtisodiyor va servis instituti / Samarqand: "STEP-SEL" MChJ. Nashryot-matbaa bo'limi, 023- 240- b.
3.	Tuxliyev I.S., Qudratov G'.H., Pardayev M.Q. Turizmni rejalashtirish.
4.	Sh.Dj Ergashxodjacva, M.A. Ikram Z.Dj Adilova, L.T. Abduxalilova, N.M Nabieva. Marketing tadqiqotlari. O'quv qo'llanma. -T., 2018.LESSON PRESS - 210 bet.

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/