Fan o‘qituvchisi to‘g’risida ma’lumot

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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.

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O‘ZBEKISTON RESPUBLIKASI
OLIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI

SAMARQAND DAVLAT CHET TILLAR INSTITUTI

“TASDIQLAYMAN”
O‘quv ishlari bo‘yicha prorektor
D.J. Jumanazarov
2025-yil “___” _____

TURIZMDA MADANIY MEROS

FANI BO‘YICHA

SILLABUS

Kunduzgi bo‘lim uchun

Bilim sohasi: 1000000 – Xizmatlar

Ta’lim sohasi: 1010000 – 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 ta’lim yo‘nalishi

Fan nomi:	**Turizmda madaniy meros**
Fan turi:	Tanlov
Fan kodi:	TMM2603
Yil:	2
Semestr:	4
Ta’lim shakli:	Kunduzgi
Mashg’ulotlar shakli va semestrga ajratilgan soatlar:	180
Ma’ruza:	24
Seminar:	24
Tashkilotlarda:	24
Mustaqil ta’lim:	108
Kredit miqdori:	6
Baholash shakli:	Imtihon
Fan tili:	Ingliz

Fanning maqsadi (FM)	
FM 1	“Turizmda madaniy meros” fanining maqsadi talabalarga madaniy merosning ahamiyatini tushuntirish, uni asrab-avaylash va hurmat qilishni o‘rgatish. Turistlarga madaniy meros ob’ektlari haqida to‘g‘ri va qiziqarli ma’lumot berish ko‘nikmalarini shakllantirish, madaniy merosni himoya qilgan holda turizmni rivojlantirish strategiyalarini o‘rgatish, madaniy merosni targ‘ib qilish orqali turistik destinatsiyalarni jozibadorligini oshirish va xalqaro miqyosda hamkorlikni rivojlantirish va turizm xodimlariga tarixiy, arxeologik va madaniy bilimlarni singdirish orqali ularning professional sifatini yaxshilash, sifatli xizmatlar ko‘rsatish va samaradorlikka erishish tushuniladi.

Fanni o‘zlashtirish uchun zarur boshlang’ich bilimlar	
1	Turizm nazariyasi va amaliyoti (TNA1106)
2	Turizmda raqamli texnologiyalar (TRT1206)
3	Turizm va mehmondo'stlikda standartlashtirish va sertifikatlash (TMSS1206)

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:

Fanning mohiyati va mazmunini to‘liq yorita olsa;

- fandagi mavzularni bayon qilishda ilmiylik va mantiqiylik saqlanib, ilmiy xatolik va chalkashliklarga yo‘l ko‘ymasa;
- 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;
- konspektga puxta tayyorlangan bo‘lsa;

mustaqil topshiriqlarni to‘liq va aniq bajargan bo‘lsa;

- fanga tegishli qonunlar va boshka me’yoriy-huquqiy hujjatlarni to‘liq o‘zlashtirgan bo‘lsa;
- fanga tegishli mavzulardan biri bo‘yicha ilmiy maqola chop ettirgan bo‘lsa;
- tarixiy jarayonlarni sharhlay bilsa;

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 konspektini puxta shakllantirgan bo‘lsa;
- fan bo‘yicha mustaqil topshiriqlarni to‘liq bajargan bo‘lsa;
- fanga tegishli qonunlar va boshqa me’yoriy hujjatlarni o‘zlashtirganbo‘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;
- fan bo‘yicha matnlarni boshqalardan ko‘chirib olganligi sezilib tursa;
- fan bo‘yicha matnda jiddiy xato va chalkashliklarga yo‘l qo‘yilgan bo‘lsa;
- fanga doir berilgan savollarga javob olinmasa;
- fanni bilmasa.

Asosiy adabiyotlar	
1	Timothy, D. J. Cultural Heritage and Tourism: An Introduction. Darslik. - Bristol: Channel View Publications, 2011. - 528 b.
2	Smith, M. K. Issues in Cultural Tourism Studies. Darslik. - London: Routledge, 2009. - 272 b.
3	Richards, G. Cultural Tourism: Global and Local Perspectives. Darslik. - New York: Routledge, 2016. - 360 b.
4	UNESCO. World Heritage and Tourism in a Changing World. Hisobot. - Paris: UNESCO Publishing, 2008. - 120 b.
5	Boniface, P., Fowler, P. J. Heritage and Tourism in the Global Village. Monografiya. - London: Routledge, 1993. - 200 b.
6	Ashworth, G., Larkham, P. Building a New Heritage: Tourism, Culture and Identity. Monografiya. - London: Routledge, 1994. - 278 b.
Qo'shimcha adabiyotlar	
1	Graham, B., Ashworth, G. J., Tunbridge, J. E. A Geography of Heritage: Power, Culture and Economy. Monografiya. - London: Routledge, 2000. - 284 b.
2	Harrison, D., Hitchcock, M. The Politics of World Heritage: Negotiating Tourism and Conservation. Tadqiqot. - Clevedon: Channel View Publications, 2005. - 200 b.
3	Leask, A., Yeoman, I. Heritage Visitor Attractions: An Operations Management Perspective. Darslik. - London: Cassell, 1999. - 264 b.
4	O'zbekiston Respublikasi Madaniyat vazirligi. O'zbekistonning moddiy va nomoddiy madaniy merosi. Hisobot. - Toshkent: Madaniyat vazirligi, 2020. - 150 b
5	Xalilov, A. O'zbekistonning tarixiy shaharlari: Samarqand, Buxoro, Xiva. Monografiya. - Toshkent: O'zbekiston nashriyoti, 2015. - 200 b.
6	Vvedenskaya L.A., Pavlova L.G. Madaniyat va nutq san'ati. - Rostov n/d, 1996 yil.
7	Alimova, D. O'zbek xalqining nomoddiy madaniy merosi. Darslik. - Toshkent: TDIU, 2018. - 180 b.
Axborot manbalari	
1	https://www.polyu.edu.hk/shtm/study/subject-syllabi/?&page=10
2	www.gov.uz – O'zbekiston Respublikasi xukumat portali
3	www.lex.uz – O'zbekiston Respublikasi Qonun hujjatlari ma'lumotlari milliy bazasi.

Ta'lim natijalari (TN)	
	Bilimlar jihatidan:
TN 1	• turizm sohasidagi madaniy merosning moddiy (arxeologik yodgorliklar, me'morchilik ob'ektlari) va nomoddiy (an'analar, og'zaki ijod, festivallar) shakllarini tushunish;
TN 2	• madaniy merosning turizm iqtisodiyoti, ijtimoiy va ekologik jihatlariga ta'sirini bilish;
TN 3	• muzeylar, arxeologik maydonlar va tarixiy joylarning turizmda qo'llanilishi, madaniy meros ob'ektlarini targ'ib qilishda raqamli platformalar, ijtimoiy tarmoqlar va brending strategiyalarini tushuni bilishi lozim;
	Ko'nikmalar jihatidan:
TN 4	• turizm sohasida moddiy va nomoddiy madaniy meros ob'ektlarini tarixiy, ijtimoiy va iqtisodiy nuqtai nazardan baholay olish, madaniy merosga asoslangan turistik marshrutlar, ekskursiyalar va tadbirlarni loyihalashtirish va tashkil qilish;
TN 5	• madaniy meros ob'ektlarini targ'ib qilish uchun raqamli marketing, ijtimoiy tarmoqlar va brending strategiyalarini qo'llash, turli madaniyatlar va mahalliy aholi an'analariga hurmat bilan yondashish;
TN 6	• madaniy merosni ekspluatatsiya qilishdan qochish, festivallar, ko'rgazmalar va boshqa madaniy tadbirlarni rejalashtirish va o'tkazish;
TN 7	• xorijiy sayyohlar bilan muloqot qilish uchun chet tillarini bilish va madaniylararo muloqot ko'nikmalariga ega bo'lishi va qo'lllash bilimlarga ega bo'lishi;

Fan mazmuni	
Mashg'ulotlar shakli: ma'ruza (M)	
M1	The concept and types of cultural heritage
M2	The role of cultural heritage in tourism
M3	Famous cultural heritage sites around the world
M4	Cultural heritage of Uzbekistan: historical monuments and their significance.
M5	Preservation of cultural heritage and sustainable development in tourism.
M6	Intangible cultural heritage: traditions, festivals and national values.
M7	Cultural heritage and tourism policy: legislation and international standards.
M8	The role of digital technologies in promoting cultural heritage sites.
M9	The role of cultural heritage sites in developing tourism routes
M10	Archaeological monuments and their tourism attractiveness

M11	Commercialization of cultural heritage: opportunities and risks
M12	Future prospects and challenges of cultural heritage in tourism
	Mashg'ulotlar shakli: seminar (S)
S1	The concept and types of cultural heritage.
S2	The role of cultural heritage in tourism.
S3	Famous cultural heritage sites around the world.
S4	Cultural heritage of Uzbekistan: historical monuments and their significance.
S5	Preservation of cultural heritage and sustainable development in tourism.
S6	Intangible cultural heritage: traditions, festivals and national values.
S7	Cultural heritage and tourism policy: legislation and international standards.
S8	The role of digital technologies in promoting cultural heritage sites.
S9	The role of cultural heritage sites in developing tourism routes
S10	Archaeological monuments and their tourism attractiveness
S11	Commercialization of cultural heritage: opportunities and risks
S12	Future prospects and challenges of cultural heritage in tourism

Amaliy mashg'ulotlarlar bo'yicha ko'rsatma va tavsiyalar (korxona va tashkilotlarda)	
1.	The role and importance of cultural heritage in the tourism sector
2.	Uzbekistan's cultural heritage sites and their tourism attractiveness
3.	Uzbekistan's monuments on the UNESCO World Heritage List
4.	Strategies for preserving cultural heritage and its sustainable use in tourism
5.	Development of tourism infrastructure in historical cities
6.	Promoting cultural heritage through museums and galleries
7.	Development of tourism products based on cultural heritage
8.	Integration of local communities and cultural heritage into tourism
9.	The tourism potential of cultural festivals and traditional celebrations
10.	Promoting and protecting archaeological monuments in tourism
11.	Digitization of cultural heritage: virtual tours and interactive platforms

12.	Marketing strategies for promoting cultural heritage in tourism

Mustaqil ta'lim (MT)	
1.	The role and importance of cultural heritage in the tourism sector
2.	World Heritage Sites: The UNESCO List and Their Impact on Tourism
3.	Uzbekistan's Cultural Heritage Sites: Historic Cities
4.	Archaeological Monuments and Methods of Promoting Them in Tourism
5.	State Policy and International Cooperation in the Preservation of Cultural Heritage
6.	Museums and Their Role in the Development of Tourism
7.	The Integration of Traditional Art and Handicrafts into Tourism
8.	Cultural Festivals and Their Importance in Attracting Tourists
9.	Restoration of Historical Buildings and Architectural Monuments
10.	Digitizing Cultural Heritage: Virtual Tours and 3D Models
11.	Ethnic Tourism: Customs and Traditions of Local Peoples
12.	The Economic Benefits of Cultural Heritage: Tourism Revenues and Sustainability
13.	Ecological Issues and Solutions of Cultural Heritage in Tourism
14.	Religious Heritage Sites: Pilgrimage Tourism and Its Characteristics
15.	Digital Marketing Strategies for Promoting Cultural Heritage
16.	International Legal Foundations and Conventions of Cultural Heritage in Tourism
17	Local popultion and cultural heritage: the social impact of tourism
18	Uzbek folklore and its usage in tourism
19	Promotion of cultural heritage through education: involving the youth
20	Modern issues of cultural hertigae in tourism and innovative solutions

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	26 soat
3	Berilgan manbalarni o'rganib insho yozish	24 soat
4	Berilgan mavzu bo'yicha mustaqil ish yozish	20 soat
5	Taqdimotlar tayyorlsh	20 soat
6	Berilgan mavzu bo'yicha mustaqil referat yozib kelish	18 soat