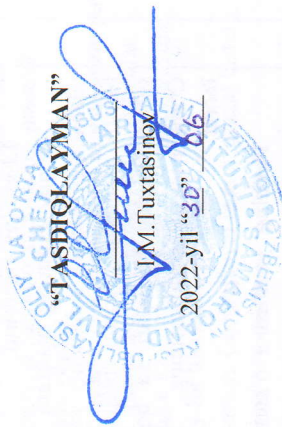


O'ZBEKISTON RESPUBLIKASI
OLIIY VA O'RTA MAXSUS TA'LIM VAZIRLIGI

SAMARQAND DAVLAT CHET TILLAR INSTITUTI



TURIZM MENEJMENTI
FANINING O'QUV DASTURI

Bilim sohasi: 1000 000 - Xizmatlar
Ta'lim sohasi: 1010 000 - Xizmat ko'rsatish sohasi
Ta'lim yo'nalishi: 61010500 – Gid hamrohligi va tarjimonlik faoliyati
(ingliz tili)

Fan/modul kodi	O'quv yili	Semestr	ECTS – Kreditlar
TUM2504	2024-2025	5	4
Fan/modul turi	Talim tili	Haftadagi dars soatlari	
Tanlov	O'zbek/rus	4	
Fanning nomi	Auditoriya mashg'ulotlari (soat)	Mustaqil ta'lim (soat)	Jami yuklama (soat)
Turizm menejmenti	60	60	120
I.Fanning mazmuni O'quv fanining maqsadi - "Turizm menejmenti" fani bakalavr bosqichi talabalariga turizm sohasidagi munosabatlarni huquqiy jihatdan tartibga solish, turistik xizmatlar bozorini rivojlantirish, shuningdek, turistlar va turistik faoliyat subyektlarining huquqlari va qonuniy manfaatlarini himoya qilish maqsadida O'zbekiston Respublikasining "Turizm to'g'risida"gi qonunlarini o'rgatishdan iborat.			
Fanning vazifasi - "Turizm menejmenti" fanidan talabalarni nazariy-metodik jihatdan tayyorlash, amaliy mashg'ulotlari aniq mavzu bo'yicha bilimlarni oshirish, ko'nikmalarini rivojlantirish.			
II.Asosiy qismi (amaliy mashg'ulotlari) II.I Fan tarkibiga quyidagi mavzular kiradi:			
Turizm menejmenti paydo bo'lishi tarixi, boshqaruv nazariyasining rivojlanish tarixi, tarixiy rivojlanish bosqichlari, boshqaruv nazariyasining rivojlanish tarixi, boshqarishning rejalashtirish funksiyasi, boshqarishning tashkil etish funksiyasi, boshqarishning motivatsiya funksiyasi, xodimlarni boshqarishda xorijiy tajribasidan foydalanish zarurati, Yevropa mamlakatlarida mehmonxona majmualarini boshqarish, turizm boshqaruvida samaradorlikka erishish uchun informasion texnologiyalardan foydalanish, boshqaruvning samaradorlik ko'rsatkichlari, boshqaruv samaradorligiga ta'sir etuvchi omillar.			
I-mavzu. Introduction to the subject, goals and objectives of tourism management. Economic booster contributing to the economic development of many countries, Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists, major elements – destinations, attractions, sites, accommodation, and all ancillary services.			
2-mavzu. Tourism Management – Types, Mass Tourism, Alternative Tourism, Business, Pleasure, Nature, Cultural, Social, Recreational Tourism, Active Tourism, Sports Tourism, Religious Tourism, Health or Medical Tourism,			

Adventure Tourism.	
3-mavzu. Terminology used in tourism management. Tourism carrying capacity, tourist attractions, new tourist destinations, cultural heritage, foreign tourist, United Nations World Tourism Organization (UNWTO).	
4-mavzu. Affecting factors in tourism management. Environment at destinations, economy of the country, historical and cultural importance of destination, religious importance of destination, technology.	
5-mavzu. Motivation factors of the tourists. Internal factors of motivation, attitudes of tourist, personality of tourist, external factors of motivation, place of origin, family and age, culture or social class, market.	
6-mavzu. Destination management organization. Destination Management puts in place programs and strategies that will spread the unique story of a particular destination, destination development, reduce tourism impacts on environment and local culture, promote and market country for tourism.	
7-mavzu. Consumer behavior in tourism. Geographical factors, social factors, place of origin, tourism destination, education of tourist.	
8-mavzu. Use of foreign experience in tourism management. Some physical factors like geographical and climatic conditions, facilities and amenities available at the destination, advertising and marketing conducted by tourism business alter the decision making of the tourists.	
9-mavzu. Tourism functional management. Tour operator, mass market tour operators, outbound/inbound tour operators, domestic tour operators, retail tour operators, promotion material.	
10-mavzu. Tourism management products and services. Types of tourism products, tourism oriented products, resident oriented products, tour operator's products and services, reservations, transport facilities, dining facilities.	
11-mavzu. Principals of tourism product development. Be authentic and should reflect the unique attributes of the destination, support of the host community, respect the natural and cultural environments, significant economic contribution.	
12-mavzu. Business departments in tourism management. General management, marketing department, market research, understanding market segments, price decisions, product distribution, operation departments, finance departments.	
13-mavzu. Tourism resources and their classifications in tourism management. Types of tourism destinations, marketing of tourism, defining tourism types, respect the natural and cultural environments.	
14-mavzu. Personnel management system in tourism organization industry. Intangibility, Service Industry, accommodation, surface transportation, water	

transportation, telecommunication, attraction management, travel facilitators.

15-mavzu. The current state of the world tourism market and factors of its development. In tourism industry, often the participation of the consumer along with the service provider simultaneously is necessary for its consumption. Tourism is seasonal in nature. One destination is not popular in similar manner all through the year.

16-mavzu. Uzbekistan tourism market: problems and prospects.

Tourism is a sector that can contribute to the economic, environmental, and also social growth of a region or country at large. At the same time, it can also adversely affect the growth. If the negative outcomes of tourism are not allowed to outweigh the economic benefits, then it can keep good balance between its beneficial outcomes and investments made towards tourism

17-mavzu. The tourism industry as a branch of national economy.

Positive Economic Impacts of Tourism, Inbound tourism helps to generate revenue from foreign shores, Inbound and domestic tourism create job opportunities, Inbound and domestic tourism stimulate the development of infrastructure.

18-mavzu. International tourism organizations. The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

19-mavzu. Features of management in tourism and hotel management.

According to The World Travel and Tourism Council (WTTC), hospitality and tourism account for 8% of overall jobs in the world, and they also have the greatest potential for growth as compared to other industries.

20-mavzu. Planning the activities of tourism organizations industry.

Every tourist destination represents as an integral tourism product. Yet, at the same time, it is also a complex social system, sometimes called a destination system. Its complexity derives from the multitude of elements that participate to make it work.

21-mavzu. Inter Linkage between Geography and Tourism Industry.

Study of tourism, because tourism is geographical in nature. ... Physical geography provides the essential background, against which tourism places are created and environmental impacts and concerns are major issues, that must be considered in managing the development of tourism places.

22-mavzu. Inter Linkage between History and Tourism Industry.

Tourism has a long history and well-established relationship with human geography. The purpose of this paper is thus to discuss the role and nature of tourism geographies in relation to human geography, by focusing on connections/disconnections between the fields.

23-mavzu. Linkage between Leisure, Recreation and Tourism.

'Tourism' and 'recreation' are different. Tourism is associated with free time as well as working time (business tourism) while recreation occurs totally during leisure time. Tourism is always associated with displacement from one's home community, while not all recreation is.

24-mavzu. Tourism Organizations and Trends. Keeping pace with these emerging tourism trends can help businesses to stay competitive and cater to the needs of customers.

25-mavzu. Planning and booking a holiday. Keeping pace with these emerging tourism trends can help businesses to stay competitive and cater to the needs of customers.

26-mavzu. New tourist destinations. Expand business, human, expansion of tourism, concept of tourism, landmass Unit Overview & Description.

27-mavzu. The role of historical monuments of Uzbekistan in developing tourism. The paper objectives to investigate the status and growth of tourism in Central Asian countries using the sample of Uzbekistan tourism industry with superior reference to country's tourism infrastructure sectors.

28-mavzu. Significance of Accommodation in Tourism.

A hotel room if not sold and occupied today cannot be sold tomorrow for today. The revenue for today will be lost forever and it cannot be recouped. Similarly, in case one seat on a flight remains unsold then the same cannot be sold in the next flight. The revenue for that seat in the flight is lost forever.

29-mavzu. Meal Plan of Booking Accommodation.

One can go to a restaurant to enjoy a meal but it does not mean that the consumer is the owner of the restaurant or the table used for meal or the cutlery. The consumer only pays for the meal and the service that accompanies the meal and has no ownership rights.

30-mavzu. The role of international tourism and hospitality in Uzbekistan.

Tourism market, infrastructure development, Central Asia, Innovative technology, Silk Road, Tourism destination.

Amaliy mashg'ulotlar multimedia vositalari bilan jihozlangan auditoriyada faol va interfaol usullar yordamida o'tilishi, mashg'ulot jarayonida mos ravishda munosib pedagogik va axborot texnologiyalar qo'llanilishi maqsadga muvofiq.

III. Mustaqil ta'lim va mustaqil ishlar.

Mustaqil ta'lim uchun tavsiya etiladigan mavzular:

1-mavzu. Introduction to basics of tourism and hospitality

2-mavzu. The notion of traveler and the tourist

	<p>3-mavzu. Types and classifications of Tourism</p> <p>4-mavzu. Components of Tourism and Tourism Management</p> <p>5-mavzu. The role of historical monuments of Uzbekistan in developing tourism.</p> <p>6-mavzu. Tourism services and products</p> <p>7-mavzu. Significance of Accommodation in Tourism</p> <p>8-mavzu. Meal Plan of Booking Accommodation</p> <p>9-mavzu. Transport services in tourism.</p> <p>10-mavzu. Excursion services in tourism.</p> <p>11-mavzu. Technology of tourism classification</p> <p>12-mavzu. Tourism industry and infrastructure</p> <p>13-mavzu. Modern tendencies of developing ecotourism</p> <p>14-mavzu. Developing gastronomic tourism</p> <p>15-mavzu. The role of international tourism and hospitality in Uzbekistan</p> <p>16-mavzu. Introduction to the subject, goals and objectives of hotel management.</p> <p>17-mavzu. History of the origin of hotels and their importance in tourism industry.</p> <p>18-mavzu. Management functions in hotels</p> <p>19-mavzu. Organization and mechanism of hotel planning</p> <p>20-mavzu. Hotel business plan</p> <p>21-mavzu. Hotel fundamentals</p> <p>22-mavzu. Booking the hotels</p> <p>23-mavzu. Use of foreign experience in hotel management</p> <p>24-mavzu. Hotel departments and organization of their activities</p> <p>25-mavzu. Information technology in the hotel management system</p> <p>26-mavzu. Quality management of hotel services</p> <p>27-mavzu. Conflict and stress management in the hotel industry</p> <p>28-mavzu. Marketing plan and strategy in hotel industry</p> <p>29-mavzu. Hotel strategy in a competitive environment</p> <p>30-mavzu. Planning animation services in hotel business</p> <p>Mustaqil ta'lim o'zlashtiriladigan mavzular bo'yicha talabalar tomonidan prezentatsiyalar tayyorlanadi va uni taqdimoti tashkil qilinadi.</p>
3.	<p>IV. Ta'lim natijalari/kasbiy kompetentsiyalar.</p> <p>Talaba bilishi kerak:</p> <ul style="list-style-type: none"> fanga oid nazariy va uslubiy tushunchalarni to'la o'zlashtirish; tahlil natijalarni to'g'ri aks ettira olish;

	<ul style="list-style-type: none"> o'rganilayotgan jarayonlar haqida mustaqil mushohada yuritish; turli kontseptsionalarni tanqidiy baholash va ularni fanning aniq materiali asosida tahlil qilish; nazariy va amaliy izlanishlarning ijodiy ko'nikmalarini rivojlantirish; fanga oid mustaqil va tanqidiy ko'nikmalarni shakllantirish; joriy, oraliq nazorat shakllarida berilgan vazifa va topshiriqlarni bajarish; yakuniy nazorat bo'yicha yozma ishni topshirish.
4.	<p>V. Ta'lim texnologiyalari va metodlari:</p> <ul style="list-style-type: none"> interfaol keys-study; amaliy mashg'ulotlar (mantiqiy fikirlash, tezkor savol-javoblar); guruh, mikrogruh bo'lib ishlash; taqdimotlarni qilish; individual loihalar; jamoat bo'lib ishlash va himoya qilish uchun loihalar.
5.	<p>VI. Kreditlarni olish uchun talablar</p> <p>Talabalar fan bo'yicha modul mazmunini aks ettiruvchi asosiy tushunchalarni to'la o'zlashtirish, fan doirasida o'rganilgan materiallarni to'liq o'zlashtirish ularni amalda qo'llay olish, shu bilan birga oraliq va yakuniy nazoratlar uchun berilgan vazifa va topshiriqlarni o'z vaqtida bajarishi lozim.</p>
6.	<p>Asosiy adabiyotlar</p> <ol style="list-style-type: none"> Catrin E.M. English for tourism. Muminov O. A Guide to Simultaneous Translation – Tashkent, 2005. Muminov O. A Guide to Consecutive Translation. - Tashkent, 2013. Kazakova T.A. Translation Techniques. СПб, 2018 Shiksha K. Tourism concepts and practices – the secretary, central board of secondary education, Delhi-110301 Tuxliyev I.S., Qudratov G., H., Pardayev M.K. - Turizmni rejalashtirish I.T.: - IQTISOD-MOLIYA 2010 y. 263 b. Чудновский А.Д. -Туризм и гостиничное хозяйство М.: ЮРКИНГА. 2005 й. 448 с. Amriddinova R.S. «Me'monxona servis xizmati» (Ma'ruza matni). SamSI, 2009 y. 96 b. Балашова Й. «Гостиничный бизнес» М., 2005 г. 176 сг Биржаков М.Б. - Введение в туризм. С. Пб.: Издательский Торговый Дом «Герда», 2006 й. 192 сг. <p>Qo'shimcha adabiyotlar</p> <ol style="list-style-type: none"> Мирзиёев Ш.М. Эркин ва фаровон демократик Ўзбекистон давлатини биргаликда барпо этамиз. Тошкент, “Ўзбекистон” НМИУ, 2017. – 29 б.

<p>2. Мирзиёев Ш.М. Буюк келажатимизни мард ва олижаноб халкимиз билан бирга курамыз. “Ўзбекистон” НМИУ, 2017. – 485 б.</p>	<p>3. Ўзбекистон Республикаси Президентининг 2017 йил 7 февралдаги “Ўзбекистон Республикасини янада ривожлантириш бўйича ҳаракатлар стратегияси тўғрисида” ги ПФ-4947-сонли Фармони. Ўзбекистон Республикаси қонун ҳужжатлари тўплами, 2017 й., 6-сон, 70-модда</p> <p>4. Мирзиёев Ш.М. Танкидий таҳлил, катъий тартиб-интизом ва шахсий жавобгарлик – ҳар бир раҳбар фаолиятининг кундалик қоидаси бўлиши керак. Ўзбекистон Республикаси Вазирлар Маҳкамасининг 2016 йил якунлари ва 2017 йил истиқболлари бағишланган мажлисидаги Ўзбекистон Республикаси Президентининг нутқи. // Халқ сўзи газетаси. 2017 йил 16 январь, №11.</p> <p>5. Бреус Е.В. Теория и практика перевода с английского языка на русский. - М.: Изд-во УРАО. 2005.</p> <p>6. Виссон Л. Синхронный перевод с русского языка на английский. М.: Р. Валент, 2005.</p> <p>7. Виссон Л. Практикум по синхронному переводу с русского языка на английский. М.: Р. Валент, 2006.</p> <p>8. Фалалеев А, Малофеева А. Упражнения для синхрониста. Камя. СПб.: 2017.</p> <p>9. Фалалеев А, Малофеева А. Упражнения для синхрониста. База династии Мин. СПб.: 2016.</p> <p style="text-align: center;">Axborot manbalari</p> <ol style="list-style-type: none"> 1. http://www.conferenceinterpreters.ca/ 2. http://www.universelanguage.com/simultaneousinterpretation 3. http://www.conference-interpreting.ru/ 4. http://studystuff.ru/articles/precizionnaya-informacziya.html 5. http://media.ls.urfu.ru/556/1475/3420/3726/ 6. http://www.bbc.co.uk/worldservice/learningenglish/ 7. www.granddictionnaire.com 8. www.translatordirectory.com 9. http://www.uz-translations.net
<p>7.</p>	<p>Samarqand davlat chet tillar instituti tomonidan ishlab chiqilgan va institut Kengashining 2022 yil “<u>30</u>” <u>06</u> dagi “<u>11</u>”-sonli bayoni bilan tasdiqlangan.</p>
<p>8.</p>	<p>Fan/modul uchun mas’ullar: J.N.Mirzoyev - SamDChTI, “Til va tarjima” kafedrasi o’qituvchisi</p>

	<p>F.U.Shokirov - SamDChTI, “Til va tarjima” kafedrasi o’qituvchisi</p>
<p>9.</p>	<p>Taqrizchilar: O’O’-Qo’ldoshev – “Tarjima nazariyasi va amaliyoti” kafedrasi katta o’qituvchisi, Ph.D; A.I.Sayfullayev - Samarqand xalqaro texnologiya instituti prorektori, dotsent</p>