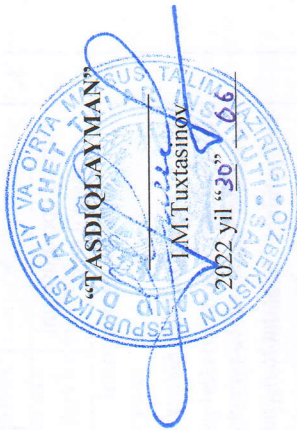


O'ZBEKISTON RESPUBLIKASI
OLIIY VA O'RTA MAXSUS TA'LIM VAZIRLIGI

SAMARQAND DAVLAT CHET TILLAR INSTITUTI



TURIZM OPERATORLIGINI TASHKIL ETISH
FANINING O'QUV DASTURI

Bilim sohasi: 1000000 – Xizmatlar
Ta'lim sohasi: 1010000 – Xizmat ko'rsatish sohasi
Ta'lim yo'nalishi: 61010500 – Gid hamrohligi va tarjimonlik faoliyati
(ingliz tili)

| Fan/modul kodi TOTE2504 | O'quv yili 2024-2025 | Semestr 5 | ECTS – Kredittlar 4 |
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| Fan/modul turi Tanlov | Ta'lim tili O'zbek/rus | Haftadagi dars soatlari 4 | |
| 1. | Fanning nomi Turizm operatorligini tashkil etish | Auditoriya mashg'ulotlari (soat) 60 | Mustaqil ta'lim (soat) 60 |
| 2. | <p>I. Fanning mazmuni</p> <p>O'quv fanining maqsadi – talabalar bilimini nazariy jihatdan kuchaytirish va rivojlantirish integratsiyalashgan sohada mutaxassislar tayyorlashning tuzilishi va mazmuni axborot-kommunikatsiya vositalaridan foydalanish turoperatorlik faoliyatidagi texnologiyalar, shuningdek, uslubiy maxsus dasturiy ta'minot tizimlaridan foydalanishga yondashuvlar, axborot-qidiruv tizimlari, tarqatilgan axborot shakllanish davrida turistik yo'nalishning internet resursi, turistik mahsulotni targ'ib qilish, amalga oshirish, turizm operatorligi to'g'risidagi amaliy va nazariy bilimlarini takomillashtirish hamda egallangan bilim, ko'nikma, malakalarini kasbiy va ilmiy faoliyatda erkin qo'llay olishlarini ta'minlashdir.</p> <p>Fanning vazifasi – nazariy jihatlar va uslubiy integratsiyalashgan sohadagi mutaxassislarni tayyorlashga yondashuvlar axborot-kommunikatsiya vositalaridan foydalanish turoperator faoliyatidagi texnologiyalar.</p> <p>II. Asosiy qism (Amaliy mashg'ulotlar)</p> <p>II.1. Fan tarkibiga quyidagi mavzular kiradi:</p> <p>Turizm operatorlik faoliyatini o'rganish tur paketlar shakllantira olish va ichki va tashqi turizm bozorida raqobatbardoshligini ta'minlagan holda sotish.Turizm marketingi. Tur operatorlik faoliyatining asosiy funksiyalari.Turizm marketingiga ta'sir etuvchi omillar.Xizmat ko'rsatish strategiyalar.Turizm xizmatlarini loyihalashtirish.</p> <p>1-mavzu. The basics of the organization of tourism operator services goals and objectives</p> <p>2-mavzu. The subject of science. The concept of tour operator</p> <p>3-mavzu. The tour operator as a subject of the tourism market</p> <p>4-mavzu. The main functions of tour operators in the market of tourism services</p> <p>5-mavzu. The main functions of the tour operator</p> | | |

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| 6-mavzu. The concept and functions of the tourism market | <p>Uzbekistan and its problems</p> <p>10-mavzu. Features of tourist services</p> <p>11-mavzu. Levels of service (classes).</p> <p>12-mavzu. Package of services. Service program</p> <p>13-mavzu. Service Providers</p> <p>14-mavzu. Design of tourism services</p> <p>15-mavzu. Service Strategy and Management</p> <p>16-mavzu. Service animation</p> <p>17-mavzu. Quality of service and ways of its management</p> <p>18-mavzu. Means of accommodation of tourists</p> <p>19-mavzu. Classification of hotels and types of hotels</p> <p>20-mavzu. Organization of catering in tourism</p> <p>21-mavzu. The content of transport services for tourists</p> <p>22-mavzu. Transportation of tourists by buses. Transportation of tourists by sea.</p> <p>23-mavzu. The concept of tourist route. Origin of the tourist route</p> <p>24-mavzu. Types of species and tourist routes</p> <p>25-mavzu. Services on tourist routes</p> <p>26-mavzu. The concept of type. Type planning and contract planning</p> <p>27-mavzu. Travel design</p> <p>28-mavzu. Organization of international tours</p> <p>29-mavzu. Technology and functions of travel agencies.</p> <p>30-mavzu. The role and place of travel agencies in the organization of tourist trips.</p> <p>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.</p> |
| 7-mavzu. Functions and structure of the tourism market. | |
| 8-mavzu. The main factors affecting the tourism market. | |
| 9-mavzu. Analysis of the state of the tourism market in the Republic of | |
| Uzbekistan and its problems | |
| 10-mavzu. Features of tourist services | |
| 11-mavzu. Levels of service (classes). | |
| 12-mavzu. Package of services. Service program | |
| 13-mavzu. Service Providers | |
| 14-mavzu. Design of tourism services | |
| 15-mavzu. Service Strategy and Management | |
| 16-mavzu. Service animation | |
| 17-mavzu. Quality of service and ways of its management | |
| 18-mavzu. Means of accommodation of tourists | |
| 19-mavzu. Classification of hotels and types of hotels | |
| 20-mavzu. Organization of catering in tourism | |
| 21-mavzu. The content of transport services for tourists | |
| 22-mavzu. Transportation of tourists by buses. Transportation of tourists by | |
| sea. | |
| 23-mavzu. The concept of tourist route. Origin of the tourist route | |
| 24-mavzu. Types of species and tourist routes | |
| 25-mavzu. Services on tourist routes | |
| 26-mavzu. The concept of type. Type planning and contract planning | |
| 27-mavzu. Travel design | |
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| 30-mavzu. The role and place of travel agencies in the organization of | |
| tourist trips. | |
| 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. | |
| <p>IV. Mustaqil ta'lim va mustaqil ishlar</p> | |
| 1-mavzu. "The role of a travel agency in the purchase and sale of tourist | <p>Technology and functions of travel agencies</p> <p>Segmentation by characteristics of transport advantages</p> <p>Features of the organization of international tours</p> |
| services | |
| 2-mavzu. | |
| 3-mavzu. | |
| 4-mavzu. | |

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| 5-mavzu. | Technology and functions of travel agencies |
| 6-mavzu. | The role and place of travel agencies in the organization of tourist trips |
| 7-mavzu. | The role of tour operators and travel agencies in the tourism market |
| 8-mavzu. | Ensuring the safety of tourists in the services of tour operators |
| 9-mavzu. | Ensuring the safety and protection of tourists by law |
| 10-mavzu. | International legal aspects of security in tourism |
| 11-mavzu. | Standardization of some tourist concepts in the field of security |
| 12-mavzu. | Legislation of the Republic of Uzbekistan in the field of tourism safety |
| 13-mavzu. | Explain the international legal aspects of security in tourism |
| 14-mavzu. | How are harmful factors described in tourism |
| 15-mavzu. | Specific risks in tourism |
| 16-mavzu. | Example of the legislation of the Republic of Uzbekistan in the field of tourism safety |
| 17-mavzu. | Types of information technologies in tourism and their importance |
| 18-mavzu. | Reservation of seats in the computer system |
| 19-mavzu. | Internet technologies in tourism. |
| 20-mavzu. | Explain the types of information technology and their essence |
| 21-mavzu. | Give an idea about Internet technologies |
| 22-mavzu. | Formation of channels for the sale of tourist services |
| 23-mavzu. | Efficiency of tourism product distribution |
| 24-mavzu. | The process of calculating the product |
| 25-mavzu. | Selection of sales partners |
| 26-mavzu. | The importance of advertising in tourism |
| 27-mavzu. | Selection of advertising media or advertising media |
| 28-mavzu. | Control over payments and expenses for advertisements |
| 29-mavzu. | The system of sales (movement) of tour operator products |
| 30-mavzu. | What is advertising and what are its goals? |
| | Mustaqil o'zlashtiriladigan mavzular bo'yicha talabalar tomonidan referatlar tayyorlash va uni taqdim qilish tavsiya etiladi. |
| 3. | <p>V. Ta'lim natijalari/ Kasbiy kompetensiyalar</p> <p>Talaba bilishi kerak:</p> |

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| | <p>-Turizmda turnahsulotlarni yaratib, ularni tashqi va ichki bozorlarda raqobatbardoshligini ta'minlagan holda sotish va ularning xilma xilligini,jozibadorligini oshitish yo'llarini bilishi kerak;</p> <p>-Tur mahsulotning asosini tashkil qiluvchi ekskursiyani tayyorlash texnologiyasini, ekskursiya marshrutini tuzishni, ekskursiya matnini tayyorlashni, O'zbekistonning ekskursiya resurslari turlari, joylashuvini bilishi va ulardan foydalana olishi kerak.</p> <p>- Tur mahsulotda ekskursiya ob'ektlarini tanlashni, ekskursiyani olib borish texnikasini, turizmda maxsus turlarni yaratishni, ekskursiya marshrutida birinchi tibbiy yordamni ko'rsatish, O'zbekistondagi ekskursiya ob'ektlaridan samarali foydalana olish haqida malaka va ko'nikmalariga ega bo'lishlari kerak.</p> |
| 4. | <p>VI. Ta'lim texnologiyalari va metodlari:</p> <ul style="list-style-type: none"> • amaliy mashg'ulotlar; • interfaol keys-stadilar; • test turlar (mantiqiy fikrlash, tezkor savol-javoblar); • guruhlarda ishlash; • taqdimotlarni qilish; • individual loyihalar; • jamoa bo'lib ishlash va himoya qilish uchun loyihalar. |
| 5. | <p>VII. Kreditlarni olish uchun talablar:</p> <p>Fanga oid amaliy va uslubiy tushunchalarni to'la o'zlashtirish, tur mahsulotlarni tuzishni va sotishni to'g'ri aks ettira olish, o'rganilayotgan jarayonlar haqida mustaqil mushohada yuritish va oraliq nazorat shakllarida berilgan vazifa va topshiriqlarni bajarish, yakuniy nazorat bo'yicha test topshirish.</p> |
| 6. | <p>Asosiy adabiyotlar</p> <ol style="list-style-type: none"> 1. Дурович А.П. Организация туризма. Учеб. пособ. -Мн. «Новое знание», 2006. 2. Емельянов Б.В. «Экскурсоведение» Уч.пос. М. 2006. 117 с. 3. Tuxliyev I.S., Hayitboyev R., Ibodullayev N.E., Amriddinova R.S. Turizm asoslari. O'quv qo'llanma. Qayta ishlangan va to'ldirilgan 3-nashri.-S.: SamISI, 2010. <p>Qo'shimcha adabiyotlar</p> <ol style="list-style-type: none"> 1. Ахмедов Х.И, Аллабергенов А. А. «Туризм фаолиятини ташкил этиш» Т: 2004. 210 б. 2. Амридинова Р.С. «Экскурсия ишени ташкил этиш» (Маъруза матни) Самарканд 2008. 88 б. 3. Амридинова Р.С. «Экскурсия ишени ташкил этиш» (амалий дарсларни утиш буйича услубий курсатма) Самарканд 2009. 57 б. 4. Tuxliyev I.S., Qudratov G'N., Pardayev M.Q. Turizmni rejalashtirish. |

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| | <p>Darslik.</p> <p>5. Тухлиев И.С., Амридинова Р.С. «Организация экскурсионного обслуживания». Учеб. пос. СамИСИ. Самарканд 2011. 162 с.</p> <p>6. Тухлиев И., Ибадуллаев Н. «Туризм операторлик хизматини ташкиллаштиришнинг асослари» Укув кулланма. СамИСИ. Самарканд 2011. 256 б.</p> <p>7. Tuxliyev I.S., Hayitboyev R., Safarov B. Sh., Tursunova G.R., Turizm asoslari. Darslik.-T.: «Fan va texnologiya» nashriyoti, 2014.</p> <p>8. Узбекистон Республикаси табиатни муҳофаза қилиш давлат қўмитаси давлат биопазори, «Ўзбекистонда экологик туризмни ривожлантириш Концепцияси». Экологический вестник, № 6, 2007.</p> <p>9. Хайитбоев Р., Амридинова Р.С. «Туризмнинг махсус турлари». Услубий курсатма. Самарканд 2008. 44 б</p> <p style="text-align: center;">Axborot manbalari</p> <p>1. www.gdnnet.org</p> <p>2. www.stat.uz</p> <p>3. www.lex.uz</p> <p>4. www.ziyounet.uz</p> <p>5. www.uzbektourism.uz</p> <p>6. www.turkistonpress.uz</p> <p>7. www.russiatourism.ru</p> <p>8. www.unwto.org</p> <p>9. http://www.tourism.uz/</p> <p>10. http://www.tour.uz/</p> <p>11. http://www.tours.ru/country/uz/</p> |
| 7. | <p>Samarqand davlat chet tillar institutitomonidan ishlab chiqilgan va institut Kengashining 2022 yil “30” 06 dagi “11”-sonli bayoni bilan tasdiqlangan.</p> |
| 8. | <p>Fan/modul uchun mas’ullar: F.U. Shokirov - SamDChTI “Til va tarjima” kafedrası o’qituvchisi J.N. Shokirov - SamDChTI “Til va tarjima” kafedrası o’qituvchisi</p> |
| 9 | <p>Taqrizchilar: O’O’Quldoshev – “Tarjima nazariyasi va amaliyoti” kafedrası katta o’qituvchisi, Ph.D: A.I.Sayfullayev - Samarqand xalqaro texnologiya instituti prorektori, dotsent</p> |