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FACULTY OF ECONOMICS AND TOURISM

DEPARTMENT of "TOURISM AND HOTEL MANAGEMENT"

METHODOLOGICAL INSTRUCTION

ON ORGANIZATION AND EVALUATION OF INDEPENDENT WORK

OF THE SUBJECT

“ORGANIZATION OF ADVERTISEMENT ACTIVITY IN HOTEL
INDUSTRY”

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1. Introduction

This methodological guide prepared for the organization, control and evaluation of independent work of students from the subject "Organization of advertisement activity in hotel industry" is recommended for use in the organization and control of the independent work of all undergraduate students of the 4th year of this subject, will be done.

The peculiarity of independent work is that this part of educational activity is organized on the basis of independent activity of students and the supervision of relevant professors and teachers, and is carried out according to the number of hours specified in the curriculum for semesters.

This methodological instruction describes the main forms of students' independent work and their content, the tasks that the student must perform in the implementation of independent work, the procedure for organizing advice on independent work, their control and evaluation.

2. Content and main forms of students' independent work

The organization of students' independent work on the subject "Organization of advertisement activity in hotel industry" includes a system of activities aimed at forming their knowledge, outlook, social activity and independent thinking. It ensures that the necessary knowledge and skills provided by the curriculum and science programs are mastered by students rationally, with less time and effort.

It is aimed at improving the process of international tourism, developing student's interests, cognitive activity and independent work, in which creative thinking, independent study, skills and abilities are formed.

A student's independent work is a systematic activity aimed at mastering a certain part of the knowledge, skills and qualifications specified in the curriculum of a particular subject by the student based on the advice and recommendations of the subject teacher, both in the classroom and outside the classroom.

The main goal of doing independent work is to organize students' continuous study of the subject during the semester under the direct guidance and supervision of professors and teachers of the "Tourism and Hotel Management" department, to further strengthen the acquired knowledge and skills, and to prepare for future classes. It is to form a culture of intellectual work, independent search and acceptance of new knowledge, and in this way to achieve the training of competitive personnel at the university.

The form and size of tasks given for independent work, the level of difficulty should change and increase from semester to semester in accordance with the formation of skills. That is, the level of students' independence in completing assignments should be gradually increased, and they should learn to have a systematic and creative approach to completing assignments.

Taking into account the student's level of academic mastery and ability, the following forms can be used to organize students' independent work on the subject "Organization of advertisement activity in hotel industry":

- independent mastering of some subjects of science with the help of educational literature, working with educational resources;
- preparing for seminar classes;
- preparation of abstracts on specified topics;
- solving tests;
- solving cases on finding a solution to an existing problem in practice;
- preparing for controversial questions and assignments;
- participation in scientific societies and circles of students;
- preparation of visual aids;
- completing course work (projects);
- perform calculation and graphic work;
- preparation of scientific articles, theses and lecture texts;

- o collection, processing and systematization of theoretical, practical and statistical data on the specified topics in the information resource center;
- o preparation of presentation materials using modern information technologies on specified topics;
- o participation in independent study processes using the possibilities of the spiritual room, library, modern information technology center in the student dormitory;
- o participation in electives and special seminars;
- o participation in scientific and scientific-methodical work of departments and faculties, etc.

The independent work of students is subordinated to such tasks of education and upbringing that the entire educational process allows students to actively, consciously, thoroughly and systematically master the basics of science and form a worldview of tourism in them. These tasks cannot be solved without knowing and using the laws of the educational process and personality formation. Let's briefly touch on their content.

Independent learning of the subject. Depending on the nature of the subject, the level of knowledge and abilities of the students, individual topics included in the working curriculum are assigned to students for independent mastering. In this case, it is necessary to pay attention to the basic phrases that serve to express and reveal the main content of the topic, to the questions that serve to systematically describe the topic, and to indicate the main literature and sources of information.

In the process of completing the task, students independently summarize this topic using educational literature, prepare answers to questions related to the topic, understanding the essence of key phrases. In necessary cases (if learning is difficult, if questions arise, if there is a lack of literature, if the subject cannot be systematically described, etc.), they get advice from the teacher. The prepared text on an independently mastered topic is submitted to the teacher through defense.

Independent work on the subject of Organization of advertisement activity in hotel industry, which is an integral part of the educational process, is increasingly in the form of abstracts. Essay is the first form of student scientific work. Students' scientific creativity as one of the educational processes has its own characteristics in fulfilling the tasks of teaching, imparting knowledge and education. The student is involved in research activities, acquires the skills of working with scientific literature, collecting, processing and analyzing statistical and other materials, learns to critically evaluate the studied phenomenon, connects theory with practice, and h. k.

If it is taken into account that the preparation of the abstract is higher in content and quality than the performance in the workshop prepared according to the textbook, the abstract will undoubtedly be of great benefit. The student should be prepared to defend and defend the rules stated in the abstract in front of the audience, this is important when studying the excursion service.

It is recommended to use the following forms and types, taking into account the level of academic mastery and ability of students, in the process of current, intermediate and final controls in the organization of independent work of students on the subject "International tourism: theory and practice" (Table 1).

Forms and types of students' independent work

Table 1.

№	Forms of independent works	Types of independent works
1.	Independent work in reproducible	- independent assimilation of some subjects of science with the help of educational literature, working with educational resources and summarizing;

form	- Independent study and synopsis of the Laws of the Republic of Uzbekistan, works and reports of the President, presidential decisions, decrees, decisions of the Cabinet of Ministers and other normative documents; - viewing, listening and summarizing lectures via video and audio; - viewing, hearing and mastering slides, video materials through multimedia tools; - returning educational materials, memorizing, etc.
2.	Independent works in the form of comprehension-search (search). - independent study of information, presentation tools, lectures and other materials; - performing calculation and analytical work, solving tests; - delivering lectures at seminars, practical and other trainings; - performing homework, control work, presentations, abstracts, case studies, etc.
3.	Independent work in the form of creative work - preparation and defense of essays, term papers and graduation qualification papers; - participation in research and preparation of scientific reports; - participation in scientific circles of students; - participation in scientific and practical conferences, preparation and publication of scientific articles.

Essay is one of the effective forms of independent work of students. This form can be effectively implemented only on the basis of the organizational and methodological support and advice of the professors of the department at all stages of the selection of the topic of the abstract by the student, pre-planning of the content of the issues to be covered in it, preparation and discussion of the abstract. It is of course crucial here how detailed and competently the teacher guides the students' essay work and how correctly the criteria of requirements for abstracts are set. It is very important that the assignment is given taking into account the students' abstract writing skills, scientific interests and knowledge level.

Preparation of visual aids. The student is assigned the task of preparing visual materials that will help explain a certain topic and better master it. The topic is determined by the teacher, and certain instructions and guidelines are given to the student. The amount, form and content of visual aids are chosen independently by the student. Such a task can be assigned to several students or a group of students on the same topic.

Preparation of tests, discussion questions and assignments on the topic.

As an independent work, the student is assigned the task of creating tests on a specific topic, problems and tasks of different levels of difficulty, and questions that are the basis for discussion.

In this case, the teacher gives guidance to the student on the requirements for the test and the rules of its preparation, what is the intended purpose, how to separate the controversial aspects of the topic when composing problematic questions, and how to prepare assignments.

Preparation of scientific articles, theses and lectures. A student may be assigned to prepare a scientific article, thesis or lecture on any topic (the topic can be chosen by the student himself). In doing so, the student collects materials related to the topic from educational literature, research works, dissertations, articles and monographs, and other information sources.

Scientific and theoretical conferences of students are also one of the forms of independent work of students. By organizing a student scientific-theoretical conference, professors and teachers of the department should organize their work in a stratified manner, taking into account the professional orientation of the group, the age structure of its members, and their interests. Only in this case, the active participation and interest of students in holding the conference will be ensured. It is desirable to hold scientific and theoretical conferences of

students in stages. It is advisable to hold scientific-theoretical conferences of students on the subject "International tourism: theory and practice" at the following stages:

1st stage - holding conferences in all educational groups where science is taught;

2nd stage - presentation and transfer of the best lectures of students selected in each group to the faculty and inter-faculty conference;

3rd stage - presentation of the best lectures selected at the inter-faculty conference to the all-university scientific-theoretical conference.

By confirming the theme of the conference, which is the same for all groups, it is possible to specialize the lectures and presentations of students according to the interests of the groups.

3. The main principles of organizing students' independent work

When organizing students' independent work, it is advisable to observe the following basic principles defined in the instruction on "Organization and control of students' independent work":

1. Organization of students' independent work in two forms - in the auditorium and outside the auditorium.
2. Ensuring that students' independent work is organized systematically, i.e. step by step, from simple to complex.
3. Paying attention to the following important aspects when determining the form and size of students' independent work:
 - student's study stage;
 - the characteristic of a certain subject, the degree of difficulty in mastering it;
 - the student's ability, level of theoretical and practical training;
 - to the level of provision of science with information sources;
 - to the level of the student's ability to work with information sources;
 - tasks for independent work change in terms of form and volume with the transition from course to course;
 - organization of independent work in accordance with the nature of the subject and the level and ability of the student's academic mastery.

4. Tasks that the student should perform in the implementation of independent work

Students should perform the following tasks when organizing their independent work:

- to acquire the skills of independent and thorough assimilation of new knowledge;
- identifying convenient methods and tools for searching for necessary information;
- effective use of information sources;
- working with traditional educational and scientific literature and normative documents;
- work with electronic educational and scientific literature and data bank;
- Purposeful use of the Internet;
- database analysis;
- preparation of work results for examination and processing on the basis of expert opinion;
- systematic and creative approach to tasks;
- justification and defense of the developed solution, project or idea in the circle of experts.

5. Topics and content of students' independent work, forms of their execution

The topics and content of students' independent work on the subject "International tourism: theory and practice" and the forms of their implementation are presented in the table below (Table 2).

Content and volume of independent education of students

Table 2

No	Subjects of independent education	Assignments given	Due date	Allocated hours
1	The role of transport, communication networks and communications in the development of international tourism.	Preparation of a presentation on the topic	1st week	4
2	Places of ancient tourism development.	Preparation of a presentation on the topic	2nd week	4
3	Tourism income and expenditure statistics.	Preparation of a presentation on the topic	3rd week	6
4	Elasticity of tourist demand in international tourism.	Preparation of a presentation on the topic	3rd week	4
5	Specially organized tours in tourism.	Preparation of a presentation on the topic	4th week	6
6	Tourist products and their production factors.	Preparation of a presentation on the topic	4th week	4
7	Individual means of accommodation for tourists.	Preparation of a presentation on the topic	Week 5	6
8	Transnational companies: its nature, activity and forms.	Preparation of a presentation on the topic	Week 5	4
9	Processes of globalization in international tourism.	Preparation of a presentation on the topic	6th week	6
10	Application of foreign experiences in the implementation of ecological tourism.	Preparation of a presentation on the topic	6th week	4
11	International cooperation in the field of tourism.	Preparation of a presentation on the topic	7th week	4
12	Main functions of a tour operator on reception.	Preparation of a presentation on the topic	7th week	4

13	Tourist countries of the European region.	Preparation of a presentation on the topic	Week 8	6
14	Touristic countries of the Asian region.	Preparation of a presentation on the topic	9th week	6
15	Developed types of tourism in the American region.	Preparation of a presentation on the topic	10th week	4
16	Special types of African tourism.	Preparation of a presentation on the topic	11th week	4
17	Development of international tourism in the Middle East region	Preparation of a presentation on the topic	12th week	4
18	The role of the "Great Silk Road" in the development of tourism in Uzbekistan.	Preparation of a presentation on the topic	13th week	6
19	Development stages of international tourism in Uzbekistan.	Preparation of a presentation on the topic	14th week	4
Overall:			14 weeks	90 soat

6. Procedure for organizing consultations on students' independent work

The lesson of advice on students' independent work is organized in order to give appropriate referrals for independent work to be carried out outside the auditorium and to monitor its implementation. The lesson of advice on students' independent work is held according to the calendar-thematic plan of the subject. The counseling class is conducted by the professor-teacher of the relevant subject.

The professor-teacher of science performs the following tasks in the counseling class:

- students will be given appropriate directions for completing independent work assignments.
 - helps to make a plan for the execution of the task;
 - accepts and evaluates the results of studies, reports, summaries, calculations - books and assignments prepared in connection with students' independent work.
- Advice on students' independent work is included in the lesson schedule, which is carried out during free time of students, depending on the organization of the educational process.

6. Procedure for monitoring and evaluating students' independent work

The performance of independent work is monitored and evaluated based on the requirements of the "Regulation of the rating system of monitoring and evaluation of student knowledge". Criteria for evaluating independent work are distributed to students together with methodological materials before the beginning of the academic year.

The assessment of students' independent work is expressed through the following rating system developed for the subject:

a) if independent work is conducted in written form - assessment procedure

Evaluation	Evaluation criteria
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Excellent	If the correct and complete answer to the questions is written, if the true nature of the questions is explained, if he fills in his thoughts with examples, if he makes an independent observation, if he uses terms and formulas correctly.
Good	If the correct and complete answer to the questions is written, if the true essence of the questions is explained, if he fills his thoughts with examples, if he includes an independent observation, but there is no way to make simple mistakes in the correct use of terms and formulas
Satisfactory	If the correct and complete answer to the questions is written, if he tries to clarify the true nature of the questions, if he does not fill his thoughts with examples, if he does not have an independent observation, he makes many mistakes in the use of terms and formulas
not satisfied	If the answers to the questions are written incorrectly, if their essence is not covered, if they are not proved with examples

b) if independent work is conducted in the form of presentation preparation, SWOT analysis, data collection and analysis - assessment procedure

Evaluation	Evaluation criteria
Excellent	Formalized on demand A plan is prepared for the topic The text is written according to the plan Includes educational news The idea is proved by examples The text contains tables, diagrams, formulas The list of used literature is complete
Good	A plan is prepared for the topic The text is written following the plan Education includes news Arguing with examples is not enough There are few tables, charts, formulas in the text The list of used literature is not shown in full
Satisfactory	A plan is prepared for the topic The text is written according to the plan Education did not include news There is little argument with examples in the text, tables, diagrams, formulas are hardly used Literature is scarce
not satisfactory	If some aspects of the given problem are covered, if the volume is very small, but the problem is partially covered, if the plan is not very suitable for the topic, if some mistakes are made, it is sharply different from the topic if there are deviations and it is not dedicated to the issue at hand, it does not meet the requirement

7. Literature

Main literature:

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1. <http://www.unwto.org> - World Tourism Organization.
2. <http://www.lex.uz> - the national base of legislation of the Republic of Uzbekistan
3. <http://www.ziyounet.uz> - educational portal
4. <http://www.uzbektourism.uz> - the official page of the Ministry of Tourism and Cultural Heritage of Uzbekistan
5. <https://uzbekistan.travel> is the official website of the National PR Center