

Information about science teacher

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MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATIONS OF THE REPUBLIC OF UZBEKISTAN

BUKHARA STATE UNIVERSITY



SYLLABUS

for the daytime undergraduate students
by the subject of

"Tourism and hospitality industry analysis"

Study area: 600000 - Services industry

Sphere of education: 610000 - Services sector

Course of Study: 61010400 - Tourism (by field of activity)

**61010400 – Tourism (by
field of activity)**

Subject:	Tourism and hospitality industry analysis
Science type:	Selective
Science code:	TvaMFT2707
Year:	4
Semester:	7
Form of education:	Daytime
Classes and hours allocated to the semester:	240
Lecture:	60
Practical training:	60
Laboratory exercises:	-
Workshop:	-
Independent Education:	120
Credit amount:	8
Evaluation form:	Exam
Science language:	English

Science Objective (SO)
SO1
to reveal statistical, methodological, economic and practical issues concerning management and marketing of hospitality and tourism industry based on data analyzing models, methods, and statistical software.

Basic knowledge necessary for mastering science
1 Economics (E1106)
2 Tourism Marketing (TM1308)

Learning outcomes (LO)
LO1
The science objectives of analysis of tourism and hospitality industry involve a systematic investigation into various facets of these industries to gain a deeper understanding of their dynamics, impacts, and potential

LO2	for sustainable development. Investigate the motivations, preferences, and decision-making processes of tourists and travelers. Explore factors influencing destination choices, accommodation selection, and activity preferences within the context of hospitality and tourism.
LO3	Terms of skills: Assess economic contributions of tourism and hospitality activities to local, regional, and national economies. Analyze key indicators such as job creation, revenue generation, foreign exchange earnings, and multiplier effects to understand the economic significance of these industries.
LO4	Evaluate the environmental, social, and cultural impacts of tourism and hospitality activities. Examine strategies for promoting sustainable practices, minimizing negative impacts, and enhancing the long-term viability of destinations and businesses within the industry.
LO5	Study the planning, development, and management of tourist destinations. Analyze destination competitiveness, carrying capacity, infrastructure development, marketing strategies, and stakeholder collaboration to optimize destination performance and visitor experiences.
LO6	Investigate the operational aspects of hospitality businesses, including hotels, restaurants, resorts, and attractions. Explore topics as service quality, revenue management, human resource management, technology adoption and innovation in the hospitality industry.

Science content	
Form of training: lecture (L)	
L1	Concept, methodology, history, subject, object, main tasks and principles of "Tourism and hospitality industry analysis"
L2	Macroeconomic analysis of tourism
L3	Meso-analysis of hospitality and tourism business
L4	Evaluation methodologies of tourism and hotel industry
L5	Types of economic analysis, their organizational frameworks and provision of the data
L6	Understanding forms and concept of economic analysis in tourism and hotel business
L7	Service and sales volume analysis in tourism and hotel businesses
L8	Financial results and fund indicators analysis in tourism and hotel industry
L9	Profitability ratios in tourism and hotel businesses
L10	Measuring efficiency in tourism and hotel sector
L11	Fixed asset accounting analysis in tourism and hotel industry

L12	Analysis of intangible assets in tourism and hotel industries	2
L13	Working capital analysis in tourism and hotel businesses	2
L14	Analysis of material resources in tourism and hotel industries	2
L15	Labor resource analysis in tourism and hotel enterprises	2
L16	Motivate employees in hospitality	2
L17	Cash flow analysis in tourism and hotel businesses	2
L18	Analysis of investment and innovative activities in tourism and hotel businesses	2
L19	Analysis of private capital in tourism and hotel companies	2
L20	Responsibility analysis in tourism and hotel companies	2
L21	Analysis of accounts receivable and accounts payable in tourism and hotel business	2
<i>google forms; data gathering, SPSS</i>		
PT1	Form of training: practical training (PT) Concept, methodology, history, subject, object, main tasks and principles of "Tourism and hospitality industry analysis"	
PT2	Macroeconomic analysis of tourism	
PT3	Meso-analysis of hospitality and tourism business	
PT4	Evaluation methodologies of tourism and hotel industry	
PT5	Types of economic analysis, their organizational frameworks and provision of the data	
PT6	Understanding forms and concept of economic analysis in tourism and hotel business	
PT7	Service and sales volume analysis in tourism and hotel businesses	
PT8	Financial results and fund indicators analysis in tourism and hotel industry	
PT9	Profitability ratios in tourism and hotel businesses	
PT10	Measuring efficiency in tourism and hotel sector	
PT11	Fixed asset accounting analysis in tourism and hotel industries	
PT12	Analysis of intangible assets in tourism and hotel industries	
PT13	Working capital analysis in tourism and hotel businesses	
PT14	Analysis of material resources in tourism and hotel industries	
PT15	Labor resource analysis in tourism and hotel enterprises	
PT16	Motivate employees in hospitality	
PT17	Cash flow analysis in tourism and hotel businesses	
PT18	Analysis of investment and innovative activities in tourism and hotel businesses	
PT19	Analysis of private capital in tourism and hotel companies	
PT20	Responsibility analysis in tourism and hotel companies	
PT21	Analysis of accounts receivable and accounts payable in tourism and hotel business	

Independent Study (IS)		
1	Importance and necessity of economic analysis for managers and specialists of hotel industry	4 hours
2	Peculiarities of economic analysis organization in tourism and hotel businesses	4 hours
3	Information used in the process of economic analysis in tourism and hotel companies	4 hours
4	Financial reports in hotel enterprises	4 hours
5	Accounting balance of tourism and hotel enterprises: types, composition, description	4 hours
6	Interrelationship of accounting balance items of hotel enterprises	4 hours
7	Interrelationship of the balance and other forms of financial reporting in tourism and hotel enterprises	4 hours
8	Preparation of accounting balance of hotels for analysis and verification of its accuracy	4 hours
9	Peculiarities of analyzing the activities of tourism and hotel enterprises	4 hours
10	The system of indicators used in the evaluation and analysis of the activities of tourism and hotel enterprises	4 hours
11	Description of the indicators used in the evaluation of tourism and hotel industry activities by separate groups	4 hours
12	Classification of evaluation and analyzing methods used in tourism and hotel business	4 hours
13	Description of assessment and analysis methods of tourism and hotel business activities	4 hours
14	Types of mathematical models used in hotel business analysis	4 hours
15	Coefficient of constancy method used in the factor analysis of the hotel industry	4 hours
16	Indicators of competitiveness in the hotel industry, ways of identification and analyzation	4 hours
17	Improvement of the analysis of factors influencing the change of the results of the hotel business	4 hours
18	Ways to calculate the influence of factors related to the economic potential of the enterprise on the profitability of the hotel industry	6 hours
19	Calculation of catering services costs in the hotel	2 hours
20	Methods of determining profit and profitability in the hotel industry and their comparative analysis	4 hours
21	Ways to determine the profitability point in the hotel industry and their comparative analysis	4 hours
22	Ways to determine indicators of economic stability, strength and competitiveness in the hotel industry and their	6 hours

	comparative analysis	
23	Indicators representing the efficiency of services in the hotel industry and ways to determine them	6 hours
24	Factor analysis of indicators representing efficiency of services in the hotel industry	6 hours
25	Evaluating and analyzing economic stability of the hotel industry	6 hours
26	Evaluating and analyzing financial strength and competitiveness of the hotel industry	6 hours
27	Business profit and profitability in a family business engaged in hotel services	6 hours

Main bibliography

1	Vahobov A., Ibrohimov A. T., Ishonqulov N. F. Moliyaviy va boshqaruv tablili //T.: "Sharq" NMAK. – 2005.
2	Tuxliyev I. S., Qudratov G. H., Pardayev MQ Turizmi rejalashtirish. Darslik //T.: "Iqtisod-moliya" nashriyoti. – 2010.
3	Dusmurotov R. D., Boltayev A. S. Moliyaviy tablili. Darslik //T.: - 2020.
4	Stabler M. J., Paratheodorou A., Sinclair M. T. The economics of tourism. – Routledge, 2009.
5	Карпова Г. А. Экономика туризма: учебник/МД Морозов, НС Морозова, ГА Карпова, ЛВ Хорева //М.: Федеральное агентство по туризму. – 2014.
Additional references	
1	Akramov E. A. Korxonalarning moliyaviy holati tablili. - T.: Moliya, 2003.
2	Bakanov M. I., Sheremet A. D. Teoriya ekonomicheskogo analiza //Uchebnik [The theory of economic analysis. Textbook]. Bakanov MI editor. – 1998. – T. 5.

The criteria are recommended for monitoring the student's mastery of the subject:

a) To get grade "5", the student's level of knowledge must be the following:

- can fully cover the essence and content of science;
- scientificity and rationality are preserved in the presentation of subjects in science, scientific errors and confusions are not allowed;

- if there is a clear idea about the theoretical or practical importance of the subject materials in the science;

- demonstrate the ability to think independently and freely within the field of the subject;

- to be able to answer questions clearly and concisely;

- if the synopsis is carefully prepared;

- complete independent assignments accurately;

- to have fully mastered the laws and other regulatory legal documents related to the science;

- publishing a scientific article on one of the topics related to the course;

- independently analyze socio-economic processes.

b) To get grade "4", the student's level of knowledge must be the following:

- not to allow scientific and logical confusions when describing the subjects of the science;

- understanding the practical importance of the content of science;

- to fulfill the tasks and assignments given in the subject within the curriculum;

- to answer the questions of science correctly;

- can carefully form the synopsis of the subject;

- completing completely independent assignments in the subject;

- mastering the laws and other regulatory documents related to the science.

c) To get grade "3", the student's level of knowledge must meet the following:

- to have a general understanding of the science;

- some confusions are allowed in explaining and defining scientific topics in a narrow scope;

- if the statement is not fluent;

- if complex and confusing answers are received to the science questions;

- if the subject text is not well-formed.

d) In the following cases, the student's level of knowledge can be assessed with "2" - unsatisfactory grade:

- if there is no preparation for lessons;

- to have no idea about the course lesson;

- if it is noticeable that the texts have been copied from others;

- if there are serious errors and confusions in the subject text that has been copied;

- if given questions are left unanswered;

- if the science is not mastered.