

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

BUKHARA STATE UNIVERSITY



"APPROVE"

Vice-rector for educational affairs  
R.G. Jumayev

2024 "30" August

## SYLLABUS

for the daytime undergraduate students  
by the subject of

**"Economy of tourism and hotel industry"**

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)**

<b>Subject:</b>	Economy of tourism and hotel industry
<b>Science type:</b>	Selective
<b>Science code:</b>	TvaMFT2707
<b>Year:</b>	4
<b>Semester:</b>	7
<b>Form of education:</b>	Daytime
<b>Classes and hours allocated to the semester:</b>	180
<b>Lecture:</b>	44
<b>Practical training:</b>	46
<b>Laboratory exercises:</b>	-
<b>Workshop:</b>	-
<b>Independent Education:</b>	90
<b>Credit amount:</b>	6
<b>Evaluation form:</b>	Exam
<b>Science language:</b>	English

<b>Science Objective (SO)</b>	
<b>SO1</b>	to reveal theoretical, methodological and practical issues of economic activities in tourism and hotel industry based on modern management, organizational and marketing methods, scientific and information technologies.

<b>Basic knowledge necessary for mastering science</b>	
<b>1</b>	Basics of tourism and hospitality (TVMA1110)
<b>2</b>	Tourism Marketing (TMI308)

<b>Learning outcomes (LO)</b>	
	<b>In terms of knowledge:</b>
<b>LO1</b>	The science objectives of economy of tourism and hotel industry involve a systematic investigation into various facets of these industries to gain a deeper understanding of their dynamics, impacts, and potential for sustainable development;

<b>LO2</b>	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.
	<b>Terms of skills:</b>
<b>LO3</b>	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;
<b>LO4</b>	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;

<b>Science content</b>	
<b>Form of training: lecture (L)</b>	
<b>L1</b>	"Economy of tourism and hotel industry" - aim and objectives of the subject
<b>L2</b>	The role of tourism and hotel industry in the services sector
<b>L3</b>	Economic fundamentals of tourism
<b>L4</b>	Economic and financial indicators of tourism development
<b>L5</b>	Characteristics of planning in the services sector of national economy
<b>L6</b>	Organizational system of hotel enterprises providing hospitality services
<b>L7</b>	Business planning in tourism
<b>L8</b>	SWOT analysis - method for determining marketing strategy of tourist organization
<b>L9</b>	International experience of hotel business development
<b>L10</b>	Development features of tourism services market
<b>L11</b>	Standardization and certification of hotel services
<b>L12</b>	Marketing in tourism
<b>L13</b>	Price determination for tourism and hotel services
<b>L14</b>	Pricing policy in hotel business
<b>L15</b>	State support for tourism industry
<b>Form of training: practical training (PT)</b>	
<b>PT1</b>	"Economy of tourism and hotel industry" - aim and objectives of the subject
<b>PT2</b>	The role of tourism and hotel industry in the services sector
<b>PT3</b>	Economic fundamentals of tourism
<b>PT4</b>	Economic and financial indicators of tourism development
<b>PT5</b>	Characteristics of planning in the services sector of national economy



PT6	Organizational system of hotel enterprises providing hospitality services
PT7	Business planning in tourism
PT8	SWOT analysis - method for determining marketing strategy of tourist organization
PT9	International experience of hotel business development
PT10	Development features of tourism services market
PT11	Standardization and certification of hotel services
PT12	Marketing in tourism
PT13	Price determination for tourism and hotel services
PT14	Pricing policy in hotel business
PT15	State support for tourism industry

Independent Study (IS)		
1	Innovative and investment activities of enterprises	2 hours
2	Evaluation and analysis of service performance	2 hours
3	SWOT analysis - method for determining marketing strategy of tourist organization	2 hours
4	International experience of hotel business development	2 hours
5	The use of animation in the development of hotel services	2 hours
6	Standardization and certification of hotel services	2 hours
7	Types of travelers	2 hours
8	Types and forms of tourism	2 hours
9	Establishment of hotel enterprises	2 hours
10	Economic structure of the hotel industry	2 hours
11	International services	2 hours
12	Sources of formation of company income and profit	2 hours
13	Enterprise Revenue concept	2 hours
14	Profit as an economic category and its importance in organizing commercial and production activities of the enterprise	2 hours
15	Profit formation sources	2 hours
16	Methods of profit distribution	2 hours
17	Economic concept of profitability	2 hours
18	Profitability indicators and their determination methodology	2 hours
19	Essence, necessity and tasks of a business plan	2 hours
20	Business plan preparation and its indicators	2 hours
21	Content of a business plan	2 hours
22	Service marketing strategy	2 hours
23	SWOT analysis of tourism and hotel business	2 hours
24	Pricing strategy for the complex of services	2 hours
25	The concept and functions of the tourist market	2 hours
26	Segmentation of the tourist market	2 hours

27	Main factors affecting tourist market	2 hours
28	Development trends of tourism in Uzbekistan	2 hours
29	Service quality in tourism and hotel enterprises	2 hours
30	Product life cycle of tourism and hotel enterprises	2 hours
31	International organizations for standardization	2 hours
32	Tourist service requirements	2 hours
33	Pricing in tourism organizations	2 hours
34	Pricing a tour product	2 hours
35	Price determination for tourism and hotel services	2 hours
36	Tendencies of tourism market	2 hours
37	Pricing policy in hotel business	2 hours
38	Pricing mechanisms in tourism	2 hours
39	Demand and supply of tourism services	2 hours
40	The determinants of tourism demand	2 hours
41	Price and service competition in a tourism supply chain	2 hours
42	General system framework of customer choice processes of tourism services	2 hours
43	Tourism service and digital technologies	2 hours
44	Research methods in tourism	2 hours
45	Marketing research methodologies for tourism and hotel industry	2 hours

Main bibliography	
1	Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan". 03.02.2018. №-5326
2	Resolution of the President of the Republic of Uzbekistan "On measures to develop inbound tourism". 06.02.2018. №-3509
3	Vallen J. J., Vallen G. K. Check-in-check-out //(No Title). – 1996.
4	Stabler M. J., Paratheodorou A., Sinclair M. T. The economics of tourism. – Routledge, 2009.
5	Чудновский А. Д. и др. Туризм и гостиничное хозяйство // М.: Юрнита. – 2005. – Т. 142.
<b>Additional references</b>	
1	Timothy D., Teye V. Tourism and the lodging sector. – Routledge, 2009.
2	Wood R. C. (ed). Hotel accommodation management. – Routledge, 2017.
3	Lickorish L. J., Jenkins C. L. Introduction to tourism. – Routledge, 2007.

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;

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.

**Information about science teacher**

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This Syllabus was approved according to Protocol No. 1 on August 29, 2024 by the University's Educational and Methodological Council.

This Syllabus was approved according to Protocol No. 1 on August 28, 2024 by the meeting of the Department of Tourism and Hotel Management.

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