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

SAMARKAND INSTITUTE OF ECONOMICS AND SERVICE



DEPARTMENT OF TOURISM

INNOVATIONS IN TOURISM AND HOSPITALITY

SUBJECT SYLLABUS

(TM11406)

For full time study form

(dual)

Field of Knowledge:

1000000

Services

Field of Education:

1010000

Service sector

Field of Study:

61010100

Tourism and Hospitality

Samarkand-2025

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This syllabus has been approved by the Council of the Samarkand Institute of Economics and Service by Protocol No. <u>28</u> dated " <u>28</u> " <u>08</u> 2025.	
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				the approved schedule
Final control (FC)	30	30 points for control	Test	According to the approved schedule
Total	100			

*

1. Preparation of analytical information (essay);
2. Execution of a computational drawing;
3. Preparation of an analytical presentation;
4. Finding a clear solution to the problem and analyzing it;
5. Comprehensive analysis of the problem, its definition and conclusions;
6. In-depth study and high-level analysis of the topic;
7. Conducting experimental work;
8. Preparation of calculation-graphic-design developments;
9. Formation of project work skills by finding solutions to existing problems in practice, preparing tests, discussion questions, and assignments;
10. Preparation of scientific articles, abstracts, and reports;
11. Solving non-standard problems of practical content and creative work.

The total score a student accumulates during the semester for the subject is calculated based on the points collected from each type of assessment according to the established rules using the following formula:

$$FS=CC+MC+FC$$

Here:

CC-Current control; MC-midterm Control; FC-Final Control

Note: A student who fails to collect at least 60% (42 points) of the total points allocated for participation in lessons, ongoing assessment, and midterm assessments (70 points) is not allowed to take the final exam. If a student fails to obtain at least 60% (18 points) of the points allocated for the final exam (30 points), the student's final exam score on the HEMIS platform will be recorded as 0. If the total points accumulated from all types of assessments are less than 60 points, the student is considered to have failed the course.

11. Academic requirements

The relationship between the teacher and the student must be sincere and impartial. Students are required to submit their independent assignments through the designated educational platform (HEMIS) in accordance with the established procedure (excluding laboratory work). The teacher checks the independent work completed by the student, provides feedback, and assigns a grade. Independent assignments that are not completed within the specified deadline will not be accepted for resubmission.

This Syllabus was discussed at the meeting No. 26 of the Department of "Tourism" dated "26" 08 2025 and approved by the decision of the meeting.

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the application of innovations in tourist organizations	Uzbekistan	2. Global experience of innovative processes in tourism			
		3. Strategies for implementing innovations in local tourism organizations			
State policy on the application of innovations in the field of tourism and hospitality		1. Introduction of innovations based on state decrees and laws on the development of the tourism sector.			
		2. Development of digital marketing and information systems to improve the efficiency of tourism services.			
19. innovations in the field of tourism and hospitality		3. Development of a system for training qualified personnel for innovative activities in the field of tourism and hospitality.	2		
Total hours:					
			26	30	16

Co ursework in the subject is not planned in the curriculum.

10. Student Assessment

Procedure for Assessing Student Knowledge					
Types of control assessment	Max score	Form of implementation	Assignments to be completed	Deadline for completing assignments	
Current control (CC)	35	10 points for independent learning	In the prescribed form*	Until the last practical lesson of the semester	
		25 points for mastering the lesson. The assessment process in practical (seminar, laboratory) lessons is carried out on a 100-point system. The assessment procedure: 0-59 points for grade 2; 60-69 points for grade 3; 70-89 points for grade 4; 90-100 points for grade 5.	are assessed in each lesson based on the status of task completion	During the practical lesson	
Midterm control 1(MC)	17	5 points for independent learning	In the prescribed form*	Until the date of the 1st Intermediate Control	
		12 points for control	Written	According to the approved schedule	
Midterm control 2(MC)	18	5 points for independent learning	In the prescribed form*	Until the date of the 2nd Intermediate Control	
		13 points for control	Written	According to	

INNOVATIONS IN TOURISM AND HOSPITALITY (TMI1406)

1. Description of the Discipline

The purpose of teaching the discipline "Innovations in Tourism and Hospitality" is to teach students the main directions of the development of innovative activity in tourism in our country and abroad, the essence of the innovative process and its stages, as well as innovative approaches to the application of new technical means and technologies at enterprises engaged in tourism activities.

Innovation in tourism and hospitality teaches:

the essence and content of the tourism sector and its stages;
organizational forms of innovative activity in tourism and hospitality;
basic approaches to the organization of innovative activity in tourism enterprises and its study;
application of innovations in tourism and hospitality in modern conditions in our country and abroad.

The discipline fulfills the tasks of forming students' theoretical knowledge, practical skills, a methodological approach to financial phenomena and processes, and a scientific worldview.

2. Initial Requisites of the Discipline

To study the subject "Innovations in Tourism and Hospitality", it is necessary to know such subjects as "Tourism: Theory and Practice", "Hospitality Industry".

3. Purpose of the Discipline

The task of the discipline is to teach students the essence and content of innovative processes in tourism and hospitality and its stages, organizational forms of innovative activity in tourism and hospitality, the organization of innovative activity in tourism enterprises, the main approaches to its study, the application of innovations in tourism and hospitality in modern conditions in our country and abroad.

To achieve this goal, the discipline fulfills the tasks of forming students' theoretical knowledge, practical skills, a methodological approach to financial phenomena and processes, and a scientific worldview.

4. Educational Outcomes

Upon successful completion of this subject, students will acquire the following skills:

- to have an idea of the essence of the category of innovation, the typology of innovation, the content of the innovation process and its stages, the goals and objectives of innovation activity in tourist enterprises, and the assessment of the effectiveness of innovations in tourism;
- applying innovative work methods in practice, managing innovative activities in tourism enterprises, assessing the effectiveness of innovations in tourism, as well as knowing and using the goals and objectives of innovative activity;
- be able to develop projects in the main areas of tourism, apply information technologies in the creation of new innovations, use innovative technologies in the development of tourism products.

5. Methods of Teaching

- carry out practical work based on the real situation;
- writing essays, theses, and articles;
- solving situational tasks (case study);
- Process-oriented education;
- participate in discussions;
- organization of work in small groups;

		3. Development of innovative management and social responsibility in tourism and hospitality		
13.	Creation of innovative ideas in the field of tourism and development of mechanisms for their implementation	1. The process of creating innovative ideas in tourism and hospitality 2. Mechanisms for the implementation of innovative ideas in tourism and hospitality 3. System of monitoring and development of innovations in tourism and hospitality	2	
14.	Procedure for licensing and patenting the production of innovative tourist products	1. General licensing and patenting process in tourism and hospitality 2. Stages from the creation of an innovative tourism product in tourism and hospitality to the patenting process. 3. Approve regulatory legal acts on licensing and patenting innovative tourism products in Uzbekistan according to	2	
15.	Organization of innovative virtual tours in tourism and hospitality	1. Innovative technologies in the field of tourism and hospitality (VR, AR, 360° video) 2. Integration of digital marketing methods and virtual tours in tourism 3. Intellectual property rights and licensing related to virtual types	2	
16.	Directions of management of innovative processes in tourist enterprises and organizations	1. Development and implementation of an innovative strategy at a tourist enterprise 2. Marketing innovations: Internet marketing, advertising on social networks, digital marketing strategies 3. Creation of systems for assessing and monitoring innovative processes in tourism	2	
17.	Prospects for the application of innovations at enterprises providing basic services in the tourism sector	1. Digital technologies in tourism: mobile applications, online booking systems 2. Modernization of service processes and introduction of innovations at tourism enterprises 3. Sustainable development in tourism, innovations and solutions to environmental problems	2	
18.	Experience of developed countries in	1. Opportunities and recommendations for the innovative development of tourism in	2	

	techniques and technologies in the field of tourism and hospitality	backup - new opportunities and new challenges. 2. The goals, objectives, and capabilities of the Amadeus, Galileo, Sabre, and Woldspan systems. 3. Best Eastern Hotels corporate booking network. "Client-Service" technology.			
7.	Assessment of the effectiveness of innovations in tourism and hospitality	1. The concept of evaluating the effectiveness of innovative projects. 2. Performance indicators: indicators of commercial, budget, and economic efficiency of investment projects. 3. Criteria for evaluating an investment project: the goal, policy, and values of the organization.	2	2	0
8.	Influence of scientific and technical innovations on the development of the tourism industry in our country	1. The role of innovations in the organization of transport services. 2. Innovations in accommodation services. 3. Application of innovations in catering enterprises and ways of their organization. 4. The role of innovations in organizing guide-excursion services.	2	2	0
9.	Business development strategies in the tourism and hospitality industry based on new technologies	1. The concept of tourism services market. 2. Innovative methods of selling tourist services. 3. Identification of potential consumers. 4. Development of advertising activities based on innovative technologies.	2	4	0
10.	Foreign experience in the organization of innovative processes in tourism and hospitality	1. The role of the World Tourism Organization in promoting and disseminating innovations. 2. Principles of sustainable tourism development. 3. International innovative processes in the promotion and commercialization of tourism products.	2	2	0
11.	Measures of state support for innovative activities in tourism and hospitality	1. Legal acts of the Republic of Uzbekistan on innovative processes in tourism, laws regulating rights in the field of informatization and the application of the latest technologies. 2. Simplification of the patent and licensing system in the field of tourism and hospitality. 3. Modernization of tourism infrastructure and implementation of modern technologies	2	2	0
12.	Research and development of innovative processes in tourism and hospitality	1. Creation of innovative products and services in tourism and hospitality 2. Introduction of innovative processes and technologies in tourism and hospitality			2

- execution of project work;
- performing independent work;
- preparation of a presentation;
- solving tests of different levels;
- conducting a survey;
- problem-solving.

6. Self-study and Independent Work

No.	Independent Study Topics	Hours
1.	Concept and content of innovative processes in tourism	2
2.	Essence and features of innovative processes in tourism	2
3.	Research and development of innovative processes in the field of tourism business	2
4.	Main approaches to the implementation of scientific and technical strategy	2
5.	The role of the state in the implementation of the innovative process in tourism	2
6.	Concepts of "innovation", "invention", "discovery"	2
7.	Defining the main idea, goals, and objectives of innovation	2
8.	Structure of the innovation process	2
9.	Types of innovation in tourism	2
10.	Level of news in tourism	2
11.	Potential of innovation in tourism	2
12.	Levels of innovation development and dissemination in tourism	2
13.	Tourism as a sphere of innovation development	2
14.	System of interaction of innovators, investors, producers of services and goods in tourism	4
15.	Innovation classification	4
16.	Types and content of innovation in tourism	4
17.	Functions of innovative activity	4
18.	Product-form innovations	4
19.	Content of the innovation process	4
20.	Stages of the innovation process	4
21.	Organizational forms of innovative activity in tourism	4
22.	Patent as a means of legal protection of intellectual property	4
23.	Organization of innovative activity in hotel enterprises	4
24.	Experience of state support for innovative activity in tourism abroad	4
25.	Measures of state support for innovative activity in tourism	4
26.	The concept of innovation effectiveness in tourism	4
Total:		108

7. Sources

Main Literature:

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2. Raximov Z.O., Norkulova D.Z. Mehmonxona xo'jaligida rejalashtirish. Darslik.- Samarqand: "TURON-NASHR", 2021. -204 b.
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11. Кварталнов В.А. Туризм. Учебник. М., "Финансы и статистика". 2004. -320 с.
12. Комилова Ф.К. Халкаро туризм бозори. Ўқув қўлланма. -Т.:ТДИУ. -2006. -191 б.
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Information Sources:

14. www.gov.uz- Government portal of the Republic of Uzbekistan
15. www.lex.uz- National Database of Legislation of the Republic of Uzbekistan
16. www.uzbekturizm.uz- Committee on Tourism under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan
17. www.mail.tdiu.uz- TSUU Electronic Library
18. www.sies.uz- SamIES Electronic Library
19. www.world-tourism.org- World Tourism Organization
20. www.wtfc.org- World Travel and Tourism Council
21. www.uzbekturizm.uz- Portal of the Committee on Tourism of the Republic of Uzbekistan
22. @SamISI_ARM

8. Hours/Credits

4th semester credit module amount - 6 ECTS, (Compulsory subject)

Form of study	Lecture	Practical lessons	Laboratory	Independent learning	Total
Full-time	26	30	16	108	180
total	26	30	16	108	180

9. Structure of the Discipline

No.	Topics	Lecture, practical, and seminar lesson plan	Hours		
			Lecture classes	Practical and seminar classes	Practical training (PA)
1.	Introduction to the subject "Innovations in Tourism and Hospitality"	1. Goals and objectives of the subject "Innovations in Tourism and Hospitality". 2. The role of innovative processes in tourism and hospitality. 3. The concept of innovation, its classification, and types. 4. The essence of the innovation process in tourism and hospitality and its stages of formation.	2	2	0
2.	Organizational forms of innovative activity in tourism and hospitality	1. Specific features of planning innovative processes in tourism and hospitality. 2. Strategic, tactical, and operational planning of innovative activities of organizations engaged in tourism activities.	2	2	0
3.	Organization of innovative processes at enterprises engaged in tourism	1. The concept and essence of innovative processes in tourism and hospitality. 2. Structure of the innovation process. 3. The specifics of the content of innovative processes in tourism. 4. Innovative activity of the subject of the tourism system as an innovative process. 5. Defining the main idea of innovation and defining its goals and objectives.	4	4	0
4.	Innovative projects in tourism and hospitality and ways to implement them in the hospitality industry	1. The concept of innovative projects in tourism and hospitality and their essence. 2. Main phases of the innovation project cycle. 3. Stages of financing innovative projects in tourism and hospitality. 4. Objectives of evaluating innovative projects.	2	4	0
5.	General concepts of intellectual property and features of their application in tourism	1. Intellectual property as an object of innovative entrepreneurship. 2. The concept of scientific and technical product and its main components. 3. The concept of a new product (service). 4. Main provisions and specific features of patent legislation in Uzbekistan.	4	4	0
6.	Application of new	1. Global systems of electronic booking and	2	2	0