

Educational direction "61010100-Tourism and Hospitality"
MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATIONS OF THE
REPUBLIC OF UZBEKISTAN

QUALIFICATION REQUIREMENT

for the bachelor's degree program 61010100 - "Tourism and Hospitality"

Tashkent-2024

Educational direction "61010100-Tourism and Hospitality"

DEVELOPED AND SUBMITTED:

Samarkand Institute of Economics and Service;
Tashkent State University of Economics;
International University of Tourism and Cultural Heritage "Silk Road";
Tashkent State University of Oriental Studies.

APPROVED AND ENTERED INTO ACT:

Approved by Order No. 277 of the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan dated "01" "08" of 2024.

INTRODUCED:

Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan.

This Qualification Requirement "State Educational Standard of Higher Education. Basic provisions," "State Educational Standard of Higher Education. Classifier of Higher Education Directions and Specialties", National and sectoral qualification frameworks of the Republic of Uzbekistan, professional standards and proposals of personnel customers.

The Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan has the right to officially publish qualification requirements in the territory of the Republic of Uzbekistan.

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1. General description

The training of bachelors in the field of education 61010100 - Tourism and Hospitality is carried out in the form of full-time (dual), evening, correspondence, and distance learning. Training in all forms of education is organized on the basis of a credit-modular system. Training in evening, correspondence, and distance learning forms is carried out on the basis of qualification requirements approved by Order No. 218 of the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan dated June 25, 2024. The standard duration of the bachelor's program in full-time (dual) education is 3 years.

1.1. Area of application

1.1.1. Application of the qualification requirement.

The qualification requirement represents a set of requirements for all higher educational institutions that train bachelors in the field of education 61010100-Tourism and Hospitality.

1.1.2. The main users of qualification requirements are:

managerial personnel (rectors, vice-rectors, heads of educational departments (divisions), deans and heads of departments) and professors-teachers of higher educational institutions responsible for the development and updating of qualification requirements, curricula and programs in this field of education, the effective implementation of the educational process based on them, and meeting the level of training of graduates within their competence;

students of higher educational institutions mastering the curriculum and educational programs of the educational direction;

Final State Attestation Commissions, which assess the level of training of bachelor's degree graduates;

authorized state bodies for education management;

bodies providing financing for higher educational institutions;

departments for accreditation and quality control of the higher education system under the ministry;

organizations and enterprises - customers and employers of personnel;

applicants entering higher educational institutions, their parents and other interested parties.

1.2. Description of professional activities.

1.2.1. Areas of professional activity.

Improvement of the regulatory framework for the organization of small business and private entrepreneurship in the field of tourism, organization, planning, formation of the organizational and managerial structure of entrepreneurial activity of business entities participating in the organization of tourism and hospitality services, analysis of business strategy, provision of tourism products and additional services in their organization, advertising, conducting marketing research, segmentation of the services market, studying the behavior of consumers of tourism products, management of the activities of tourism entities, analysis of the state of competitiveness, development of the activities of tourism, hospitality and service organizations of various forms of ownership, determination of prospects, professional skills, responsibility.

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Based on the latest achievements of science, technology and engineering in the field, proposals and requirements of personnel customers and industry specialists, there may be additions and changes in the areas of professional activity of bachelors.

1.2.2. Objects of professional activity.

state and non-state organizations, companies (firms) and others in the field of tourism and hospitality,

international tourism and hospitality corporations, service industries; accommodation facilities related to hotels and similar accommodation facilities, health improvement and sanatorium-resort institutions, catering enterprises serving tourists;

state and non-state organizations engaged in the development and promotion of the tourism sector;

processes of increasing the efficiency and effectiveness of organizations, enterprises, and institutions in the spheres and sectors of tourism;

museums, galleries, cultural heritage sites and historical monuments, as well as processes related to conducting excursions and organizing events in them,

processes related to the organization and management of international events, conferences, exhibitions, and other mass events;

processes of organizing a modern management system, optimizing organizational structures, increasing management efficiency, and stimulating labor in business entities in the field of tourism and hospitality;

management of international, chain, industry, and domestic firms and companies in the field of tourism and hospitality, as well as service enterprises of various forms of ownership, ensuring economic activity in research institutions and local government bodies;

production and service processes related to tourism and hospitality.

Graduates of the bachelor's degree program 61010100-Tourism and Hospitality, after undergoing pedagogical retraining, have the right to engage in pedagogical activity in teaching subjects determined by the authorized governing bodies of education in professional educational institutions. The exception is the areas of professional education of the bachelor's degree.

1.2.3. Types of professional activity.

- organizational and managerial;
- provision of services;
- information and analytical activities;
- research activities;
- entrepreneurship.

1.2.4. Professional duties.

In accordance with the 6th qualification level of the National Qualification Framework and the areas, objects, and types of professional activity of a bachelor in the field of education "61010100-Tourism and Hospitality," a bachelor's graduate must be able to perform the following professional tasks:

In organizational, managerial, and service activities:

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planning, accounting and analysis of the activities of an economic entity, working with legal and regulatory legal acts;

development of long-term and current plans (programs) for the financial, economic, and service activities of an economic entity;

study of domestic and foreign experience in the rational organization of the economic activities of economic entities;

knowledge of the technological foundations of service provision;

observe the norms and rules of labor protection;

planning of production processes and resources necessary for the organization and provision of services in business entities in the field of tourism and hospitality;

implementation of scientific research solutions to ensure the efficiency of service provision in business entities in the field of tourism and hospitality;

making management decisions, organizing and managing the work of tourism business entities in conditions of differing opinions;

drawing up a work plan for the activities performed and its implementation, monitoring and evaluating the results of the work performed;

control of service delivery processes for compliance with environmental protection and occupational safety requirements;

planning the use of service processes and resources, analysis of possible risks;

application of mechanisms for attracting investments in the sphere of tourism and hospitality, participation in the development of investment projects;

creation of economic service units at production and service enterprises in the field of tourism and hospitality;

organization of new tourist products for international and local markets, tourist routes in new directions by business entities in the field of tourism and hospitality;

application of the principles of efficient use of labor resources in the tourism and hospitality sectors.

In information and analytical activities:

use of modern information technologies in management, development of methods and mechanisms for monitoring and quality assessment of service processes;

collection, processing, and analysis of information on factors of the external and internal environment of the organization for making management decisions;

collection of information for planning and managing activities, creation and management of the organization's internal information system;

development and management of the internal document management system of the organization, maintaining a database on various indicators of the activities of organizations; assessment of project effectiveness;

analysis of the activities of organizations and enterprises, regardless of ownership, based on the criteria, norms, and requirements of international practice;

analysis of trends and dynamics of changes in indicators of enterprises by sectors and spheres;

use of modern information technologies and technical means in solving analytical problems;

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preparation of a report on the results of information and analytical activities.

In scientific research activities:

participation in the implementation of research work in research institutes and scientific centers on topical areas of economics and tourism;

participation in the implementation of research work on the organization of the activities of organizations and enterprises in the sphere of tourism and hospitality; study of scientific and technical achievements, special literature and other scientific and technical information in the country and foreign countries related to enterprises of the tourism and hospitality industry;

carrying out work on the collection, processing, analysis, and systematization of economic information on problem topics at tourism and hospitality enterprises;

targeted search and retrieval of information on the latest scientific achievements on the Internet;

participation in the preparation of research developments, the examination of specialized literature;

Implementation of research results and developments.

In entrepreneurial activity:

formation and implementation of new business projects in the field of tourism and hospitality;

organization of business, development and implementation of business plans in the field of tourism and hospitality.

2. Requirements for professional competencies.

knowledge of topical issues of state policy, the ability to independently analyze socio-economic problems and processes, knowledge of regulatory legal acts, the ability to search, analyze and use them in professional activities;

understand the essence of documents and works related to professional activity in one of the foreign languages and be able to use them in professional activity on a modern scientific basis;

be able to apply information technologies in professional activities, master the methods of collecting, storing, processing, and using information, and be able to independently make informed decisions in their activities;

knowledge of the basic concepts, important principles and historical development of the tourism and hospitality industry, types and promising directions of tourism;

knowledge of the geography of domestic and international tourism, intercultural differences and attractions of tourist regions;

possess high-level service skills, adhere to service standards, be able to communicate sincerely and effectively with clients; conduct a competitive analysis and develop competitive strategies in the field of tourism and hospitality;

possess skills in planning, organizing, and managing excursions and routes;

acquisition of skills in using modern digital technologies and programs in tourism;

management of enterprises and organizations, tourist facilities in the field of tourism and hospitality;

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observe the rules of professional ethics, treat clients with respect and responsibility;

to have skills in the selection, training and development of personnel, increasing the motivation of team members, knowledge of ways to assess and increase the productivity of employees;

Implementation of security measures and protocols at tourism and hospitality facilities, risk assessment and management, and emergency preparedness;

to have an understanding of the management of financial resources, budgeting and control of tourism and hospitality facilities, analysis and optimization of costs;

knowledge of modeling business processes, assessing the economic and social conditions of doing business, identifying new market opportunities and forming new business models;

acquisition of business planning skills for the creation and development of new organizations (areas of activity, products).

3. Requirements for practice.

Qualification practice is aimed at consolidating theoretical knowledge in compulsory specialized subjects and combining it with practical (production) processes, forming relevant practical skills, competencies, and abilities.

Taking into account the tourist season, it is advisable to plan internships in April-May for the 2nd, 4th, and 6th semesters, and in September-October for the 3rd and 5th semesters.

4. Requirements for dual education.

During the educational process, opportunities and obligations for full-time (dual) education are explained in detail to students, and conditions are created. Specifically:

conclusion of cooperation agreements with hotels and tourist organizations on full-time (dual) education;

Approval of the schedule of the educational process based on the requirements of employers; adaptation of the practical part of the curriculum to the activities of hotels and tourism organizations;

formation of minimum qualifications corresponding to the tourism and hotel business in order to adapt first-year students to full-time (dual) education;

taking into account the availability of sufficient knowledge and experience of practicing teachers (experimental specialists in the relevant field);

control over the creation by partner organizations of the necessary conditions for internships for students;

training students in the culture of communication and service with clients at internship bases and employer organizations, etc.

5. Structure of the catalog of disciplines:

№	Qualification code of the discipline	Academic disciplines, blocks and activities	Total download volume, in hours	Credit amount	Semester
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1.00		General compulsory subjects	3240	106	1–6
1.01	TTHP1106	Tourism: theory and practice	180	6	1
1.02	FL11214	Foreign language	180	6	1
1.03	ETH1104	Economic theory	120	4	1
1.04	FF1104	Philosophy	120	4	1
1.05	MHU1104	The Modern History of Uzbekistan	120	4	1
1.06	RTN1104	Religious studies	120	4	1
1.07	DTT1206	Digital technologies in tourism	180	6	2
1.08	SCTH1206	Standardization and certification in tourism and hospitality	180	6	2
1.09	HRM1206	Hotel and restaurant management	180	6	2
1.10	ITR1306	International tourism resources	180	6	3
1.11	TM1306	Tourism marketing	180	6	3
1.12	STMH1406	Sustainable and targeted management in hospitality	180	6	4
1.13	TGLE1406	Tourism in the global and local economy	180	6	4
1.14	IRT1406	International relations in tourism	180	6	4
1.15	ITH1506	Innovations in tourism and hospitality	180	6	5
1.16	TPP1504	Tourism policy and planning	120	5	5
1.17	TE1606	Tourism Economics	180	6	6
1.18	ITM1606	International tourism market	180	6	6

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2.		Elective subjects*	1080	36	3-6
Qualification		Economist (for tourism and hospitality activities)			
or					
Qualification		Cooking Manager (in tourism and hospitality activities)			
		Total	4260	152	1-6
		Qualification practice	1140	38	2-6
		Final state attestation			
		Total	1140	38	
		All	5400	180	
* The part of the elective disciplines of the catalog of disciplines is formed in the prescribed manner, based on its characteristics, in accordance with the chosen qualification.					

Bibliographic information

UDK 002: 651. 1/7

Team T 55

OKS 01.040.01

Key words:

type of professional activity, competence, object of professional activity, field of professional activity, syllabus, profile, qualification requirements, bachelor's degree educational process, quality assessment and control, organizational and managerial activities, final qualification work, final state attestation, credit-modular system, service provision, creative thinking, design, research process.