

# [A-3] COURSE SYLLABUS

## 1. COURSE DESCRIPTION (Approximately 100 words)

This course is aimed at increasing awareness and sensitivity towards your own and other cultures. In an engaging and experiential setting, you become aware of the complex dynamics of cultural tourism and develop a base of skills and knowledge needed to facilitate tourism marketing management in ways that are culturally-relevant and empowering. You also develop communication and conflict resolution skills as you explore issues related to the preservation of culture and heritage. Overall, you gain a critical perspective of the economic, cultural and environmental impacts and opportunities associated with tourism marketing management.

## 2. COURSE GOALS AND OBJECTIVES (Approximately 100 words)

At the end of the course, students should be able to do the following:  
Students will have an understanding of:  
Cultural diversity and protocols of respect particularly as they impact (create barriers for) tourism activities.  
Culturally sensitive tourism products and how to design a culturally sensitive tourism activity.  
Students will learn to:  
Describe and compare global travel trends based on evolving cultural imperatives.  
Describe and explain impacts of ethnocentrism, stereotypes, indigenization, globalization, cultural shock and cultural sensitivity.  
Describe how knowledge of various cultural dimensions such as power, individualism, and gender assist with understanding client needs and behaviors.

## 3. TEXTBOOK (Title, Author, Publisher, Year of Publication, etc.)

Ш.Сидиқов. “Туризм бозори менежменти” фани бўйича ўқув-услубий мажмуа. Амалий машғулот учун. – Тошкент: Иқтисодиёт, 2018 йил, 383 бет.

## 4. REFERENCE

Jean Claude Usunier and Julie Anne Lee, Marketing across cultures, 5th Ed, Prentice Hall, 2009.  
William F. Theobald, Global Tourism, 3rd ed, Elsevier Butterworth Heineman, 2005.  
Bob Mckercher, Hilary du Cros, Cultural Tourism, the partnership between Tourism and Cultural Heritage Management, 2002.  
Timothy Dallen J, Nyaupane Gyan P, Cultural heritage and Tourism in the developing world: a regional perspective, 2009.  
Academic journals: Tourism Management  
Journal of Travel and Tourism Marketing  
Grades will be allocated according to the following scheme:

## 5. COURSE REQUIREMENTS AND GRADES

Grades will be allocated according to the following scheme:  
 Participation, Class projects, Hometasks - 30%; Mid-Term exam: 40%; Final Exam: 30%

## 6. COURSE CALENDAR

Week	Main Content
1	History and meaning of tourism
2	Structure of tourism market
3	Factors affecting tourism development
4	International tourism and its impact to economy
5	Role of marketing research in development of international tourism
6	Features of strategic marketing in tourism industry
7	Market of tourism products
8	International cooperation in tourism
9	International tourism organisations in market
10	UNESCO
11	Internal Tourism organisations
12	Free touristic zones in market
13	
14	