

METHODOLOGY OF TEACHING MARKETING TO TOURISM STUDENTS

Normurodova Zebo Eshmakhtovna

Teacher of the Department of "Tourism and Marketing" of Karshi State University

Akhmatova Shakhnoza Khasanovna

Management and organization of hotel economy, Faculty of Economics

Student of group 022-26

Abstract: In the scientific research on the topic "Methodology of teaching marketing to tourism students", the aim is to study and analyze the methodology of teaching marketing to tourism students. In this study, the importance of marketing in the field of tourism, the process of learning marketing knowledge of tourism students, the methods and technologies used in the teaching of marketing in the field of tourism are widely studied. The results of the study are expected to help identify and recommend the most important methodologies used in the study of marketing for tourism students.

Key words: Tourism specialty, marketing, students, teaching, methodology, objectivity, development, innovation, knowledge.

Introduction

The methodology of teaching marketing to students of the tourism specialty is of great importance for studying important topics in the field of tourism and applying experiences in practice. This methodology aims to provide students with the necessary knowledge and skills to learn the principles of tourism marketing, apply them in practice, and be successful in the tourism industry. These lessons will help students to follow tourism innovations, develop successful marketing strategies and manage marketing activities in tourism companies. Through this methodology, students are provided with knowledge and skills that help the development of the tourism industry and identify new opportunities.

The information on "Methodology of Teaching Marketing to Tourism Students" will help you understand the learning and teaching process. In this topic, the methodology of studying marketing can be discussed in the following ways:

1. Theoretical education: To learn theoretical knowledge about the purpose, basic principles, strategies, and practical methods of tourism marketing. It explains to students the fundamentals of tourism marketing and how it can be applied in practice.
2. Practical methods: In addition to theory, students should also learn the practical part of

marketing. For example, learning marketing techniques (sales, advertising, product promotion), different types of marketing programs and how to implement them.

3. Sales and advertising: In the field of tourism, the processes of selling and advertising products can be different. Students should learn about these processes and understand how to market and promote tourism products.

4. Experienced Instructors and Training: In teaching tourism marketing courses, it is very important to have experienced instructors and training. Experiencing the practice of marketing through real physical activities, trips to tourism enterprises, informative sites and programs will be useful for students.

5. Surveys and Research Papers: Surveys and researches are important in the study of marketing for tourism major students. Conducting scientific research on tourism consumer demands, different destinations and emerging tourism services will help students experience.

These methods help tourism students learn marketing and prepare them to become good professionals in the field.

Literature analysis and methodology

The literature entitled "Methodology of teaching marketing to tourism students" analyzes the teaching methodology of marketing in the field of tourism. This literature presents important topics for tourism students to learn and apply marketing principles. The literature explains how marketing should be practiced in the tourism sector and defines the importance of developing and managing successful marketing strategies in tourism companies.

The literature provides students with an understanding of the importance of monitoring tourism news, explaining the role and importance of marketing in tourism, and managing marketing in tourism companies. This book will be a good companion for tourism students in their marketing studies and will help prepare them for a successful career in the tourism industry.

Results

The literature "Methodology of Teaching Marketing to Students of Tourism" analyzes the teaching methodology of marketing in the field of tourism and shows important topics for students of tourism. The results of this literature can be as follows:

- The teaching methodology of tourism marketing is understood: The literature explains the important foundations, principles and methods of teaching tourism marketing. It explains to the students the basic rules of marketing in the field of tourism and how it should be applied in practice.
- Follow the news in the field of tourism: Literature follows the latest news in the field of

tourism and keeps the students informed about the updates. It teaches students to observe, analyze and apply tourism news to marketing strategies.

- The role and importance of marketing in the field of tourism is explained: Literature explains the role and importance of marketing in the field of tourism. It explains to students how tourism marketing is important for tourism companies.

- The importance of marketing management in tourism companies is determined: Literature shows the importance of marketing management in tourism companies. It explains to the students how marketing plays a major role in a company's operations and helps them develop and manage marketing strategies.

- Helps prepare students for a successful career: Literature is a good companion for tourism students in their studies of marketing and helps prepare them for a successful career in the tourism industry. It explains the basic principles of tourism marketing to students and helps them apply them in practice.

Thus, the literature "Methodology of teaching marketing to students of tourism" is considered as an important and useful resource for students of tourism. This literature introduces students to the basics of tourism marketing and helps prepare them for a successful career in tourism companies.

Conclusions

The literature "Methodology of Teaching Marketing to Students of Tourism" analyzes the teaching methodology of marketing in the field of tourism and shows important topics for students of tourism. This literature explains to students the main principles, methods and innovations of tourism marketing. This literature will help the students to manage the marketing of tourism companies and prepare them for a successful career. Literature can be considered as a useful and informative resource for tourism students.

References

1. "UzME", Volume One, Tashkent.2018.
2. Berdiyev Surat, Boriyev Abdulla, Tashkent. 2019
- 3.Author Lastname, First Initial. (Year). Title of Book. Publisher. DOI or URL if available.