

Organization of tourism work

Course number	Course name	ECTS credits
Basic courses		
1	<p>The history of Azerbaijan</p> <p>This course studies the emergence, formation, and development of Azerbaijan's modern state traditions in a systematic way, in chronological order. The role of political, ideological, economic, and cultural factors in the formation of modern Azerbaijani statehood is analyzed and studied. The place and role of the Azerbaijani state in the modern world are systematically analyzed. To instil a sense of patriotism in our students, the political history of the states that emerged at different historical stages and heroic examples of individual personalities are interpreted based on historical facts. In the modern world, the place and role of the Azerbaijani state are systematically analyzed. The main goal is to form in students a broad outlook, love for the country, the ability to analyze historical events analytically, and the ability to draw correct conclusions from events and political processes.</p>	5
2	<p>Academic writing and communication in the Azerbaijani</p> <p>In the framework of this course, special attention should be paid to inculcating students' presentations, public speaking, and academic and business writing skills in the Azerbaijani language.</p>	4
3	<p>Academic writing and communication in a foreign language</p> <p>Within the framework of this course, special attention should be paid to the skills of the students, such as public speaking and academic and business writing skills, in terms of expressing themselves in one of the foreign languages regarding</p>	15
4	Elective courses (Elective courses are determined by the higher education institution. Depending on the specifics of the major, they can be made additions to elective courses)	
4.1	Philosophy	3
	Sociology	
	The Constitution of the Republic of Azerbaijan and the basics of the law	
	Logic	
	Ethics and aesthetics	
	Introduction to Multiculturalism	
4.2	Information technologies (specialization)	3
	Information management	
	Entrepreneurship basics and introduction to business	
	Political science	
Specialty courses		
5	<p>Introduction to tourism — By studying the course, the Student should understand the meaning of the main concepts and terms in the field of tourism; describe the types of tourism and their characteristics; explain the functions of the tourism and leisure industry involved in the tourism value chain, as well as tourism-related areas; should identify and use reliable sources of information available in the field of tourism.</p>	5

6	<p>Tourism geography — By studying the course, the Student should understand the basic concepts of travel and tourism geography; should be familiar with the historical development process of modern tourism as a regional and global geographical phenomenon; describe and interpret the relationship between supply and demand and tourism; Study the current trends of tourists in the tourism markets of strategic importance for Azerbaijan, show examples of tourism products that are available and can be offered in Azerbaijan about the main demand markets; must be able to identify the main global destinations (destinations) travelled by tourists in the field of tourism, describe and interpret the factors affecting tourism flows to those destinations, as well as show examples of the main tourism products offered in the world's tourist destinations.</p>	5
7	<p>Business mathematics - By studying the course, the Student should be able to perform basic mathematical operations for solving business problems; must be able to analyze various bank statements and services; should be able to solve various interest issues and calculate wages; should be able to analyze investments, business, and consumer loans; should be able to use simple and compound interest to do business calculations such as the present value and future value of money, and be able to distinguish which math method to use for different problems.</p>	6
8	<p>Business Statistics - By studying the course, the Student should know data classification, calculate and apply measures of central tendency (numerical mean, mode, and median) and deviation (variation, dispersion, mean square deviation, etc.), should be able to apply discrete and continuous probability distribution; should know the construction and calculation of one-sided and two-sided hypothesis tests under different conditions, should be able to apply decision-making rules and be able to interpret the results; understand the primary purpose of terms such as t-statistics, p-value and confidence interval and be able to use them during hypothesis testing; should know all stages of building different statistical models, should be able to conduct bivariate and multivariate regression analysis should be able to explain the results, should be able to apply tests such as T-test, F test, ANOVA, MANOVA; must be able to analyze the collected data using appropriate software.</p>	5
9	<p>Fundamentals of Management - <i>By studying the course, the Student should describe the main stages of the development history of management, its main theories, and concepts; explain basic concepts and management functions in the field of business management; analyze the business environment and understand how to consider the needs of the organization's various stakeholders; must be able to show examples of the company's mission and vision of the future; it should explain the skills a manager should have at different levels of management, the tasks he performs and the role he plays.</i></p>	5
10	<p>Fundamentals of Marketing - By studying the course, the Student should describe the function of marketing as an integral element of the organization; explain the role of marketing in business and its effects; should be able to distinguish between strategic and operational marketing; discuss the importance of marketing to increase customer satisfaction and value; explain the basic concepts and tools of marketing, as well as the differences between consumer products/services and production products/services; determine the criteria of product and service quality; explain the concepts of segmentation, targeting and positioning; distinguish different communication channels and their characteristics; explain the main features of global and competitive marketing strategies; explain the main aspects of operational marketing, product policy and service marketing; determine appropriate strategies for marketing services; explain the concepts of distribution and communication policy; explain the factors that determine the price policy; determine consumer behavior and key factors influencing consumer decision-making; discuss the main approaches to handling customer complaints; should explain the main aspects of branding</p>	5

11	<p>Microeconomics - By studying the course, the Student should understand the basic economic concepts and methods of economics; analyze the behaviour of market participants (consumers and companies) using these economic concepts and elementary economic models; Must be able to interpret the theory of production and the operating principles of the market; apply economic approaches to various problems; explain the regulatory role and functions of the state in the context of the market economy; should explain and analyze the policies adopted by the state from an economic point of view.</p>	5
12	<p>Macroeconomics - By studying the course, the Student should understand the meaning of macroeconomic concepts; Calculate, collect, and interpret data on GDP, inflation, and unemployment; explain the main goals of macroeconomic policy (economic growth, employment, price stability, and balanced trade) and instruments; should apply elementary economic models to world and country economy, current economic processes and policies.</p>	5
13	<p>Accounting - By studying the course, the Student must apply the principles of accounting and explain how the various sections of the accounting system are related; explain the impact of accounting rules; prepare the main base of company accounts; must know the elements of financial statements, double entry system, and trial balance; prepare simple annual financial statements including accounting adjustments; explain the difference between private and public limited companies; prepare a primary base of company accounts for manufacturers and service providers; implement the final reports of tourism organizations using the Unified Accounting System for the accommodation industry (USALI); analyze financial results using key ratios and other accounting methods; must apply the concept of cost to different decision-making situations.</p>	5
14	<p>Management accounting and corporate decision-making - By studying the course, the Student should apply standard management accounting procedures at full cost or marginal cost; CVP should apply and analyze the commercial efficiency method; use different forecasting methods; prepare, analyze and interpret tourism operations; cash and capital budgets; must use different costing methods to set prices.</p>	5
15	<p>Transport in tourism - By studying the course, the Student should describe the relationship between tourism and the transport sector, as well as the characteristics and types of transport in tourism; interpret tourism transport as a type of economic activity; explain the effects of international and domestic transport on the development of tourism; apply theoretical and practical experiences in the field of transport management; explain and apply the basic principles of travel planning and tourism product development.</p>	5
16	<p>Development of tourism product - By studying the course, the Student should understand the basic concepts of the theory of tourism product development, be able to describe the nature and structure of tourism products; should differentiate the different characteristics of the tourism product; apply the methods and strategies used for the creation and development of the tourism product; Must understand overall quality management issues in tourism product development; must understand the life cycle of a tourism product and know how to identify problems that arise at different stages, as well as propose solutions; should study the international experience in creating a tourism product and put forward innovative proposals of local importance.</p>	5

17	<p>Tourism policy and planning - By studying the course, the Student should be familiar with the basic concepts in the field of tourism policy development and planning of tourism activities; should be familiar with the role and functions of the state in the field of management of the tourism sphere; to interpret various management mechanisms and models for the formation of tourism statistics and accounting, protection of consumer rights, promotion of the development of the tourism sector, improvement of the quality of tourism services and regulation of tourism activities; evaluate state programs and projects related to the development of various types of tourism; should be able to prepare working documents with various contents related to the regulation and promotion of tourism.</p>	5
18	<p>Sustainable tourism - By studying the course, the Student will understand the concept of sustainable development in the tourism and hospitality industry and its main elements: economic profitability, community well-being, customer satisfaction, quality of employment, social equality, control at the local level, cultural richness, biological diversity, resource efficiency, environmental cleanliness and other explain the nature of similar principles within the framework of tourism policy and management; identify the various side effects of tourism ("spillover effects"), explain the causes and consequences of these effects and propose ways to eliminate them; should provide examples of tools and policies required for the sustainable development of specific tourism products and destinations in countries at different stages of development.</p>	4
19	<p>Human resources management - By studying the course, the Student should understand the models related to the organization of work in the field of IR; should get acquainted with the existing legislation in the field of human resources management, and apply it in the organization of activities related to IR; organize the recruitment, training, development and performance evaluation of employees based on accepted international norms; should be able to identify conflict situations within the organization and propose possible strategies for their resolution; to discuss the main issues related to the management of human resources on a global scale; should think about technological innovations in this field.</p>	4
20	<p>Destination management - By studying the course, the Student should understand the basic concepts of destination management, as well as management models; describe the role of tourism organizations in destination management; explain the specific processes and problems for the tourism destination; should be able to analyze the current situation in tourism destinations and determine strategic directions; determine the main tourism products in the tourist destination and form the skills to develop and promote them; acquire complex knowledge and skills required in the field of destination management; should offer solutions to cope with various practical situations that arise in tourism destinations.</p>	4
21	<p>Hospitality management - By studying the course, the Student should describe the structure of the hotel business, its various organizational forms, and types, including daily activities and tasks in hotels; explain the economic nature of hotel activity; identify factors critical to hotel success, including specific trends and marketing activities; indicate specific operational problems in hotels and list the tools required to ensure adequate internal control; should offer solutions to deal with various practical situations in hotels.</p>	5

22	<p>Tourism law - By studying the course, the Student should understand the main issues about the legal status of the courses of the tourism industry, explain the leading national and international legal norms in the field of tourism law and conduct a comparative legal analysis of them; explain the interactions of tourism law with other legal fields and analyze the activity of the tourism industry in other legal fields; to analyze the legal systems of international or other exemplary countries in the field of tourism; should be able to analyze various types of legal difficulties arising in the development and sustainability of the tourism industry and apply the results of that analysis in the context of strategic planning.</p>	5
23	<p>Intermediaries in tourism - By studying the course, the Student should describe the structure of tour operators, travel agencies and joint ventures, and value chains in the travel industry - suppliers, agencies, tourists, and tourism products; must provide specific requirements for tour operators - business requirements, qualification, and product knowledge; must be able to prepare tour packages and implement financial planning: package evaluation, price policy, apply tariffs and marketing tools.</p>	4
24	<p>Introduction to social research - By studying the course, the Student should understand the basic concepts and ideas of the philosophy of science; classify scientific research methods; distinguish qualitative and quantitative research methods and interpret the main characteristics of each; interpret and apply the logic, requirements, and stages of the scientific research process; must understand the ethical principles of conducting scientific research and must adhere to them in research activities.</p>	4
25	<p>Qualitative-based research methods - By studying the course, the Student should describe the main features of qualitative-based research methods and their ethical principles; explain basic qualitative research methods and approaches in data collection; collect data on a particular phenomenon and apply elementary qualitative analysis methods; must report the data collected and the conclusions drawn based on a specific research sample.</p>	5
26	<p>Quantitative research methods - By studying the course, the Student should describe the main features of quantitative research methods and their ethical aspects; should be familiar with the methods of preparing quantitative research; should be able to choose appropriate methods for data collection by the research objectives; collect, analyze and report data using quantitative research methods; prepare a graphic visualization of research results; should use appropriate software to perform statistical analyses.</p>	4
27	<p>Reservation systems - By studying the course, the Student should understand the functions of different electronic reservation systems and be able to distinguish them; describe the basic principles of direct sales; must be able to use appropriate software and apply essential revenue management tools.</p>	4
28	<p>Tourist behavior and psychology - By studying the course, the Student should be familiar with the basic concepts of tourist behavior and psychology; apply relevant concepts of psychology to the field of tourism and explain the main characteristics of tourists' travel motivation, attitude and imagination; should describe the information-seeking behavior of tourists, the different stages of the travel decision making process (imagining, planning, booking, traveling, post-travel recall and recommendation) and the factors that influence it, including the perceptions of tourists about the destination ; different types of tourists (adventurers, family travelers, senior explorers, singles, couples, students, business, experienced, middle-aged, retired tourists, health travelers, investors, newlyweds, born in USSR, state servants, religious family tourists, eco-tourists, history and culture lovers tourists, etc.), discuss social roles in tourism and stereotypes of tourists; explain the main features of the destination experience, including the importance of emotions; should conduct an image analysis of the tourist destination</p>	5

29	Civil defence and first aid - By studying this course, the Student learns the management of emergencies in the Republic of Azerbaijan, the characteristics of emergencies, the primary methods, and means of protection against emergencies, the assessment of conditions during emergencies, self-defence and other persons, production	6
30.	Courses determined by the institution of higher education The courses here are determined individually by each higher education institution and are reflected in the curriculum of that speciality.	60
Practicum and Final State Attestation		30
	Practicum	21
	Thesis	9
	TOTAL	240