

Tourism Guide

Course number	Course name	ECTS credits
<b>Basic Courses</b>		<b>30</b>
1	<p><b>The history of Azerbaijan</b> 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.</p>	5
2	<p><b>Academic writing and communication in the Azerbaijani</b> 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><b>Academic writing and communication in a foreign language</b> Within the framework of this course, special attention should be paid to the student's skills, such as public speaking and academic and business writing skills, in terms of expressing themselves in one of the foreign languages regarding students' major.</p>	15
4	<p><b>Elective courses</b> (Elective courses are determined by the higher education institution. Depending on the specifics of the major, they can be made additions to elective courses)</p>	
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	
<b>Specialty courses</b>		<b>120</b>
5	<p><b>Introduction to tourism</b> - This course provides knowledge about the history of tourism development, its socio-economic nature and scientific basis, the classification and distribution of tourism types, types, and resources, and the basics of organizing tourism work.</p>	5
6	<p><b>The basics of guiding</b> - This course provides students with lexical knowledge and technical skills related to guiding activities while creating a comprehensive understanding of the essence, main features, and working principles of guiding activities.</p>	5

7	<b>Geography of Azerbaijan</b> - This course develops the student's social and economic thinking and ecological culture by creating a comprehensive picture of Azerbaijan's natural conditions, natural resources, population and demographic situation, and economic and socio-geographical characteristics of Azerbaijan compared to the countries of the world, and its participation in the globalization process.	5
8	<b>Sustainable tourism</b> - This course explores the essence of sustainable tourism, the principles of sustainability, and the importance of sustainable development; it analyzes the tasks of the prominent participants in sustainable tourism, the relationship between the development of destinations and sustainability, defines management strategies for the development of sustainable tourism, indicators of sustainable tourism and the principles of sustainability of destinations provides certification information.	4
9	<b>Tourism Law</b> - This course forms the scientific basis for issues such as critically evaluating, analyzing, and discussing the legal problems related to tourism, the formation of various economic courses, the management of the activities of companies and other entrepreneurial enterprises on a legal basis, the provision of consumer rights in the tourism sector, and the law in practical situations. Provides the knowledge to apply the rules.	5
10	<b>Tourism product development</b> - This course analyzes existing tourism products, introduces the student to the tools and strategies needed to develop new tourism products and experiences successfully, and develops knowledge and skills related to the planning and development of tourism products.	5
11	<b>Organization of tourism routes and excursion work</b> - This course provides information about the existing tourism routes and their characteristics in Azerbaijan, inculcates the skills required for the organization of new routes, analyzes the organization of excursion work, including the technologies of preparation of excursions, the main methodological methods, and organization techniques.	5
12	<b>Tourist behaviour and psychology</b> - This course provides the student with basic information about current topics in the field of tourist psychology and consumer behaviour, discusses the psychological concepts of consumer behaviour, analyzes the aspects of tourism marketing on a psychological basis, explains the factors that influence the choice and decision of consumers, and the issues arising from these issues. Forms skills.	5
13	<b>Literature and national cultural identity</b> - This course analyzes the characteristic features of Azerbaijani literature, examples of word art, the life and creativity of prominent writers, essential facts of the historical-literary process (development tendencies of literature in separate periods, literary trends, academic struggles, etc.), It studies the role of Azerbaijani literature in the formation of national identity.	4
14	<b>Ethnography</b> - <i>This course covers the theoretical foundations of ethnography, evaluates cultural diversity and development characteristics of cultures, cultural uniqueness, and behavioural characteristics of different social groups, interprets the importance, diversity, and history of the rich intangible cultural heritage in Azerbaijan from the point of view of ethnography, and uses this information as a future guide. Creates a scientific basis for its application in its activities.</i>	4

15	<b>Fine art</b> - This course introduces the basic concepts, history, and types of fine art, includes information about outstanding Azerbaijani and international representatives of fine art and their famous works of art, distinguishes acceptable art genres, the aesthetic and emotional impressions conveyed by works based on content and stylistic features. Inculcates identification skills.	4
16	<b>History of urban planning in Azerbaijan</b> - This course helps students to form a general idea about the historical traditions of urban planning by teaching students the main features of urban planning in Azerbaijan and the stages of historical development.	4
17	<b>Introduction to architecture</b> - This course includes information about the main development stages of the history of Azerbaijani architecture, provides comprehensive information about the development characteristics of Azerbaijani architecture, architectural schools, defence, palaces, memorials, civil and different purpose buildings, creates an idea about international and national architectural styles.	4
18	<b>History of creative performance art</b> - This course covers the history of Azerbaijani performing art, various types, genres, prominent representatives, and creative examples. It expresses the local and international importance of Azerbaijani performing art.	4
19	<b>Museums of the world and Azerbaijan</b> - This course covers theoretical information about the museums of the world and Azerbaijan, including the exhibits preserved in the museums, and teaches how to apply this knowledge in guiding activities.	4
20	<b>Decorative applied art</b> - In this course, various areas of decorative applied art, one of the main types of fine art, are highlighted. An idea is formed about the history, traditions, and examples of the development of Azerbaijani folk decorative applied art, the concept of composition that forms the basis of decorative art, the artistic means of its construction, the factor of colour, it is taught about the methods and fundamental principles that make up its harmony. Also, during the teaching of this course, artistic taste and imagination are developed in the student.	4
21	<b>Fundamentals of Management</b> - This course provides information on the essence, principles, functions, methods, and management methods and provides the student with basic knowledge in the field of management.	5
i 22	<b>Fundamentals of Marketing</b> - This course sheds light on the essence of marketing, its functions and principles, consumer behaviour, and market segmentation, and provides the basis for acquiring the skills of conducting marketing research.	5
23	<b>Accounting</b> - This course explains the rules and norms set by financial and tax authorities, banks, investors, and other interested organizations and individuals and teaches the correct preparation of accounting reports.	5

24	<b>Archaeology, culture, and tourism</b> - within the framework of this course, students are given knowledge about the history of the archaeology of our country, archaeological monuments and their importance in the development of tourism, and are taught about the areas where archaeological excavations are carried out.	4
25	<b>Intermediaries in tourism</b> - While teaching this course, the student gets an idea about the intermediaries operating in the supply chain of the tourism market, including their characteristics, functions, and directions of activity.	5
26	<b>Introduction to Social Research</b> - This course is dedicated to analyzing, understanding, and interpreting the social world, teaching the general principles of conducting research using qualitative and quantitative research methods.	4
27	<b>Foreign language</b> - within the framework of this course, the student learns to communicate freely and professionally in a foreign language and acquires the ability to convey information about our country to guests at a high level.	15
28	<b>Civil defence and first aid</b> * This course teach the characteristics of emergencies, the assessment, and management of emergencies by civil defence norms, including applying skills such as first aid.	6
29.	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
<b>Practicum</b>		
...	<b>Practicum</b>	30
	<b>TOTAL</b>	<b>240</b>