

### 3. Structure of the Education Program

**050810** - The study programme for the specialisation “**Organization of tourism work**” consists of 240 (4 years) ECTS credits. The credits are distributed as follows:

Number of the subjects	Name of the subjects	ECTS Credits
<b>General subjects</b>		<b>30</b>
<b>1</b>	<p><b>History of Azerbaijan</b> This subject examines the emergence, formation and development of the Azerbaijani state tradition in a systematic, chronological order, the role of political, ideological, economic and cultural factors in the formation of the Azerbaijani state is analysed and studied. The place and role of the Azerbaijani state in the modern world is systematically analysed.</p>	<b>5</b>
<b>2</b>	<p><b>Business and academic communication in Azerbaijani language</b> Within the framework of this course, special attention should be paid to the presentation, proficiency, academic, and professional writing skills in the Azerbaijani language.</p>	<b>4</b>
<b>3</b>	<p><b>Business and academic communication in foreign language</b> Within the framework of this course, special attention should be paid to the presentation, proficiency, academic and professional writing, and oral and written skills in one of the foreign languages related to the specialization.</p>	<b>15</b>
<b>4</b>	<p><b>Elective Courses</b> (Elective courses are determined by the higher education institution. Additional subjects may be added depending on the specifics of the specialization.)</p>	<b>6</b>
<b>4.1</b>	<p><b>Philosophy</b> In this subject the main stages of the formation and development of philosophy, the philosophical doctrine about existence, the concept of matter, modern science about the structure, movement, space and time of matter, the main laws and categories of dialectics, consciousness in philosophy, the philosophical meaning of man, nature and society, cognition and its structure, scientific cognition and its methods, creativity and intuition, the ethics of science, the specificity of social cognition, society (self-developing system), the main fields of social science</p>	<b>3</b>

	<p>life, the philosophical structure of economic life, the social sphere of society, the philosophical analysis of political life, the spiritual life of society, history issues and the driving forces of the process, culture and civilisation, personality and social values are examined and examined.</p>	
	<p><b>Sociology</b></p> <p>This subject deals with social events and processes in the context of society as a whole social system, analyses and studies the structure, subject matter, methodology, characteristics of sociology, theoretical levels of modern sociological knowledge, as well as the variety of special sociological concepts and explores possible perspectives of scientific research in this field.</p>	
	<p><b>AR constitution and foundations of law</b></p> <p>Constitution of the Republic of Azerbaijan, constitutional status of the Azerbaijan state, citizenship of the Republic of Azerbaijan, human and civil rights, freedoms and duties, state power, separation of powers based on the Constitution, legislative power, executive power and its organs, judicial power, structure and system, basics of labour law, basics of civil law, basics of family law, basics of criminal law.</p>	
	<p><b>Logic</b></p> <p>The subject of logic helps a person to evaluate possibilities objectively, make quick and correct decisions, present thoughts clearly, convince interlocutors with correct arguments, and avoid uncertain situations. It evaluates the ability to think logically, measures the ability to perceive and apply logical patterns, and lets you know how rich your knowledge base is in different areas.</p>	
	<p><b>Ethics and aesthetic</b></p> <p>Ethical thought and the main stages of its evolution: ethical thought in ancient India and China, ethical thought in antiquity, medieval and new ethical thought, moral thought in Azerbaijan, Islamic morality, the essence and basic functions of morality, morality and other forms of social consciousness, moral consciousness and action, the main categories of morality: good and evil, duty and conscience, honour and dignity, happiness and meaning of life, applied ethics and ethics related profession information are taught in this subject.</p>	
	<p><b>Introduction to Multiculturalism</b></p> <p>The nature and significance of the multiculturalism subject, the customs and traditions of diverse minority populations living in Azerbaijan, the social and economic impact of multiculturalism, the effects of multiculturalism on foreign policy, analyzing Multiculturalism as a State policy of the Republic of Azerbaijan, and comparative analysis of Azerbaijan's multiculturalism with global examples of multiculturalism.</p>	
4.2	<p><b>Information technology (specialisation)</b></p> <p>Data, information and knowledge concepts, properties, characteristics, Alphabets, systems, languages, number systems, coding systems. Coding of information, organisation and development of information processing techniques, Technical support of personal computers. main and peripheral devices,</p>	3

	<p>algorithms for automation of information processes, personal computer software. Operating systems. Windows operating system, standard programmes of Windows operating system, application software. About MS Office package, processing of text type information. MS Word text editor, computer graphics. Graphic editors, Ms Power Point graphic editor, Processing of numerical information. Ms Excel spreadsheet, Database. Basic models. VBISs, information systems, relational VBISs. Ms Access VBIS, processing of information over the network. computer networks, Local networks. Network topologies, network architecture. OSI model. Protocols, addressing, global information infrastructure Internet, information security. Information protection.</p>	
	<p><b>Information Management</b>  The subject of information management is taught as a continuation of the subject of ICT basic computer knowledge. The main purpose of teaching the subject is to get acquainted with the application of what has been learnt in ICT basic computer knowledge, to learn the application areas of modern information technologies in the age of information society and to be able to apply them correctly. Thus, information is given about the role, applications and models of information technologies in public administration, economy, banking and tourism sector, business world and cloud technologies.</p>	
	<p><b>Fundamentals of Entrepreneurship and Introduction to Business</b>  Entrepreneurship environment and competition, small and medium scale entrepreneurship, taxation in entrepreneurial activity, price policy, management and marketing system. Organisational-legal forms of business. GZIT analysis, external and internal environment of entrepreneurship. Commercial, financial, consulting, production entrepreneurship. Accounting, redistribution, stimulating, stabilising and production placement.</p>	
	<p><b>Political Science</b>  This subject is about political science. The main stages of the development of political thought. Stages of development of political opinion of Azerbaijan. Politics is the regulatory, organising and controlling function of society. Political power and its carriers. Political elite. Political system theory. Political regimes. Political parties and party systems. Democracy: basic institutions. Parliament is the main democratic institution Electoral systems. The state is the main political institution. Political consciousness and political ideology, Political culture, Civil society. World political theory and international political relations. The concept of modernisation as a theoretical model of political development. Political technologies. Political science and political analysis. Making political decisions. Political science of international relations. Global problems of international politics. Foreign policy activity of the state.</p>	
<b>Specialty Subjects</b>		<b>120</b>

5	<p><b>Introduction to tourism</b></p> <p>The learner should understand the meaning of basic concepts and terms in the field of tourism by studying the subject; define types of tourism and their characteristics; explain the functions of tourism and leisure industry as well as tourism-related fields in the tourism value chain; identify and use reliable sources of information available in the field of tourism.</p>	5
6	<p><b>Geography of tourism</b></p> <p>The student should understand the basic concepts of travel and tourism geography by studying the subject; 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; examine the current trends of tourists in tourism markets of strategic importance for Azerbaijan, show examples of tourism products that are available and can be offered in Azerbaijan in relation to the main demand markets; be able to identify the main global destinations (destinations) where tourists travel in the field of tourism, identify and interpret the factors affecting tourism flows to these destinations, and also show examples of the main tourism products offered in the world's tourist destinations.</p>	5
7	<p><b>Business maths</b></p> <p>By studying the subject, the student should be able to perform basic mathematical operations to solve business problems; analyse various bank statements and services; solve various interest problems and calculate fees; analyse investments, business and consumer loans; use simple and compound interest to make business calculations such as present value and future value of money and be able to distinguish which mathematical method to use for different problems.</p>	6
8	<p><b>Labour statistics</b></p> <p>The student should know the classification of data, how to calculate and apply measures of central tendency (numerical mean, mode and median) and deviation (variation, dispersion, root mean square deviation, etc.) and be able to apply discrete and continuous probability distributions; know how to construct and calculate one-way and two-way hypothesis tests under different conditions, apply decision-making rules and interpret the results; understand the main purpose of terms such as t-statistic, p-value and confidence interval and use them during hypothesis testing; know all the stages of constructing different statistical models, be able to perform bivariate and multivariate regression analyses, explain their results, apply tests such as T-test, F-test, ANOVA, MANOVA; be able to analyse the collected data using appropriate software.</p>	5
9	<p><b>Fundamentals of management</b></p> <p>By studying the subject, the student should be able to identify the main stages of the history of the development of management, its main theories and concepts; explain the basic concepts and management functions in the field of business administration;</p>	5

	analyse the business environment and understand how to take into account the needs of the various stakeholders of the organisation; be able to show examples of the company's mission and vision of the future; explain the skills a manager should have at different levels of management, the tasks he/she performs and the role he/she plays.	
10	<p><b>Fundamentals of marketing</b></p> <p>By studying the subject, the student should be able to: define the function of marketing as an integral part of the organisation; explain the role and effects of marketing in business; 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 manufacturing products/services; identify product and service quality criteria; 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 determining price policy, describe consumer behaviour and the main factors influencing consumer decisions; discuss the main approaches to handling customer complaints; explain the main aspects of branding.</p>	5
11	<p><b>Micro Economics</b></p> <p>By studying the subject the student should understand the basic concepts and methods of economics; analyse the behaviour of market participants (consumers and firms) using these economic concepts and basic economic models; be able to interpret the theory of production and the principles of market operation; be able to apply economic approaches to a variety of problems, explain the regulatory role and functions of the state in the context of a market economy; explain and analyse government policy from an economic perspective.</p>	5
12	<p><b>Macroeconomics</b></p> <p>The student should understand the meaning of macroeconomic concepts by studying the subject; calculate, collect and interpret data on GDP, inflation and unemployment; explain the main objectives (economic growth, employment, price stability and balanced trade) and instruments of macroeconomic policy; apply basic economic models to the world and national economy, current economic processes and policies.</p>	5
13	<p><b>Accounting</b></p> <p>The learner should apply accounting principles by studying the subject and explain how the different parts of the accounting system are related; explain the effect of accounting rules; prepare the main base of company accounts; 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</p>	5

	companies, prepare a basic base of company accounts for manufacturers and service providers; apply final reports of tourism organisations using the Uniform Accounting System for the hospitality industry (USALI); analyse financial results using basic ratios and other accounting methods; apply the concept of cost to different decision-making situations.	
14	<p><b>Management accounting and corporate decision making</b></p> <p>The student has to apply standard management accounting procedures at full cost or marginal cost by studying the subject; apply and analyse CVP, commercial efficiency method; use different forecasting methods; prepare, analyse and interpret tourism operations, cash and capital budgets; use different costing methods to determine prices.</p>	5
15	<p><b>Transport in tourism</b></p> <p>By studying the subject, 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 experience in the field of transport management; explain and apply the basic principles of travel planning and tourism product development.</p>	5
16	<p><b>Development of tourism product</b></p> <p>By studying the subject, the student should understand the basic concepts of tourism product development theory, be able to describe the nature and structure of tourism products; be able to distinguish the different characteristics of the tourism product, apply the methods and strategies used for the creation and development of the tourism product; understand general quality management issues in tourism product development; understand the life cycle of the tourism product and know how to identify problems that arise at different stages and propose solutions; examine international experience in creating a tourism product and provide innovative proposals of local significance.</p>	5
17	<p><b>Tourism policy and planning</b></p> <p>By studying the subject, the student should be familiar with the basic concepts in the field of tourism policy development and tourism activity planning; be familiar with the role and functions of the state in the field of management of the tourism sphere; interpret various mechanisms and models of management in the direction of formation and accounting of tourism statistics, protection of consumer rights, promotion of the development of the tourism sector, improving the quality of tourism services and regulation of tourism activities; evaluate state programmes and projects related to the development of various types of tourism; be able to prepare working documents of various contents related to the regulation and promotion of tourism.</p>	5
18	<p><b>Sustainable tourism</b></p> <p>By studying the subject, the student understands the essence of the concept of sustainable development and its main elements in the tourism and hospitality industry: economic profitability, community welfare, customer satisfaction, employment quality,</p>	4

	social equity, control at the local level, cultural richness, biodiversity, resource efficiency, environmental cleanliness and other similar principles in the framework of tourism policy and management; identify various side effects of tourism ("spillover effects"), explain the causes and consequences of these effects and suggest ways to eliminate them; give examples of tools and policies necessary for the sustainable development of specific tourism products and destinations in countries at different stages of development.	
19	<p><b>Human resources management</b></p> <p>By studying the subject, the student should understand models of work organisation in the field of International Relations; get acquainted with the current legislation in the field of human resource management and apply it in the organisation of activities related to International Relations; organise the recruitment, training, development and performance evaluation of employees on the basis of accepted international norms; be able to identify conflict situations within the organisation and suggest possible strategies for their resolution; discuss the main issues of human resource management on a global scale, consider technological innovations in this field.</p>	4
20	<p><b>Management of objectives</b></p> <p>By studying the subject, the student should understand the basic concepts of destination management as well as management models; describe the role of tourism organisations in destination management; explain the processes and problems specific to tourism destinations; be able to analyse the current situation in tourism destinations and identify strategic directions; identify the main tourism products in tourism destinations and build the skills necessary to develop and promote them; acquire the complex knowledge and skills required in the field of destination management; provide solutions to deal with various practical situations arising in tourism destinations.</p>	4
21	<p><b>Hospitality management</b></p> <p>By studying the subject, the student should describe the structure of the hotel business, the various forms and types of organisation, including the daily activities and tasks in hotels, explain the economic essence of hotel activity, identify the factors that are important for the success of hotel businesses, including specific trends and marketing activities specific to hotels, indicate operational problems and list the tools needed to ensure adequate internal controls; provide solutions to deal with various practical situations in hotels.</p>	5
22	<p><b>Right to tourism</b></p> <p>The student should understand the basic issues related to the legal status of the tourism industry by studying the subject; explain the basic national and international legal norms in the field of tourism law and make comparative legal analysis; explain the interaction of tourism law with other areas of law and analyse the activities of the tourism industry in other areas of law; examine the legal systems of international or other sample countries in the field of tourism; be able to analyse the various legal challenges that arise in the</p>	5

	development and sustainability of the tourism industry and apply the results of this analysis in the context of strategic planning.	
23	<p><b>Tourism intermediaries</b></p> <p>By studying the subject the student should be able to understand the structure of tour operators, travel agencies and joint ventures, the value chains in the travel industry - suppliers, agents, tourists, tourism products; provide specific requirements for tour operators - business requirements, qualifications and product knowledge; be able to prepare tour packages and apply financial planning: package evaluation, pricing policy, applying tariffs and marketing tools.</p>	4
24	<p><b>Introduction to social research</b></p> <p>The student should understand the basic concepts and ideas of the philosophy of science by examining the subject; classify scientific research methods; distinguish between qualitative and quantitative research methods and interpret the basic features of each, interpret and apply the logic, requirements and stages of the scientific research process; understand the ethical principles of conducting scientific research and comply with them in research activities.</p>	4
25	<p><b>Qualitative based research methods</b></p> <p>The learner should describe the main characteristics and ethical principles of qualitative research methods by examining the topic; explain the main qualitative research methods and approaches in data collection; collect data about a specific phenomenon and apply primary qualitative methods of analysis; report the data collected and the conclusions drawn based on a specific research sample.</p>	5
26	<p><b>Quantitative research methods</b></p> <p>The student should be able to identify the main features and ethical aspects of quantitative research methods by examining the topic; be familiar with the methods of preparing quantitative research; be able to select appropriate data collection methods in line with the research objectives; collect, analyse and report data using quantitative research methods; prepare graphic visualisation of research results; use appropriate software to perform statistical analyses.</p>	4
27	<p><b>Reservation systems</b></p> <p>By studying the subject, the learner should be able to understand and distinguish the functions of different electronic booking systems; identify the basic principles of direct selling; use appropriate software and apply basic revenue management tools.</p>	4
28	<p><b>Tourist behaviour and psychology</b></p> <p>By studying the subject, the student should be able to recognise the basic concepts of tourist behaviour and psychology; apply relevant psychology concepts to the field of tourism and explain the main characteristics of tourists' travel motivation, attitude and imagination; describe tourists' behaviour in relation to the different stages of the information acquisition, travel decision-making process and the factors influencing it, including tourists' perceptions of the destination; different types of tourists (adventurers, family travellers, senior explorers, singles, couples, students, business, experienced, middle-aged, retired tourists, health travellers, investors, newlyweds, USSR-born, civil servants, religious family tourists, ecotourists, history and culture loving</p>	5



	tourists, etc.), discuss the social roles and stereotypes of tourists in tourism; explain the main characteristics of the destination experience, including the importance of emotions; conduct an image analysis of the tourist destination.	
29	<p><b>Civil defence and first aid</b></p> <p>By studying this subject, the student will have knowledge about the management of emergencies in the Republic of Azerbaijan, the characteristics of emergencies, the main methods and means of protection from emergencies, the assessment of conditions in emergencies, how to help oneself and others, to prepare a civil defence plan in production processes, to provide first aid to tourists or bystanders.</p>	6
<b>Subjects determined by the higher education institution:</b>		<b>60</b>
30.	<b>Elective subject</b>	<b>4</b>
30.1	<p><b>Azerbaijan tourism</b></p> <p>By studying this subject, the student learns the role of natural recreation in Azerbaijan tourism, historical-cultural and socio-economic factors, the tourism market of Azerbaijan, directions of development, prospects of development of tourism in the tourism regions of Azerbaijan, characteristics. Development of medical tourism in Azerbaijan, perspectives on winter tourism, ecological tourism opportunities and the current historical-cultural situation of tourism. Analyse the current situation and prospects of tourism in Absheron, Sheki-Zagatala and Nagorno-Shirvan, Aran and Ganja-Kazakh, Guba-Khachmaz and Lankaran, Nakhchivan and Karabakh tourism regions.</p>	
30.2	<p><b>Cultural studies</b></p> <p>In modern times, the subject of cultural studies has become one of the topical issues. In the field of international relations, it is very important to study such issues as how culture has been formed over the centuries, the study of the factors influencing it, the influence of the political structure of states on the development of culture, etc. The essence and basic functions of culture. 20th century culture. Culture and its historical classification. Culture and politics.</p>	
31	<b>Elective subject</b>	<b>5</b>
31.1	<p><b>Technology of hotel operations</b></p> <p>The content of the subject includes the world hospitality sector and management forms, classification system, organisation and management structures in the hospitality sector, characteristics of hotels and other accommodation facilities, hotel management and advertising, catering businesses within the hotel and restaurant, service to rooms, marketing in hotel businesses, hotel management, hotel business standards and regulations, professional ethics of hotel staff and meeting, conference and exhibition organisation in hotels.</p>	
31.2	<p><b>Economy</b></p> <p>The basis of the subject is property relations, economic system, economic human models, labour relations in the economy, labour market, wages, employment, standard of living, commodity-money relations, consumer expenditure and profit, market economy and models, capital market, land market, rent relations, the role of non-production areas in the system of social reproduction, insurance in</p>	

	modern economic conditions and issues related to the world economy.	
<b>33</b>	<b>Elective subject</b>	<b>5</b>
33.1	<p><b>Organisation of tourist routes and excursions.</b></p> <p>Content of the subject The concept of tourist routes and classification of routes, factors affecting the organisation of tourist routes, the importance of routes, the organisation of tourist routes, resources and planning in tours, excursion activity and organisation, classification of excursions, subject excursion, structure, technology of preparation, methodical methods and technique of conducting excursions, psychological and pedagogical elements of the excursion, logical sequence, presentation in excursions, requirements for the guide and his speech, rights and duties of members of the tour group, safety in tourist excursions, local and international tourist routes, examples of routes for various tours.</p>	
33.2	<p><b>Legal basis of tourism activity</b></p> <p>This subject studies the relationship between tourism and legal science, the subject, objectives and tasks of the regulation of tourism activities, state policy and adopted state programmes in the field of tourism, state regulation of tourism activities in the Republic of Azerbaijan, state regulation of entrepreneurial activities in the field of tourism, tourism and recreation, regulation, charter, rights and duties of the tourist according to the Tourism Code of the Republic of Azerbaijan, institutional-legal guarantee of tourism, legislation in the field of tourism insurance of tourism services, legal regulation of transport services in tourism, the subject and basic principles of the institute of international tourism law, settlement of disputes arising from breach of contractual terms in the field of tourism rules, forms of international law coordination of activities between states in the field of tourism;</p>	
<b>34.</b>	<b>Elective subject</b>	<b>5</b>
34.1	<p><b>Travel agencies and tour operators</b></p> <p>The course covers tour operators and travel agents, their types and essence, tour operator, travel agent and travel agent activities, organizational and legal bases of touristic-entrepreneurial activity, technology of pre-realization processes in tourism, technology of development. and sales of tourist product, pricing of tourist product, organization of service provision to tourist firms, covers issues related to relationships, organization of tourist service, tourist officialdom, rules of cargo transportation.</p>	

34.2	<p><b>Service effectiveness</b></p> <p>The subject covers the features of the Azerbaijani service market and the role of services in the modern market economy, the formation and development of service activity, the socio-cultural sphere, the psychology of the service process, the classification of services, the theory of service organisation, state and regional regulation of service activity, features of innovations in service activity, individual service groups, business features, service features in catering and accommodation facilities, the main types of tourist programme services, the sphere of service activity recreation and entertainment, features of providing services in recreational activities, franchising and merchandising - modern forms of service activity.</p>	
<b>35.</b>	<b>Elective subject</b>	<b>5</b>
35.1	<p><b>Business English</b></p> <p>Besides being an international language, English is also the main business language. In this context, learning "Business English" at a high level is of particular importance. Through this subject, students have the opportunity to improve their business communication skills and self-confidence in speaking English, develop language skills for discussion and negotiation, and learn about the business culture of English-speaking countries. The main objective of the subject "Business English" is to train an English-speaking specialist who has a practical command of a foreign language.</p>	
35.2	<p><b>AR constitution and foundations of law</b></p> <p>Constitution of the Republic of Azerbaijan, constitutional status of the Azerbaijan state, citizenship of the Republic of Azerbaijan, human and civil rights, freedoms and duties, state power, separation of powers based on the Constitution, legislative power, executive power and its organs, judicial power, structure and system, basics of labour law, basics of civil law, basics of family law, basics of criminal law.</p>	
<b>36.</b>	<b>Elective subject</b>	<b>3</b>
36.1	<p><b>Professional ethics and etiquette</b></p> <p>It includes topics related to the characteristics of professional ethics, business etiquette, business protocol, business communication rules, business correspondence, speech etiquette, communication culture, rules of behaviour in public places, non-verbal communication tools, specificity of business conversations, meetings, negotiations, business etiquette reception and presentations, informal event etiquette, characteristics of business etiquette in tourism, professional ethics and etiquette in the field of tourism services, global ethics of tourism and characteristics of intercultural communication.</p>	
36.2	<p><b>Finance and investments</b></p> <p>By studying this subject the student learns the nature and functions of finance, fiscal policy and the financial system, business finance, government finance, fiscal control, the budget system, state budget revenues, state budget expenditures, the organisation of the</p>	

	budget process, state credit and finance, state debt, extra-budgetary funds, the modern economy, the role and nature of investment, the financial market and its regulation, state regulation of investment activities, investment finance, capital investment and its characteristics.	
<b>37.</b>	<b>Elective subject</b>	<b>7</b>
37.1	<p><b>Hotel management</b></p> <p>The basis of the subject is the hotel industry as a management object, the strategy and tactics of hotels and other accommodation facilities, hotel management functions, the organisational structure of the management of hospitality industry enterprises, the main hotel services, forms of business management, methods of business management in the hospitality industry, accommodation management styles of enterprises in the industry, service quality management, power in management and its application, hotel and restaurant personnel management, staffing in hospitality enterprises, basic and procedural theories of motivation, management decisions, hotel security management.</p>	
37.2	<p><b>Entrepreneurship and entrepreneurship activity</b></p> <p>By studying this subject, the student should learn the content of entrepreneurship, historical and economic conditions of its formation, organisation of entrepreneurial activity, types and characteristics of entrepreneurial activity, business environment, financing of entrepreneurial activity, state support of entrepreneurial activity. The history of the development of entrepreneurship in Azerbaijan, start-ups and their features and their application.</p>	
<b>38.</b>	<b>Elective subject</b>	<b>4</b>
38.1	<p><b>Azerbaijan Economy</b></p> <p>By studying this subject the student learns the main stages of the formation of the economy of Azerbaijan, the economic potential of the Republic of Azerbaijan, the national income in Azerbaijan, its distribution and the degree of poverty, the development of social policy and social policy. Protection system in the Republic of Azerbaijan, budget and tax policy in Azerbaijan, banking sector and monetary policy in Azerbaijan, sectoral analysis of Azerbaijan economy, Azerbaijan energy policy, development of oil and gas sector in the country and alternative energy production, analysis of regional Azerbaijan economy, foreign economic relations of the Republic of Azerbaijan, priority directions and prospects of development of Azerbaijan economy, implementation of innovation-investment policy based on scientific and technical progress in the country.</p>	
38.2	<p><b>Tourism economy</b></p> <p>By studying this subject, the student learns the content and economic essence of tourism, the economic foundations of tourism activity, the tourism market, the tourism industry, the functioning of the economic mechanism in tourism, the impact of tourism on the country's balance of payments; Economic analysis of a tourism company, wage system in the field of tourism, labour organisation and management, product cost and profit in the field of tourism, guidelines for improving the circulation of assets in tourism and</p>	

	price formation in tourism, methodology of analysis of tourism activity, directions for improving the circulation of assets in tourism and price formation in tourism, methodology of analysis of tourism activity, investment policy and aspects of investment in tourism, current situation and perspective of tourism development in Azerbaijan, methodology of analysis of tourism activity, current situation and perspective of tourism development in Azerbaijan, basic criteria and indicators of tourism management, the role of tourism in the development of regions, basic criteria and indicators of tourism management; the role of tourism in the development of regions, market-type tourism models;	
38.3	<p><b>Sports and adventure tourism</b></p> <p>The basis of this subject is the place of sports and adventure tourism in the tourism sector and bicycle tourism. Pedestrian tourism, speleotourism and its development directions, extreme sports tourism, safari and hunting tourism, diving and its development features, rafting and its development directions, golf tourism, car tourism, motorcycle tourism, equestrian tourism, mountain-ski tourism, unusual services in sports and adventure tourism, opportunities for the development of sports tourism in Azerbaijan, sports tourism as a factor in the development of sustainable tourism.</p>	
<b>39.</b>	<b>Elective subject</b>	<b>5</b>
39.1	<p><b>Ecological tourism</b></p> <p>By studying this topic, the student will learn the history of the development of ecological tourism, the concept of sustainable development of modern ecotourism, its ecological essence and directions of development, management of the impact of the tourism sector on natural tourism resources, its benefit. and definition of ecological tourism, types of ecological tourism, capacity and development dynamics of the ecotourism market, marketing in ecotourism, development factors, forecasting, demand and information relations, tour operators in ecological tourism, service management of ecotourists, accommodation organisation and nutrition, implementation of the service programme, safety and rules of conduct in ecological tourism, organisation of search and rescue operations in ecological and adventure tourism, human resources management in ecological tourism strategy, labour productivity and hospitality factor, personnel selection in tourism, robust and professional adaptation, technologies that reduce environmental pollution in ecological and adventure tourism, the role of ecotourism in world tourism regions, the importance of education in ecological tourism for people.</p>	
39.2	<p><b>Tourist guide</b></p> <p>By studying this subject the student will understand the concept of excursion, the characteristics of the excursion leader, the professionalism of the excursion leader, the speech of the excursion leader, the preparation of the excursion, the conduct of the excursion, the overview of the excursion city, thematic excursions, the organisation of the excursion service, the safety of tourists and day-trippers, the economic regions of Lankaran and Nagorno-Karabakh, Shirvan, Aran, Nakhchivan and Karabakh, the</p>	

	possibilities of organizing excursions, prospects and directions; Development of guiding work in the field of tourism in Azerbaijan, prospects of development of guiding work in priority directions of tourism in Azerbaijan.	
<b>40.</b>	<b>Elective subject</b>	<b>5</b>
40.1	<p><b>Innovation management</b></p> <p>By studying this subject, the student will learn the concept of innovation, concepts of innovation management, state regulation of innovation processes in the Republic of Azerbaijan, features of organisational forms of innovation activity, scientific foundations of innovation management, basics of innovation management, risk management, comprehensive guarantee of innovation activity, methods of innovation activity, problems of increasing innovation activity of the organization, innovation goals and innovation potential of the organization, choice of innovation strategy of the organization's behaviour, formation of innovation and innovation. risk management, comprehensive guarantee of innovation activity, methods of innovation activity of the organisation, problems of increasing innovation activity of the organisation, innovation objectives and innovation potential of the organisation, choice of innovation strategy of the organisation's behaviour, formation of innovation and innovation portfolio, ETTKI and design basics, basics of organisational-technological preparation for innovation production, economic basics of innovation activity, provision of information on innovation processes, information generation and synthesis, analysis of the national innovation system;</p>	
40.2	<p><b>Organisation of a travel agency</b></p> <p>Studying this course the student understands the concept of a travel agency, the main objectives and forms of a travel agency, the relationship between tour operators and travel agents, the involvement of a travel agency in the organization of tourism product advertising, travel agency organization; offices, requirements for the staff of a travel agency, information support for selling a tourist product, documentation for selling a tourist product, using information technology in the organization of a travel agency, forms of payment in a travel agency, organization of procedures for selling a tourist product, psychological support of a travel agent.</p>	
<b>41.</b>	<b>Elective subject</b>	<b>5</b>
41.1	<p><b>Cultural-historical tourism</b></p> <p>While studying the course, the student will learn the concept of historical-cultural tourism, directions of development, factors influencing cultural tourism, characteristics of participants of cultural tourism, protection of historical-cultural and natural resources in tourism, cultural cognitive tourism, archaeological tourism, ethnographical tourism, event tourism, gastronomic tourism, cultural cognitive tourism in Azerbaijan. They must recognize the historical and cultural resources of Baku-Apsheeron, Guba-Khachmaz, Shirvan, Sheki Zagatala, Ganja-Gazakh, Lankaran-Astara, Karabakh, Nakhchivan tourist area.</p>	
41.2	<p><b>Organisation of congresses and exhibitions in hotels</b></p> <p>Currently, hotels consider the business tourism industry as a</p>	

	<p>high and, most importantly, stable, almost non-seasonal source of income. Therefore, they spare no expense to improve service, build new buildings for events and modernise existing ones. When attracting clients to such events, each hotel uses its own capabilities - the number of rooms, the number and capacity of meeting rooms, the availability of the necessary auxiliary equipment, the capacity of the restaurant complex. Here it is necessary to fully appreciate your ability to fulfil the wishes of the organisers of various events in order to optimally load the available premises while ensuring comfortable working conditions for all participants. Such services include: conference halls, all necessary equipment, meals, transfers. Today, there are ample opportunities in all major hotels to host speeches, meetings, forums, conferences, seminars team building, etc.</p>	
<b>42.</b>	<b>Elective subject</b>	<b>7</b>
42.1	<p><b>Organisation of Health Tourism</b></p> <p>The essence and features of health tourism, the history of development of health tourism, ways of regulation of health tourism, the organization of health tourism, the main factors that influence the development of health tourism, the resource provision of health tourism. The international experience of health tourism, marketing activities in health tourism, health tourism services in Azerbaijan, assessment of the potential of health tourism in Azerbaijan, the state policy on development of health tourism in Azerbaijan, improvement of organization of health tourism. health tourism in Azerbaijan, the possibility of international tourism of health tourism in Azerbaijan, the requirements of health tourism;</p>	
42.2	<p><b>Restaurant management in hotels</b></p> <p>In studying this topic, the student should study the evolution of the hospitality industry as an object of hotel and restaurant management, the features and characteristics of hotel services, and the classification of hotels. The organisational management structure of industrial enterprises, the management structure of the hospitality industry, types of organisational structures, basic hotel services, forms of management, methods and management style are analysed. Management of service processes in catering establishments, classification of catering establishments, service culture in catering establishments, room service in hotels, catering conditions and methods of service, types of service, banquet service, features and types of menus are reported. Service quality management, service quality as an object of management, standardisation and certification in service quality management, general quality management, hotel and restaurant employee management, hotel personnel department, requirements for managers, formation of work teams, staff recruitment and other issues are analysed.</p>	
<b>43.</b>	<b>Elective subject</b>	<b>7</b>
43.1	<p><b>Tourism and the regional economy</b></p> <p>This topic covers theoretical and methodological bases of tourism, functions, types and main criteria of tourism, economic significance of tourism, global code of ethics of tourism, tourism industry and directions of its development, formation of tourism</p>	

	clusters and hotel business industry (international experience), characteristics of tourism in Azerbaijan, theoretical and methodological aspects of regional economy, basis of management of investment activities in regional economy, special economic zones (SEZ) as part of social policy.	
43.2	<p><b>Organisation of the hotel economy</b></p> <p>By studying this subject, the student will be able to understand the historical development stages of hotel management activity, the world hospitality industry, the management forms of the world hospitality industry, the hotel classification system and its types, the organisation and management structure of hotels, the economic department, the security departments of the hotel, the food and beverage department, the personnel department, the role of the computer system in the management of hotels, reception, accommodation and service organisation in hotels, characteristics of hotels and other buildings, hotel management and advertising, hotel catering businesses and restaurant service to rooms, marketing and management in hotel service, hotel employee ethics, diplomatic receptions and public events (banquets) held in hotel restaurants, service provision, meetings in hotels, conference and exhibition organisations.</p>	
<b>44.</b>	<b>Elective subject</b>	<b>5</b>
44.1	<p><b>Tourism industry and tourism market</b></p> <p>The main topics of the subject are the study of the tourism market, the activities of the tourism industry and tourism enterprises, the activity of the economic mechanism in tourism, the basics of tourism management, the improvement of the organisational structure of tourism development and management; Tourism potential and assessment methodology, types of tourism services market, main signs and factors of segmentation, marketing planning and management in tourism, investment policy and investment directions in tourism, salary system in the field of tourism, labour organization and management, product cost and profit in the field of tourism, tourism circulation funds and price formation in tourism, analysis of tourism activity, tourism in Azerbaijan, the current state and perspective of the market and the development of the tourism industry.</p>	
44.2	<p><b>Organisation of medical services in tourism</b></p> <p>Medical consultations, surgeries and rehabilitation procedures of the patient (client) are the main subjects of medical tourism. Depending on its purpose, it is divided into two main types: wellness - a visit to a sanatorium for restoration of health, emotional state or comprehensive rehabilitation; clinical tour is aimed at examination and treatment in a specialised clinic. Clinics remain the main centres of medical tourism, where patients narrowly seek help for oncology, cardiology, endocrine diseases, infertility, rehabilitation after a stroke or injury. The reasons for the active development of medical tourism in recent years: Quota treatment. Consultation of a specific specialist. Social factors. Low medicine.</p>	
<b>45.</b>	<b>Elective subject</b>	<b>5</b>
45.1	<b>Features of winter tourism organisation</b>	



	<p>Basic characteristics of winter tourism, ski tourism, popular ski resorts, alpine skiing styles, ice climbing and rock climbing, polar tourism (North and South Pole), polar tourism, training of tourist skills in mountain tourism, preparation for departure on the mountain, tourism, mountain organisation of movement on the route in tourism, Conditions and prospects of development of winter tourism in Azerbaijan, Shahdag winter-summer tourism complex, Tufan winter-summer tourism complex, the role of Shahdag and Tufandag winter-summer tourism complexes in socio-economic structure - economic development of the region, dangers of winter tourism in mountainous regions;</p>	
45.2	<p><b>Reception and service in hotels</b></p> <p>The aim of this training is to review the organisation of the reception and accommodation service, taking into account the requirements of the relevant standards and the quality of service. "Welcoming, accommodation and departure of the guest" summarising the experience of leading organisations in the field of guest service organisation. The original methodical materials that the author has tried and used in teaching this subject are also reflected in the textbook. High qualification requirements for hotel industry specialists are related to the tendency of constant expansion of business relations and tourist exchange with foreign countries, where the hotel industry is a highly developed industry. A high level of service is provided by modern interior and technological equipment, as well as by the efforts of hotel staff trained and educated in modern hospitality technologies.</p>	
<b>Experience</b>		<b>30</b>
1.	<p><b>Experience</b></p> <p>As a rule, it consists of vocational training and pre-diploma experience. The main tasks are: to strengthen and deepen the theoretical knowledge acquired by the student in higher education and ensure its use in further work activities, to acquaint students with new technologies, working methods, scientific research and other subjects depending on the situation, to develop the profile and characteristics of specialties, to develop business acumen, organisation and instill communication skills, to improve students' knowledge in the field of SMART technologies, to strengthen students' inclinations and interest in professional directions and creatively implement personality-oriented educational activities. In order to achieve the objectives of the production experience, the following issues are solved by the students: verification and analysis of the reliable source of the data important for the analysis.</p>	<b>21</b>
2.	<p><b>Thesis</b></p> <p>The thesis demonstrates the student's ability to conduct economic research independently. The dissertation must necessarily reflect the elements of the student's independent and creative work. The preparation and implementation of the issue consists of several main stages: 1) selection and approval of the topic; 2) drawing up a work plan; 3) selection of the study methodology on the literature and sources; 4) drawing up a calendar plan for the performance of work; 5) collection of materials and literature, summarisation and analysis of the collected materials; 6) written expression of research</p>	<b>9</b>

	results; 6 7) formulation of conclusions and recommendations; 8) verification of the text of the work by the scientific advisor and preparation of the opinion draft; 9) proofreading and editing of manuscripts; 10) formalisation of the graduation work, typing on typewriter or computer, compilation of bibliography and appendices, formalisation of the cover; 11) drawing up an opinion on the graduation work; 12) preparation for the defence - preparation of the text of the report and the necessary materials to be presented during the defence (selection of schemes, diagrams, tables, pictures).	
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