

Learning Outcomes of the Educational Program (LOEP)

“050809” – Tourism Guiding

By the end of the educational program, the graduate is expected to achieve the following learning outcomes:

LOEP 1	(National Statehood) – Demonstrates systematic and comprehensive knowledge of the historical, legal, political, cultural, and ideological foundations of Azerbaijani statehood, as well as its role and position in the modern world; exhibits the ability to forecast the prospective development of the country and to protect the interests of the Azerbaijani state in the international arena.
LOEP 2	(Communication Skills) – Engages in fluent professional and academic communication in Azerbaijani and at least one foreign language; develops advanced competencies in reading, listening, speaking, and writing in both languages.
LOEP 3	(Guiding Activities) – Acquires theoretical knowledge and practical skills in the organization of guiding activities; evaluates Azerbaijan’s natural and cultural heritage from the perspective of guiding; collects, analyzes, and interprets information necessary for guiding; conducts professional activities in accordance with relevant international standards (including sustainable development principles) and legal norms; prepares diverse events for tourists; possesses the required physical fitness for guiding activities and the ability to use relevant equipment.
LOEP 4	(Tourism Product Development) – Analyzes new trends in the tourism market and understands the characteristics of different tourist groups; organizes tour packages and programs for specific tourist groups using tourism resources; identifies the services to be provided to tourists, develops and implements marketing strategies for these services; organizes visits and excursions to relevant countries, regions, cities, historical sites, monuments, and tourist attractions, including transportation and accommodation; plans routes including duration, schedule, stops, meals, and potential contacts.
LOEP 5	(Tangible Cultural Heritage) – Assesses Azerbaijan’s tangible cultural heritage from the perspective of tourism; explains to tourists the historically formed urban planning and architectural traditions and their examples; presents archaeological sites and findings of tourism significance in a comprehensible way; monitors the activities of museums in Azerbaijan, organizes museum tours, and informs tourists about key exhibits.
LOEP 6	(Intangible Cultural Heritage – Arts and Literature) – Assesses the intangible cultural heritage of various ethnic, religious, and social groups in Azerbaijan for

	tourism purposes; interprets important literary works that have influenced the formation of Azerbaijani national cultural identity; identifies the main stylistic features of international and local visual arts; explains types, composition, and elements of applied decorative arts; interprets the history and genres of national performing arts (music, dance, theater, etc.); presents the works of prominent figures in literature and art who contributed to the formation of national cultural consciousness.
LOEP 7	(Natural Heritage) – Demonstrates knowledge of Azerbaijan’s physical geography; collects and analyzes information about biodiversity, protected natural areas (national parks, reserves, etc.), natural monuments, and locations with tourism potential; organizes tourist trips in accordance with legislation on the protection of natural heritage.
LOEP 8	(Entrepreneurial Activities) – Acquires managerial skills related to the organization of entrepreneurial activities, including accounting and financial reporting for professional activity; develops project management skills; organizes entrepreneurial activities in tourism in accordance with ethical principles and legal requirements.
LOEP 9	(Personal and Professional Development) – Demonstrates initiative, responsibility, leadership, and teamwork skills in professional activities; takes responsibility and resolves problems in complex tourism situations; evaluates situations and self-assesses for the purpose of developing knowledge and skills; demonstrates self-criticism; acquires negotiation and sales skills; maintains constructive working relationships with people from different cultures in an international environment.
LOEP 10	(IT Skills) – Uses relevant information technologies, including software, to solve issues related to professional activities.