

**THE MINISTRY OF EDUCATION OF THE REPUBLIC OF  
AZERBAIJAN**

**Approved by Order No.  
1463 of the Ministry of Education  
of the Republic of Azerbaijan  
dated August 31, 2012**

**STATE STANDARD OF HIGHER EDUCATION  
EDUCATIONAL PROGRAM FOR THE MASTER'S  
DEGREE LEVEL  
IN THE FIELD OF SPECIALIZATION**

**Specialty (Program) Code and Title: 060803 – Tourism and Hospitality**

**BAKU – 2012**

## 1. General Provisions

1.1. The Educational Program for the master's level in the specialty **060803 – Tourism and Hotel Management** has been developed in accordance with the Law of the Republic of Azerbaijan "On Education", the "State Standard and Program of Higher Education" approved by the relevant decisions of the Cabinet of Ministers of the Republic of Azerbaijan, the "Rules for the Content, Organization of Master's Education and Awarding of the 'Master' Degree", the "Classification of Specialties (Specializations) for Master's Level of Higher Education" and other legislative acts.

1.2. Regardless of their subordination, ownership type, or organizational-legal form, all higher education institutions operating in the Republic of Azerbaijan shall implement master's education in the **060803 – Tourism and Hotel Management** specialty in accordance with this Educational Program.

1.3. The symbols used in the structure:

- **GC**– general cultural (universal) competencies
- **PC**– professional competencies

## 2. Characteristics of the Specialty 060803 – Tourism and Hotel Management

2.1. Normative Duration of the Education Program and the Scientific-Specialty Degree Awarded to Graduates:

Code and name of the specialty	Awarded scientific-specialty degree	Duration of full-time education	Number of credits
<b>060803 – Tourism and Hospitality</b> <b>Specializations:</b> -Organization of services in socio-cultural fields -Organization of sanatorium and resort operations -Tourism management -Hospitality (Hotel management) -Tour guiding -Travel agency and tour operator -Transportation services in tourism -Tourism and socio-cultural service -International tourism and	Master	2 years (The duration of module education is 6 months longer.)	120

regional studies			
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### 3. Graduate's Specialty Characteristics and Competencies

#### 3.1. Characteristics of the Master's Specialty

The master should possess a general understanding and extensive knowledge of theoretical principles and research methods, be ready to conduct scientific-research work requiring professional training, and be prepared for pedagogical activities. Within the framework of professional activity, the master must be able to solve unexpected and complex problems.

#### 3.2. Requirements for Graduate Competencies Upon Completion of the Program

##### 3.2.1. The graduate should acquire the following general cultural competencies (GC):

- To improve and develop their intellectual and general cultural level, demonstrate creative potential, and enhance personal qualities (GC-1);
- To seek and independently learn new research methods, adapt to possible changes in the scientific and scientific-practical profile of professional activity, and the changing socio-cultural environment (GC-2);
- To be ready for active communication in scientific, professional, and socio-public spheres (GC-3);
- To demonstrate active social mobility (GC-4);
- To use skills and abilities in organizing scientific-research and scientific-production work, managing teams, creating a favorable moral-psychological climate to achieve goals, evaluate the quality of personal and collective activities, and work effectively within a team (GC-5);
- To bear responsibility for decisions made within professional competence, make non-standard decisions, and solve problematic situations in tourism activities (GC-6);
- To set a positive example for others in terms of personal behavior and lifestyle (GC-7);
- To take initiative and assume full responsibility in complex and non-standard situations (GC-8);
- To be able to use modern theoretical and practical knowledge in the field of tourism (GC-9);
- To independently acquire new information and knowledge, including in the field of innovation, using modern information technologies, apply them in practical activities, and expand and deepen intellectual potential (GC-10);
- To use profound knowledge of legal and ethical norms in the development and implementation of large social projects in the tourism industry and evaluate the results of professional activity (GC-11);

- To independently demonstrate work skills in a scientific-research team (laboratory, studio, etc.), create and support new ideas, and develop personal creative potential and the creativity of collaborators (GC-12);
- To conduct experimental and field research, objectively evaluate and be ready to apply research results, and work independently (GC-13);
- To analyze, summarize, and critically review obtained scientific, statistical, and other data (GC-14);
- To efficiently use modern information technologies and office equipment within the possibilities and potential of the modern tourism industry, according to the profile and goals of the master's program (GC-15);
- To prepare, present, report, and analyze the results of completed work (GC-16);
- To communicate and discuss with specialists from other fields and operate in the international arena (GC-17).

**3.2.2.** The graduate should acquire the following professional competencies (PC)

***In the field of scientific research, the graduate should be able to:***

- Be ready to use modern scientific achievements and advanced technologies in scientific research work within the field of tourism (PC-1);
- Set tasks, select research methods, and present and explain the results of scientific research in tourism (PC-2);
- Present the results of scientific research in tourism in the form of reports, applied scientific studies, presentations, abstracts, articles, and public discussions (PC-3);
- Develop and apply innovative technologies in the tourism industry, and use programs such as Amadeus, Galileo, Opera, Fidelio, etc., for studying hotel operation mechanisms (PC-4);
- Based on deep knowledge of tourism and hospitality disciplines, organize tourism and socio-cultural service, conduct marketing analysis of the tourism market, and use methods for developing and selling tourism products (PC-5);
- Independently analyze the potential of tourism-recreation resources, evaluate natural resources in organizing sanatorium-resort activities, improve the functioning of tourism companies, and utilize international experience in hospitality (PC-6).

***In the production-technological field, the graduate should have the ability to:***

- Assess and monitor the efficiency of processes in the tourism industry (PC-7);
- Evaluate innovation-technological risks in the tourism industry (PC-8);
- Apply modern standards systems in the tourism industry (PC-9).

In the organizational-administrative field, the graduate should be able to:

- Master the rules and methods of personnel management, assess the quality and efficiency of staff work in tourism industry enterprises, and lead scientific-research activities of teams (PC-10);
- Formulate the concept of a tourism enterprise, develop effective strategies, and actively shape policies for risk assessment in tourism industry enterprises (PC-11);
- Conduct evaluation and techno-economic justification of innovative projects in the tourism industry at various levels (regional, local) (PC-12);
- Use modeling, information technologies, and information technology methods in training for analyzing natural-economic and social processes (PC-13);
- Express non-technological knowledge (including humanities) clearly and concisely (PC-14);
- Solve unexpected and complex issues within the scope of professional activity (PC-15);
- Propose and plan appropriate activities and methods, and analyze their short- and long-term outcomes (PC-16);
- Creatively identify and formulate problems related to professional and educational activities, and solve them within limited time and information (PC-17);
- Select and apply appropriate technologies and methods to solve problems related to professional and educational activities, as well as identify and/or assess potential results (PC-18);
- Critically evaluate personal behavior in solving problems related to professional and educational activities (PC-19);
- Present and justify problems related to professional and educational activities orally and in writing in Azerbaijani and a foreign language, and participate in relevant discussions with specialists and non-specialists (PC-20);
- Act independently in complex and unexpected situations requiring innovative approaches (PC-21);
- Take responsibility for strategic activities of organizations or groups (PC-22);
- Behave ethically in complex situations, understand ethical aspects, possibilities, limitations, and social roles of personal behavior, and conduct well-founded assessments on issues related to professional and educational activities (PC-23).

***In the field of project planning, the graduate should be able to:***

- Develop new tourism projects in accordance with the requirements of the tourism industry, determine priority directions in project planning, and prepare the necessary normative and technical documentation (PC-24);
- Design strategies and relevant projects for the development of tourism at regional, municipal, and other levels (PC-25);
- Be ready to apply analysis and decision-making methods in the operations of tourism industry enterprises (PC-26).

***In the field of service, the graduate should be able to:***

- Develop and apply normative documents related to the standardization, certification, and quality of tourism products and services in the tourism industry (PC-27);
- Organize and manage operational tasks in the field of tourism and hospitality, including service sectors (PC-28);
- Identify and implement alternative types of services (PC-29).

***In the field of pedagogy, the graduate should be able to:***

- Teach relevant subjects at the vocational-technical and bachelor's levels of higher education in accordance with the specializations, such as Organization of Services in Socio-Cultural Fields, Sanatorium and Resort Management, Tourism Management, Hospitality, Tourist Guiding, Travel Agency and Tour Operation, Transport Services in Tourism, Tourism and Socio-Cultural Service, International Tourism and Regional Studies, and independently structure the overall course content (PC-30);
- Obtain information from electronic libraries and journals ranked A, B, C, and D (PC-31);
- Transfer their knowledge to others through teaching, training, or other methods (PC-32).

**4. Minimum requirements for the level of professional training and the content of education**

**4.1. Characteristics of professional activity**

**4.1.1. Main areas of professional activity for master's degree holders in the specialty 060803 – Tourism and Hospitality:**

- Scientific research;
- Pedagogical;
- Production-technological;
- Organizational-administrative;
- Service;
- Project planning;
- and others.

**4.1.2. Requirements for the level of training:**

***In the field of scientific research, the graduate should be able to:***

- Conduct comprehensive scientific research in the field of tourism;
- Systematically analyze the tourism services market and forecast its development to ensure the effective operation of the tourism industry and meet consumer demands;

- Develop innovative technologies and apply them in the service delivery process within the tourism industry, providing a scientific basis for tourism activities;
- Evaluate the efficiency of innovations in tourism activities;
- Use advanced scientific achievements and international experience to solve scientific, organizational, and practical issues in the study of events, real processes, and resources;
- Analyze and summarize the outcomes of scientific research conducted in tourism using the best practices of Azerbaijan and foreign countries;
- Organize and hold conferences, seminars, symposiums, and exhibitions;
- Prepare and edit scientific publications;
- Present the results of scientific research.

***In the pedagogical field, the graduate should be able to:***

- Deliver lectures;
- Conduct seminars;
- Prepare texts on topics related to the subject taught, in accordance with modern standards;
- Develop methodological guides, textbooks, and teaching materials related to their specialty and the subjects they teach;
- Express their opinions on the topic during seminars and discussions, summarize the topic, and convey their thoughts appropriately to the context;
- Create an overall framework for teaching the subject;
- Organize training courses for groups at various levels and so on.

***In the production-technological field, the graduate should be able to:***

- Develop tourism products that meet consumer demands and improve their sales processes, as well as evaluate the economic efficiency of tourism products;
- Identify and assess innovation-technological risks in the sales process of tourism products;
- Use software applications in the field of tourism;
- Apply modern methods for collecting and processing information;
- Prepare packages of tourism services and carry out their presentation.

**Organizational-Administrative Field:**

- To organize and manage the formation of tourism products in accordance with consumer demands, as well as the sales processes and team operations within tourism industry enterprises;
- To prepare tourism products based on consumer demands and make tactical and strategic decisions regarding their sales;
- To monitor and evaluate tourism activities at various levels (regional and municipal authorities);
- To organize and manage tourism-recreation zones and complexes;
- To organize the work of scientific research groups;
- To apply scientific innovations for forecasting activity outcomes.

**Service Field:**

- To develop and implement quality standards for comprehensive tourism services in accordance with consumer requirements, and to establish safety systems;
- To carry out activities related to the standardization and certification of tourism products.

**Project Design:**

- To formulate the objectives for preparing tourism projects and determine priorities in the planning of tourism activities;
- To operationally and strategically plan and design the provision of tourism services at national, regional, and local levels;
- To strategically and operationally plan and design the activities of tourism industry enterprises;
- To design tourism-recreation zones and complexes.

**4.2. Minimum Requirements for the Content of Education**

□ Specialization Course Sections, Course Credits, Learning Outcomes (in terms of knowledge, skills, and habits), and the Codes of Competencies to be Acquired.

Subject code.	Course sections and their learning outcomes (in terms of knowledge, skills, and competencies)	Number of credits by course sections	Course code and title	“Number of credits for the course”	Codes of the competencies to be acquired
<b>Education Section</b>					
<b>MHC– B00</b>	<p><b>Humanities Department</b></p> <p>As a result of studying the subjects included in this department, a master's graduate should be able to:</p> <ul style="list-style-type: none"> <li>- Understand the peculiarities of neutral speech information and rhythm in a foreign language, the main features of pronunciation style characteristic of the tourism field, a lexical minimum consisting of 4000 general and terminological teaching lexical units, the main features of scientific style, the culture and customs of the countries of the studied language, and the rules of speech etiquette;</li> <li>- Understand the structure of the Azerbaijani higher education system, the duties of universities, students, and teachers, the educational process and</li> </ul>	14	<p><b>MHC – B01</b> <i>Foreign Language</i></p> <p><b>MHC – B02</b> <i>Higher Education Pedagogy</i></p> <p><b>MHC – B03</b> <i>Psychology</i></p> <p><b>MHF – B04</b> <i>Elective Course*</i></p>	<p><b>6</b></p> <p><b>4</b></p> <p><b>2</b></p> <p><b>2</b></p>	<p><b>GC-1</b></p> <p><b>GC-2</b></p> <p><b>GC-3</b></p> <p><b>GC-4</b></p> <p><b>GC-5</b></p> <p><b>GC-6</b></p> <p><b>GC-7</b></p> <p><b>GC-8</b></p> <p><b>GC-9</b></p> <p><b>GC-10</b></p> <p><b>GC-11</b></p> <p><b>GC-12</b></p> <p><b>GC-13</b></p> <p><b>GC-14</b></p> <p><b>GC-15</b></p> <p><b>GC-16</b></p> <p><b>GC-17</b></p>

	<p>content in higher education institutions, didactics and its modern problems, lectures and modern requirements for them, education and self-education, leadership and management issues, and the methodology of scientific research (for both teachers and students);</p> <ul style="list-style-type: none"> <li>- Understand the object, subject, and methods of psychology, the main directions of psychology, the structure of the psyche, the interaction between consciousness and subconsciousness, student psychology, and related topics.</li> </ul> <p><b>-The master's graduate should acquire the ability to:</b></p> <ul style="list-style-type: none"> <li>- Read texts related to the tourism and hotel management specialty, translate texts taken from the internet related to the specialty, and write annotations, abstracts, theses, resumes, and similar documents;</li> <li>- Prepare lecture texts, deliver lectures, plan and conduct seminar sessions, carry out scientific research in the field of tourism and hotel management, formulate related hypotheses, conduct experiments, and apply the results;</li> <li>- Approach each student individually from a psychological perspective, involve students in experiments, have the ability to work with groups and collectives, and justify the pedagogical-psychological aspects of the teaching process in this field, etc.</li> </ul> <p><b>To acquire:</b></p> <ul style="list-style-type: none"> <li>- Reading and writing skills with the help of a foreign language dictionary;</li> <li>- Conducting teaching and research activities in a higher education institution;</li> <li>- Psychological approach qualities towards students; and so on.</li> </ul>				
<b>MSC-B00</b>	<p><b>Specialized (Major) Subjects Section</b> As a result of studying the subjects included in this section, the master's graduate should be able to:</p> <ul style="list-style-type: none"> <li>- Understand the concept of the state's tourism policy;</li> <li>- Know the methods of evaluating</li> </ul>	76	<b>MSC – B01</b> <i>Modern Problems of Tourism and the Tourism Industry</i>	<b>4</b>	<b>PC-1</b> <b>PC-2</b> <b>PC-3</b> <b>PC-4</b> <b>PC-5</b> <b>PC-6</b> <b>PC-7</b>

	<p>tourism and recreation resources;</p> <ul style="list-style-type: none"> <li>- Should be able to: <ul style="list-style-type: none"> <li>- Assess the prospects of tourism-recreation zones and centers;</li> <li>- Understand the importance of tourism projects;</li> <li>- Comprehend the marketing concepts in tourism;</li> <li>- Apply methods for studying the tourism market;</li> <li>- Know the types and rules of service provision;</li> <li>- Understand the operational mechanisms of tourism companies;</li> <li>- Grasp management concepts in transnational hotels;</li> <li>- Understand the theoretical foundations of hotel management.</li> </ul> </li> <li>- Should master: <ul style="list-style-type: none"> <li>- The preparation of tourism products that meet tourist demand;</li> <li>- Efficient use of tourism-recreation and resort-sanatorium resources;</li> <li>- Identifying opportunities for the development of alternative tourism sectors;</li> <li>- Conducting marketing research and analysis to study the tourism market;</li> <li>- Effective organization of tourism company operations;</li> <li>- Preparation of business plans;</li> <li>- Hotel management;</li> <li>- Methods of project planning and management;</li> <li>- Application of information technologies in the tourism sector;</li> <li>- Ways to expand international tourism relations, etc.</li> <li>- Skills in evaluating tourism resources and potential;</li> <li>- Skills in management and entrepreneurship;</li> <li>- Skills in leadership and decision-making;</li> <li>- Skills in human resource management and organizational behavior;</li> <li>- Skills in using standard booking systems (such as Amadeus, Galileo, Opera, Fidelio, etc.).</li> </ul> </li> </ul>		<p><b>MSC– B02</b> <i>History and Methodology of Tourism and the Tourism Industry</i></p> <p><b>MSC – B03</b> <i>Course Determined by the University</i></p> <p><b>MSC – B04</b> <i>Specialization Courses**</i></p> <p><b>MSC– B05</b> <i>Elective Course*</i></p>	<p><b>2</b></p> <p><b>4</b></p> <p><b>42</b></p> <p><b>24</b></p>	<p><b>PC-8</b> <b>PC-9</b> <b>PC-10</b> <b>PC-11</b> <b>PC-12</b> <b>PC-13</b> <b>PC-14</b> <b>PC-15</b> <b>PC-16</b> <b>PC-17</b> <b>PC-18</b> <b>PC-19</b> <b>PC-20</b> <b>PC-21</b> <b>PC-22</b> <b>PC-23</b> <b>PC-24</b> <b>PC-25</b> <b>PC-26</b> <b>PC-27</b> <b>PC-28</b> <b>PC-29</b> <b>PC-30</b> <b>PC-31</b> <b>PC-32</b></p>
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<b>MR-B00</b>	<b>Scientific Research Work</b> As a result of conducting a master's scientific research work, the student must know and be able to: - Planning scientific research work; - Selecting a research topic; - Compiling a bibliography; - Conducting scientific research; - Analyzing the results of the scientific research and comparing them with the findings of other authors; - Determining the practical significance of the obtained results and their application possibilities; - Identifying opportunities for continuing the scientific research in the future; - Defending the completed research work; - Preparing the results of the scientific research for publication; - Participating in scientific research and scientific-pedagogical practices, summarizing their results, and using them in the master's thesis, etc.		<i>Scientific research practice</i>	<b>6</b>	<b>GC-3</b>
				<b>6</b>	<b>GC-5</b>
			<i>Scientific-pedagogical practice</i>	<b>18</b>	<b>GC-6</b>
			<i>Preparation and defense of the master's thesis (master's dissertation)</i>		<b>GC-10</b>
					<b>GC-11</b>
					<b>GC-12</b>
					<b>GC-13</b>
					<b>GC-14</b>
					<b>GC-16</b>
					<b>PC-1</b>
					<b>PC-2</b>
					<b>PC-3</b>
					<b>PC-5</b>
					<b>PC-6</b>
					<b>PC-8</b>
					<b>PC-9</b>
					<b>PC-10</b>
					<b>PC-11</b>
					<b>PC-12</b>
					<b>PC-24</b>
					<b>PC-25</b>
	<b>Total number of credits</b>	<b>120</b>		<b>120</b>	

\*In all sections, elective courses are determined by higher education institutions in accordance with the relevant competencies.

\*\*Competencies and corresponding courses for specializations are determined by higher education institutions.

### **Duration of the Master's Degree Program for the Specialty:**

Total number of weeks – 94

Including:

- Theoretical training – 45 weeks
- Practical training (scientific research and scientific-pedagogical) – 8 weeks
- Examination sessions – 15 weeks
- Preparation and defense of the master's thesis – 12 weeks
- Holidays – 14 weeks

## **5. Material-Technical, Educational Base, and Personnel Potential**

**5.1.** The material and technical base of the higher education institution for the 060803 – Tourism and Hospitality specialty education program must include classrooms and laboratories equipped with appropriate ICT tools, computer labs, workshops, etc., necessary for conducting lessons, practical training, and scientific research activities according to the curriculum. Students must be provided access to the institution's local network, the internet, databases, electronic libraries, and search systems.

**5.2.** Courses are generally taught by the teaching staff of the higher education institution who hold an academic degree or title. Personnel from other institutions and organizations who meet these requirements may also be involved in teaching activities.

**5.3.** Scientific supervision of master's theses is generally carried out by academic staff holding academic titles or degrees at the institution, or by qualified personnel from other institutions and organizations meeting these conditions.

## **6. Forms and Methods of the Teaching Process**

**6.1.** Theoretical training and pedagogical preparation of the master's student are conducted in the form of lectures, practical classes, seminars, consultations, independent work, pedagogical practice, etc.

**6.2.** In the teaching process of master's training, oral explanations, interviews, interactive training, independent work, discussions, round tables, illustrations, research, laboratory and practical work, and other methods can be used.

**6.3.** In the master's training for the 060803 – Tourism and Hospitality specialty, scientific-research and scientific-pedagogical practices are envisaged (the purpose and tasks of the practices are determined depending on the specialty). Depending on the type of practice, they can be conducted in relevant organizations or in the departments and laboratories of higher education institutions.

## **7. Requirements and Evaluation for the Final State Certification**

**7.1.** The final state certification consists of the defense of the master's thesis. The requirements for the content, volume, and structure of the thesis, as well as the rules for its defense, are determined by the Ministry of Education of the Republic of Azerbaijan.

**7.2.** The assessment of students' knowledge is carried out based on the procedures approved by the Cabinet of Ministers of the Republic of Azerbaijan.

**7.3.** As a result of the final state certification, graduates are awarded a master's degree and a state-standard diploma.

**Approved by:**

Director of the Institute the Republic  
of Azerbaijan of Educational  
Problems of the Republic of Azerbaijan

Head of the Department of Higher  
and Secondary Specialized Education,  
Ministry of Education of the  
Republic of Azerbaijan.

\_\_\_\_\_A.Mehrabov

\_\_\_\_\_I.Mustafayev

«\_\_\_\_» \_\_\_\_\_ 2012 year

«\_\_\_\_» \_\_\_\_\_ 2012 year

Chairman of the Working Group  
Preparing State Educational Standards  
for the Group of Health, Welfare,  
and Service Specialties

Chairman of the "Geography"  
Section of the Scientific-Methodological

Council of the Ministry of Education  
of the Republic of Azerbaijan

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\_\_\_\_\_ V.Efendiyev

«\_\_\_\_» \_\_\_\_\_ 2012 year

«\_\_\_\_» \_\_\_\_\_ 2012 year