

**Ministry of Science and Education of the Republic of Azerbaijan
Western Caspian University**



**Syllabus
of the subject
“Organization of Business in Tourism Services”
(curriculum)**

Faculty (school): “Business and Local Governance”

1. Information about the subject:

Subject program:

Subject code:

Subject type: Main

Subject teaching semester: Fall

Total teaching load: 60 hours - (30 hours of lectures, 30 hours of seminars)

Subject teaching form: Offline

Subject teaching language: Azerbaijani

Credits on ECTS: 4

2. Information about the instructor:

Name, surname, academic degree and academic title of the teacher teaching the subject:

Consultation days and hours:

E-mail address:

Legal address of the department: Baku, Ahmad Rajabli, 3rd turn

3. Course description: In modern times tourism is one of the important factors of socio-economic development of individual regions and districts of the country. Tourism in addition to giving a significant impetus to the process of dialogue between civilizations, brings individual states and peoples closer together. The current globalization process actualizes the process of tourism cooperation as an integral part of the system of peace and international security.

4. Course objective: It consists of examining the activities and development of small business enterprises in tourism, their economic indicators, investment in the tourism business, the importance of international tourism, and the development directions of the tourism business in our republic.

5. Course results: Effective teaching of the topics covered in the program on the subject "Organization of business in tourism services" will allow economists at the bachelor's level to acquire the necessary knowledge.

6. Course methodology: The course is taught using active learning technology. Students will mainly use the method of independent research and learning, the teacher's role is to provide a list of literature, explain the essence of the methodology and methods, and give appropriate assignments. The main teaching tools used during the teaching of the subject:

- Research on current topics, group work, conducting research, electronic team assignments, etc.
- Lectures (will be prepared on the basis of scientific works, articles and textbooks).
- Discussions with students within the framework of the topics (their suggestions, ideas or projects they can implement).
- Homework will consist of course texts and course materials.

7. Materials used in the lesson: projector, blackboard, markers (for blackboard and flip chart) etc.

8. Attendance requirements: If the total number of classroom hours missed during the semester on the subject exceeds the limit specified in the regulatory documents, the student will not be allowed to take the exam in that subject and his academic debt in that subject remains. Students' absence from classes and lateness affect their final grades. Exceptions regarding attendance in a subject are not accepted by the teacher.

9. Assessment:

Assessment based on class attendance:

The maximum score given for class attendance is 10 and is determined by the dean's office. If a student does not attend more than 25% of the classroom lessons in a subject, the student will not be allowed to take the exam in that subject. Otherwise, the student's exam results are added to the score accumulated as a result of educational activities during the semester.

Assessment based on independent work:

- Students are given one independent work during the semester. It is evaluated with 10 points.
- Independent work - must be submitted taking into account its technical, logical essence and the policy of academic honesty (plagiarism), social responsibility, inclusiveness and other principles, and the policy of compliance with the rules set by the university (the exact time is announced by the teacher).

Daily assessment:

- During the teaching process, students' knowledge is regularly assessed;
- Daily assessments are conducted on the basis of presentations and questions and answers prepared by students on a given topic. 20-25% of students can be assessed in 1 lesson;
- Depending on their answers, students are assessed with a score between "0" and "10", and in this case, the use of theoretical knowledge is 5 points, and its adaptation with practical knowledge is 5 points.
- Mid-term assessment:

During the semester mid-term exams are organized for students between the 15th and 20th of each month and are evaluated with a score between "0-10".

- Final exam assessment:

The maximum score a student can score before the final exam is 50. There is no minimum limit for this score. The score a student takes in the final exam must not be **less than 17 points**. A student who scores less than 17 points in the final exam is evaluated as unsatisfactory. In the final exam business projects prepared by the students will be evaluated by the commission out of a maximum of 50 points.

The students' knowledge is evaluated according to the total score collected during the semester in the subject as follows:

A – «Excellent» – 91-100 points;

B – «Very good» – 81-90 points;

C – «Good» – 71-80 points;

D – «Sufficient» – 61-70 points;

E – «Satisfactory» – 51-60 points;

F – «Insufficient – less than 51 points.

A student with an insufficient final grade is considered to have failed the course and must attend classes the following year and retake the exam in the relevant subject.

10. Code of conduct: If a student violates the internal disciplinary rules of the university, measures will be taken in accordance with the regulations.

If there are cases of being late to the classes, distracting the teacher and fellow students, talking, making phone calls, not taking written notes, not following the teacher's instructions according to the disciplinary rules, as well as generally such unethical cases, a report will be written about this and a complaint will be filed with the dean's office. If this happens more than three times, an official application will be made to the university administration to remove the student from class.

11. Topics taught in the subject:

№	Name of topics	Including	
		Lecture	Seminar
	<i>I mid-term</i>		
1.	<p>Topic 1. Tourism business and its role in the modern economy</p> <p><i>Plan:</i></p> <p>1. Business concept 2. Tourism concept 3. The essence of tourism business</p>	2	2
2.	<p>Topic 2. The role of tourism in the formation of the state budget, stabilization of financial resource provision</p> <p><i>Plan:</i></p> <p>1. The role of tourism in the formation of the state budget 2. The role of tourism in the stabilization of financial resource provision</p>	2	2
3.	<p>Topic 3. The importance of tourism areas and types in the tourism business</p> <p><i>Plan:</i></p> <p>1. Types of tourism areas and types in the tourism business 2. The mechanism of formation of the tourism market</p>	2	2

	3. Characteristics of types of small businesses in the tourism sector		
4.	<p>Topic 4. Analysis of the current state of small business in the tourism sector of the Republic of Azerbaijan</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. Analysis and assessment of the activities of tourism firms as the main infrastructure element of the tourism business 2. Current state of tourist accommodation and catering enterprises 3. Transport services and advertising and information activities in the tourism business 	2	2
	<i>II mid-term</i>		
5.	<p>Topic 5. Main directions of development of small businesses in the tourism business of Azerbaijan</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. Problems of creation and development of small businesses in the tourism business in the regions and ways to eliminate them 2. The necessity of attracting foreign investments in the development of the tourism business 3. Main directions of improvement of the activities of small businesses for the development of international tourism 	2	2
6.	<p>Topic 6. SOURCES OF TOURISM FINANCE</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. Financial system and tourism 2. Sources of tourism finance 3. Features of tourism finance 	2	2
7.	<p>Topic 7. TOURISM FINANCING PLANNING</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. Distribution of income in tourism 2. Financial programs aimed at the development of the tourism sector 3. Investment planning in tourism 	2	2
8.	<p>Topic 8. IMPROVEMENT OF FINANCIAL SUPPORT OF TOURISM</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. Improvement of management in tourism 2. State support for entrepreneurship in tourism 3. Prospects for tourism development and social development 	2	2
9.	<p>Topic 9. Ways to improve the sustainable development of entrepreneurship in the tourism services market</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. Types of entrepreneurship in tourism enterprises 2. Risks of entrepreneurship in tourism 	2	2
	<i>III mid-term</i>		
10.	<p>Topic 10. Investment policy in tourism investment directions</p> <p><i>Plan:</i></p> <ol style="list-style-type: none"> 1. The essence of the investment, its characteristics in tourism 	2	2

	<p>2. Formation of tourism investment sources and main directions in the field of tourism</p> <p>3. Investment efficiency</p> <p>4. Investment forecasting and management</p>		
11.	<p align="center">Topic 11. Wage system in the tourism sphere, labor organization and management</p> <p align="center"><i>Plan:</i></p> <p>1. Nature of tourism labor, division of labor and labor activity</p> <p>2. Salary system of tourism workers, its forms and directions</p> <p>3. Planning and management of tourism</p> <p>4. Directions of tourism integration and differentiation of labor organization</p>	2	2
12.	<p align="center">Topic 12. Circulating resources of tourism and directions for improvement of value creation in tourism.</p> <p align="center"><i>Plan:</i></p> <p>1. The importance of tourism funds in tourism, directions of their use</p> <p>2. The price of the tourism product</p> <p>3. Tourism resources, their turnover rate</p> <p>4. Tourism capital and ways of capital flow acceleration</p>	2	2
13.	<p align="center">Topic 13. The main criteria of tourism management and indicators. The place of tourism in international relations and evaluation of the role</p> <p align="center"><i>Plan:</i></p> <p>1. The main criteria and basic principles of tourism management</p> <p>2. Integration factor and international tourism role in the organization of relations</p> <p>3. Establishment of tourism management organization, normative legal base</p> <p>4. Tourism model and basic forms</p> <p>5. Forecasting of social factors in tourism management</p>	2	2
14.	<p align="center">Topic 14. Features and mechanisms of regional tourism entrepreneurship</p> <p align="center"><i>Plan:</i></p> <p>1. Features of regional entrepreneurship</p> <p>2. Mechanisms of financial, material and organizational stimulation of regional entrepreneurship</p> <p>3. Main directions of regional entrepreneurship in Azerbaijan</p> <p>4. Priority areas and ways of organizing tourism entrepreneurship</p>	2	2
15	<p align="center">Topic 15. Assessment of tourism as a resource in solving cross-sectoral and regional development problems</p> <p align="center"><i>Plan:</i></p> <p>1. Taking into account the role of tourism in assessing the socio-economic role of sectors and prospective forecast</p> <p>2. Assessment of tourism potential</p>	2	2

	3. Assessment of tourism as a socio-economic factor in agricultural development		
	Total:	30	30

12. Lecture texts for the subject: Lecture texts for all topics of the subject are sent via the teacher's email.

13. Subject requirements, tasks: In modern conditions the study of various forms of tourism business is of great importance in preparing skilled personnel in the field of organizing business in tourism services for the development of tourism. Studying the economic essence of organizing business in the field of tourism services allows future economists to show possible ways of effective and efficient management of activities in various spheres.

14. Students' opinions and comments about the subject:

15. Recommended textbooks, teaching aids and methodological materials:

Main

- 1.2010-2014-cü illərdə «Dövlət Proqramı», Azərbaycan Respublikasında turizmin inkişafına aid - 2010;
2. Abbasova F.Q. Investisiya qoyuluşundan turizm sferasında səmərəli istifadə edilmə istiqamətləri. Aftoreferat. 2013;
3. Əlirzayev Ə. Q. Turizmin iqtisadiyyatı və onun idarə olunması.. Bakı: İqtisad Universiteti, 2010;
4. Aslanova S., Əlirzayev Ə. Q. Turizmdə inkişafın sosial iqtisadi problemləri. Bakı 2006;
5. Əhmədov M.M. Xidmət sahələrinin marketinqi. Dərs vəsaiti. Bakı: İqtisad Universiteti, 2015. - 372 səh.
6. Bilalov B. Məqsədinə görə turizmin növləri. Bakı, 2007;
7. Bilalov B. Turizm fəaliyyətinin tənzimlənməsi. Bakı, 2006;
8. Qasimov R. Beynəlxalq turizm bazarı. Bakı, 2012;
9. Məmmədova N. Azərbaycanda turizm sisteminin inkişafı (51/58);
10. Hacıyev E.M., Yeqanlı S.T. Turizm. Bakı, 2006;
11. Hüseynov İ. Əfəndiyeva N. Turizmin əsasları. Bakı- 2007;
12. "Turizmin Azərbaycanın regionlarının inkişafında rolu". İbrahimova X.İ. məqalələr toplusu - Azərbaycan dirçəliş yolunda, Bakı, Elm - 2005; (9-cu buraxılış),
13. F.İ.Qurbanov. Azərbaycanda turizmin inkişaf problemləri, Bakı-2007
14. F.K.Şahbazov. Biznesin təşkili və idarə edilməsi. Bakı-2011;
15. Kozak N. Turizm pazarlaması. Ankara, 2007;
16. Суринова В. Туризм, эволюция, структура, маркетинг;
17. Bahar, Ozan ve Kozak, Metin. Küreselleşmə sürecinde uluslar arası turizm və rekabet Edebilirlik, Ankara: Detay Yayıncılık, 2005.
18. Olalı H., Alp T. Turizm ekonomisi, İzmir: Ofis Ticaret Matbaacılık. 1988
19. Çeken H. Küreselleşmə, yabancı sermaye ve Türkiye turizmi, İstanbul: Değişim Yayınları, 2003.
20. Hacıoğlu N. Uluslar arası turizm hareketleri ve Türkiye, Balıkesir: Teksir. 1994.
- 21.<http://banco.az/az/news/azerbaycanda-biznesin-hansi-novu-daha-gelirlidir>
22. <http://serqqapisi.az/index.php/humanitar/turizm/2330-turizm-izhtisadiyyat-nbir-sahaesi-aelverishli-biznes-noevudur-turizm-iqtisadiyyatin-bir-sahəsi,-əlverişli-biznes-növüdür>.
- 23.<http://www.qafqazinfo.az/medeniyyet-10/azerbaycan-turizm-sektorundaregionun-yeni-lideri->

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24. <http://azerbaycaninfo.az/cemiyet/1108-regionlardn-sosial-iqtisadi-inkieafdndaturizmin-rolu.html>

25. <http://ucnoqta.az/news/13524>

26. <https://lemanpirimova.wordpress.com/2011/01/17/m%C9%99qs%C9%99din%C9%99gor%C9%99-turizmin-novl%C9%99ri/>

27. <http://www.stat.gov.az/source/tourism/>

28. http://www.azerbaijans.com/content_1037_az.html

The syllabus of the subject “**Organization of business in tourism services**” was compiled based on the curriculum and subject program for the specialty 530 - “Business Administration”.

The syllabus was discussed and approved by the “Management” department (“Protocol No. 01 of September 14, 2023”).

Head of Department:

Dr. of Science in Economics, prof. D.A.Baghirov

Instructor:

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