Müəllimin adı: Nailə Musayeva

Fənnin adı: Tourism economics and management

Qrupun nömrəsi: 1003,1004

**Mövzu 1: Introduction to Tourism economics**

1. Key elements in the integrated model of tourism

2. Factors that encourage the development of tourism

3. Factors that prohibit the development of tourism

4. History of tourism in 6 different stages

5. Career opportunities in the tourism sector

**Mövzu 2: The Tourism Product**

1. Cohen’s classification of tourist

2. Plog’s classification of tourist

3. Compare the psychocentric and allocentric personalities of travelers.

**Mövzu 3: Motivation for travel**

1.Reasons of Travel

2. Types of travel motivations

3. Factors that influence travel motivations and actions

4. Interpretation of Maslow's theory in the context of tourism activity

5. The push-and pull model of tourism motivation

6. Concept of Tourist Flows

7. Micro factors influencing patterns of tourist flows

8. Macro factors influencing patterns of tourist flows

**Mövzu 4: Characteristics of the tourism demand**

1. Characteristics of the tourism demand

2. Types of tourism demand

3. Factors determining tourism demand

4. Measuring tourism demand

**Mövzu 5: Characteristics of the tourism supply**

1. Components of the tourism supply

2. Factors affecting Tourism supply

3. Spirit of hospitality and cultural resources

4. Matching tourism supply with tourism demand

5.Measuring Tourism Expenditures through Tax Collections

**Mövzu 6: Transportation in tourism**

1. Various Types of Transportation Modes
2. Advantages and Disadvantages of Water and Air Transportation
3. Advantages and Disadvantages of Road and Rail Transportation
4. Cruise ships and ferry service
5. Problems that occur in transportation in tourism

**Mövzu 7: Hospitality and related services**

1. Private and Public Sectors in the Tourism Industry
2. Different Sectors in the Tourism Industry
3. Private Sectors in the Tourism Industry
4. Hospitality and Food and Beverage in the Tourism Industry
5. The food service sector of the Tourism Industry

**Mövzu 8: Entertainment, recreation component of the tourism**

1. Recreation component of the tourism
2. Entertainment component of the tourism
3. The attractions sector of the Tourism Industry
4. National and state parks as parts of tourism
5. Adventure travel and winter sports in the Tourism Industry
6. Festivals and events as parts of tourism

**Mövzu 9: Distribution organizations in the tourism**

1. Different Forms of Channels in a Travel Distribution System
2. Different Sectors of the Tourism Industry and Their Roles
3. Travel Agencies and Tour Operators
4. Travel Agencies and their Role and Functions

**Mövzu 10: Marketing for tourism**

1. Marketing concept for tourism
2. The marketing mix in tourism
3. Product planning and development in tourism
4. Pricing as one of the most important marketing decisions in tourism
5. Marketing planning: the tourism marketing plan

**Mövzu 11: Economic impact of tourism**

1. Positive Impacts of Tourism on the Social and Cultural Aspects
2. Negative Impacts of Tourism on the Social and Cultural Aspects
3. Positive Impacts of Tourism on the Economy
4. Negative Impacts of Tourism on the Economy
5. Measurement of Economic Impact of Tourism
6. Expectations for 2020
7. Economic Multipliers in Tourism industry
8. Tourism Satellite Account

**Mövzu 12: Tourism & the Environment**

1. Positive Impacts of Tourism on the Environment
2. Negative Impacts of Tourism on the Environment
3. Measurement Impacts of Tourism on the Environment

**Mövzu 13: Activity of organizations in tourism**

1. International Tourism Organizations
2. World Travel and Tourism Council
3. Developmental Organizations in Tourism (International and National)
4. Organization for Economic Cooperation and Development
5. Regional International Organizations

**Mövzu 14: Development Trends of International Tourism**

1. Development of Out - of - Season Tourism
2. Types of Destinations as Travel Experiences
3. Developmental and Promotional Measures in Tourism
4. International Tourism Has a Positive Effect on World Peace
5. Factors affecting the regional tourism development

**Mövzu 15: The development of the tourism industry in Azerbaijan**

1. Measures for use of favorable factors of development of tourism in Azerbaijan
2. SWOT- analysis of international tourist attractiveness of Azerbaijan
3. The indirect impact of tourism on the economy of Azerbaijan due to the multiplier effect
4. The impact of tourism on employment in Azerbaijan