**Ağayev Əligül\_Turizm və otelçilik**

1. What is tourism? Definitions and explanation.
2. Identify Conceptual and Technical Demand-side of Tourism Definitions.
3. Analyze history of tourism development.
4. What is tourism model?
5. Leiper’s Tourism System.
6. What are the creation factors of TGR’s?
7. Classiﬁcation of international visitors.
8. Tourism in education system.
9. Leisure, recreation and tourism.
10. The stages of the travel experience.
11. Maslow’s Model, connections with tourism.
12. Travel Motivations-Pull factors.
13. Travel Motivations-Push factors.
14. Plog’s Model.
15. Differences of the psychocentric and allocentric types.
16. Explain segmenting the tourism market.
17. Approaches to segmenting markets.
18. Geographic and demographic segmentations.
19. Psychographic and Product-relatedsegmentations.
20. Specialized tourist segments: business/ professional and single travelers.
21. Specialized tourist segments: incentive and mature travelers/ 3rd age group (65-)
22. Specialized tourist segments: special interest travelers.
23. What are the connections between technology and tourism?
24. What is e-tourism?
25. Explain e-tourism value chain
26. The main reasons and requirements for tourism web page.
27. Transport as a component of tourism
28. The components of the transportation system and the mode of transport
29. The main characteristics of air travel
30. The main characteristics of water travel and development phases
31. The main characteristics of Rail Service
32. The main characteristics of Road Transportation
33. Transport demand , the levels of transport demand and supply
34. Political influence on transport and environmental policies
35. Accommodation as component of tourism
36. Types of accommodation providers
37. The distinctive nature of accommodations
38. The management of commercial accommodations
39. Classification and Rating systems and seven Categories of Lodging Properties
40. The accommodation sector and environmental issues
41. Organizing for successful operations and the three domains of hospitality.
42. History of Accommodations and hotel Development
43. The main elements of the food and beverage in hospitality
44. Food and beverage: building profitable operations
45. Major influences on the development of foods & beverages
46. Building a Culinary Heritage
47. What are the tourism attractions?
48. The nature and purpose of attractions
49. Heritage attractions
50. Commercial attractions
51. Live entertainment
52. The major characteristic of demand for attractions
53. What is tourism destination
54. Tourism distribution channels
55. One, two, three level of distribution channels
56. Successful operations and the three domains of hospitality
57. E-tourism and E-marketing
58. CANVAS analyze of Four Seasons hotel
59. Tourism product analyze of the Four Seasons hotel (main, secondary and additional products)
60. CANVAS analyze of Winery as a tourism product.
61. Tourism product analyze of Baku Old city (main, secondary and additional products)
62. CANVAS analyze of the Baku Boulevard Lotos Shopping Mall as a tourism product.
63. Tourism product analyze of Baku Boulevard (main, secondary and additional products)
64. SWOT analyze of the Baku Boulevard
65. Tourism product analyze of the Fairmont hotel (main, secondary and additional products)
66. CANVAS analyze of Fairmont hotel
67. Tourism product analyze of Gabala region (main, secondary and additional products)
68. SWOT analyze of the Gabala region
69. CANVAS analyze of Shahdagh tourism center.
70. SWOT analyze of the Fairmont hotel
71. SWOT analyze of the Baku Old city
72. Canvas analyze of Baku Olympic Stadium.
73. Canvas analyze of Bilgah Beach Hotel.
74. Canvas analyze of the Dream land golf court.
75. Canvas analyze of Amusement park as a tourism product.