**Sadıqova Qərənfil\_Turizm və otelçilik**

### UNWTO definition and criteria of Tourism and Tourist

### The Hospitality Industry: definition and areas

### International Tourism Organizations

1. Regional Tourism and Tourism-related Organizations
2. Determination and implementation of price strategy

### The Hospitality Industry: accommodation and lodging

### Socio-cultural and Environmental Impacts of Tourism

### Forms and types of Tourism

1. Price policy: methods of price determination
2. The Impact of Globalization on Tourism
3. The basic methods and characteristics of tourism marketing

### Strategic and tactical marketing planning in Tourism

1. Costs of a travel agency: fixed and variable costs
2. The marketing concept: definition of tourism marketing. Marketing functions
3. Impact of Tourism on Globalization
4. Impact of external factors on price formation

### Economic Impacts of Tourism

1. Current trends in the global tourism industry
2. The Marketing Plan: Overall Business Objectives
3. The Marketing Plan: Overall Business Objectives, Market Environment Analysis and Demographic and Lifestyle Trends

### The World Tourism Organization (UNWTO): aims, history and members

### Hospitality industry: transportation

### Travel Agency: history, types

### Travel Agency: features and importance

### Travel Agency: functions and services

### Hotel Management Structures and Their Tasks. Functions of the General Manager

### Executive Committee of the hotel and main functions

### The principle of operation and functions of "Front Office"

### Rules for booking a room or place in the hotel

### The guaranteed reservation and a non-guaranteed reservation in the hotel

### Reservation of room number via computer network - AIS system

### The "Reception and Placement Section" of the hotel

### Types of settlements and settlement rules with hotel guests

### "Marketing and Sales" department of the hotel

### PR - activities in hotel business and PR campaigns

### Houskeeping Department of the Hotel

### Security Department of the Hotel (Security)

### Reception and service of tourists. Principles of staff service in uniform

### Four Global System of Bonding

### The main functions of the hotel's "Marketing and Sales"

### The programs used in the hotel marketing strategy

### Main functions in hotel management

### Ethics of hotel worker

### Behavior culture and communication rules of staff with guests

### Management and forecasting in hotel business

### Adoption of management decisions at the hotel

### Communication and information exchange

### Challenges and stages of placement in the field of hospitality industry

### Marketing-mixing elements in the hospitality industry

### Communication and information exchange at the hotel

1. Hotel business and advertısıng
2. Classification of hotels on the basis of stars
3. Classification of hotels on the basis of location
4. Classification of hotels on the basis of clientele
5. Classification of hotels on the basis of ownership
6. Classification of hotels on the basis of level of servises
7. Classification of hotels on the basis of duration of guest stay
8. Tourism in Azerbaijan
9. Types of Hotel Networks
10. Worldwide hotel networks, thier key indicators
11. The essence, advantages and disadvantages of the franchising management system in the hospitality industry
12. Management of hotels by contract and lease
13. Cesar Rits, Ellsworth Milton Statler, and Konrad Hilton's hotel business strategy
14. Classification characteristics and criteria of hotels
15. Factors that depend on the development of tourism
16. Main criteria for designing motels and campuses
17. Modern problems of tourism
18. History of the Hotel Industry
19. Personnel policy in hotel management
20. Audit services in tourism, forms and directions of its organization
21. Realization of tourism product and improvement of audit service
22. Hotel events, their types and management
23. Standards and regulations in hotel business
24. Legal bases of hotel business. Hotel licensing
25. Hotel restaurants and room service