

## CURRENT STATE OF ANALYSIS OF TOURIST EDUCATION IN AZERBAIJAN

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The aim of the research is to study tourism education in Azerbaijan for the possibility to increase the effectiveness of the educational process in the tourism sector and directions for its improvement. In the course of the research, both general theoretical methods were used: analysis and synthesis, deduction and induction, generalization of reference and scientific literature, theoretical modeling, methods of grouping and comparison. The value of the study is the system of tourism education and the process of training professional personnel in the tourism sector. The analysis carried out in the article showed that the tourist services market for its successful development requires the improvement of the tourism education system. The originality and scientific novelty of the research consists in the formulation of recommendations for improving education in the tourism sector of Azerbaijan.

*Keywords:* education; educational technologies; qualifications; tourism education; tourism services.

## СОВРЕМЕННОЕ СОСТОЯНИЕ АНАЛИЗА ТУРИСТИЧЕСКОГО ОБРАЗОВАНИЯ В АЗЕРБАЙДЖАНЕ

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Целью исследования является изучение туристического образования в Азербайджане для возможности повышения эффективности образовательного процесса в сфере туризма и направлений ее совершенствования. В ходе исследования были использованы как общетеоретические методы: анализ и синтез, дедукция и индукция, обобщение справочной и научной литературы, теоретическое моделирование, методы группирования и сравнения. Проведенный в статье анализ показал, что рынок туристических услуг для своего успешного развития требует совершенствования системы туристического образования. Оригинальность и научная новизна исследования состоит в разработке рекомендаций по совершенствованию образования в области туризма в Азербайджане.

*Ключевые слова:* образование; образовательные технологии; квалификация; туристическое образование; туристические услуги.

Tourism is one of the priorities in the socio-economic development of Azerbaijan. In accordance with the «Strategic Roadmap for the Development of the Specialized Tourism Industry in Azerbaijan», in the near future the republic will receive up to 5 million tourists a year, and every 10 able-bodied citizen will somehow work in the tourism sector [1]. Therefore, today, professional tourism education is relevant and in demand.

Good theoretical training is the key to high-quality work of a specialist. The days when people with no specific education worked in tourism are over. Without basic knowledge of geography and regional studies, climatic, cultural and historical features of a particular destination and the basics of psychology, a tourism manager is unlikely to be able to competently advise a client, correctly select or compose a tour in accordance with his requests.

University students studying in tourism specialties receive theoretical knowledge in geography, history, culture and art, mathematics, economics and accounting, information technology and others, study foreign languages. Theoretical knowledge, in fact, should form among students and subsequently graduates of specialized universities, a general understanding of the work in the tourism industry as a whole. Moreover, students should gain a better understanding of work of individual enterprises and institutions, business planning, technologies for working with partners and customer service, the features of the formation of tours and the offer of a hotel product. A graduate must attract the knowledge he has and be able to apply it in practice already in the process of real work in a hotel, restaurant, travel agency or museum. Without basic ideas about how the tourism industry lives and works, how its organizing enterprises function and interact, how a tourism product is created, etc., it is impossible to work in this area.

In particular, workers in the hospitality and restaurant sectors must have a clear understanding of the structure and specifics of the hotel or restaurant business. Practical activity, of course, can teach this, but not all at once and not everything.

Of course, you can work without a diploma of specialized education – in small travel companies that do not care about their image. There are people who think clearly and competently even without higher education [2]. Therefore, in large companies that have been on the market for at least ten years, much attention is paid to the university, which the applicant graduated from. For a large company, it is rather a matter of status and reputation. Also, certificates and diplomas of additional courses are important – far from being a superfluous evidence that a person is able to learn and grow for the future.

The success of the oil strategy in booming Azerbaijan is already reflected in the non-oil sector. Tourism is one of the most important sectors of the non-oil sector. Since Azerbaijan can fill a significant part of the state budget in the tourism sector, it seeks to develop this sector and make it the most stable and competitive sector of the economy. Azerbaijan is one of the countries with a very high tourism potential. The position of our country both in the natural-geographical and in the modern world has made Azerbaijan an interesting place for tourists.

The guests of our country have many reasons to visit Azerbaijan. Azerbaijan has 9 out of 11 existing climate zones in the world. A unique case, when within the same country, most of the types of climate existing on the planet are found: from dry and humid subtropical (Lankaran) to mountain tundra (highlands of the Greater Caucasus). Monuments are included in the UNESCO World Heritage List. One of them is the Gobustan State Historical and Artistic Reserve - the rarest monument of world culture with prehistoric rock paintings, one of the first centers of human civilization.

Another UNESCO World Heritage Site is Icheri Sheher (Inner City) – a unique historical and architectural reserve in the center of Baku. This is one of the most ancient and still densely populated places in the country and the Middle East. There are world-famous monuments of antiquity – the Maiden Tower (XII century) and the Palace of the Shirvanshahs (XIII–XVI centuries). In addition, many other unique monuments have survived behind the massive fortress walls: mosques, minarets, the remains of caravanserais, baths [4].

The unique resort of medicinal oil «Naftalan» has gained world fame, thanks to the unique medicinal naphthalan oil in its biological properties, which has no analogues on the planet. The resort is located 20 km from the second largest city of Azerbaijan – Ganja, in the zone of the naftalan oil field, the city of Naftalan.

Mud volcanoes. Azerbaijan ranks first in the world in terms of the number of mud volcanoes. There are about 350 of the 800 mud volcanoes on earth. Every year, thousands of tourists visit Azerbaijan to see spectacular eruptions of mud volcanoes, accompanied by explosions and underground rumbles.

National cuisine of Azerbaijan. Azerbaijani cuisine is one of the most interesting and delicious not only in the East but also in the world. Most of the Azerbaijani dishes are prepared from lamb, beef and poultry. Different regions of the country have their own famous signature dishes. In Sheki, it is piti (the Azerbaijani national lamb soup cooked in a sealed earthenware dish in the oven), halva (an oriental dessert made from sugar, nuts or seeds), in Masalli and Lankarani – levengi (chicken or fish stuffed with ground nuts with spices) etc.

Tourism in Azerbaijan is represented by a wide variety of types. The most actively developing are ecological, sports, educational, business, health-improving, fishing, hunting, event and gastronomic types of tourism. The necessary legal and regulatory framework has been created for the development of this industry.

The Azerbaijani tourism industry in its modern sense is quite young. The same applies to specialized education, which is constantly undergoing changes.

According to the Law on Education, which came into force in 2009, the education system in Azerbaijan includes:

- 1) state educational standards and state requirements, educational standards, educational programs of various types, level and (or) focus;
- 2) organizations carrying out educational activities, teaching staff, students and parents (legal representatives) of minor students;
- 3) state bodies and bodies of state power of the Republic of Azerbaijan exercising state administration in the field of education, and local self-government bodies exercising control in the field of education, consultative, advisory and other bodies created by them;
- 4) organizations providing educational activities, assessing the quality of education;
- 5) associations of legal entities, employers and their associations, public associations carrying out activities in the field of education.

The following levels of professional education are established in the Republic of Azerbaijan:

- 1) secondary vocational education;
- 2) higher education – bachelor's degree;
- 3) higher education – master's degree;
- 4) higher education – training of highly qualified personnel.

Additional education includes such subtypes as additional education for children and adults, and additional professional education.

The education system creates conditions for lifelong education through the implementation of basic educational programs and various additional educational programs, providing the opportunity for the simultaneous development of several educational programs, as well as taking into consideration the existing education, qualifications, practical experience in obtaining education.

It is very important to have professional and high-quality human resources to increase the number of tourists visiting the country, according to experts, by 2023, the need for tourism workers in the country will exceed 75 thousand people. However, the current problem of lack of professional staff is one of the reasons hindering the development of tourism in our country, which has great prospects.

There are other factors that lead to the fact that tourism education is faced with problems:

- 1) poor coordination between the educational institution and the enterprise where the internship is taking place;
- 2) a significant part of the subjects taught are non-specialized, theoretically loaded, of little use for future work.

Conclusions and offers:

According to the results of our research, for the development of cooperation between tourism educational institutions and the tourism industry of our country, we can recommend:

1) the relationship between industry representatives and tourism universities should be mutually beneficial. These relationships need to be coordinated and standardized.

2) implementation of exchange programs between tourism enterprises and educational institutions. Under these programs, industry representatives commit to teaching at educational institutions for a specified period of time. At the same time, teachers working in educational institutions can be involved in practical work in the institutions of the industry for a certain period of time.

3) to meet the expectations of students, steps can be taken by comparing, through surveys, the level of student satisfaction with the proposed curriculum, social and cultural activities of university leaders, etc.

The degree to which students' expectations are met will be determined and the quality of education will be improved by meeting those expectations. Increasing competition to attract more students will require organizations to adapt teaching to the needs of the sector.

4) establish independent travel awards by educational institutions. These awards can play a special role in encouraging businesses to work together in the local market. Industry representatives as well as students can be awarded in various categories.

#### 1. Suggested solutions

In our opinion, in order to make the labor market in tourism more civilized, it is necessary to continue, first, further improvement of the system of specialized education; secondly, strengthening the connection between the labor market represented by employers, on the one hand, and the education system, represented by universities, on the other; third, improving the quality of teaching in specialized universities with the direct support of the state.

In our opinion, it is impossible to create the civilized labor market in tourism without full cooperation between employers and universities. It implies a constant exchange of information flows, for example, about vacancies, market requirements and much more, which will allow to establish feedback and reduce the asymmetry of data on the labor market, monitor it, keep statistics of graduates who are employed in their specialty [5].

The issue of improving the quality of teaching is also of great importance. The point is that, it is necessary to constantly improve the qualifications of teachers – not once every three to five years, but at least once a year. At the same time, the presence of employers (as an objective view from the outside) would be an undoubted advantage, for example, when defending final qualifying works. In addition, the introduction of new standards requires teachers to develop new curricula and revise lecture courses, programs of practical training in disciplines.

The application of European educational standards in the field of tourism in the universities of the republic, not administratively, but directly from the educational point of view, includes clearer elements and radical reforms:

- improvement of infrastructure, strengthening of material and technical base;
- attracting as many qualified personnel as possible to training;
- application of English as the language of instruction;
- reducing the theoretical load of lessons, increasing the practical load;
- conducting internships at the end of each academic year;
- definition of internships in specialties. Those. a student of management specialization should undergo an internship with qualified and experienced managers in a sufficiently successful enterprise, and not as a waiter or messenger in any restaurant or hotel registrar;
- preference for practical results in exams;
- to develop the quality of mentors among teachers;
- provide students with the freedom to choose a subject and teacher;
- expand the exchange of students and teachers with foreign tourism universities, create maximum conditions for young professionals who can apply their experience in the university, and motivate them to contribute to the university;

- creation of an international student environment at universities through the exchange of experience with foreign universities.

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### ECONOMY OF BELARUS AS AN EXAMPLE OF A SMALL ECONOMY MODEL

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The article analyzes the economic models of small countries and their positive experience of reviving in the context of the current global crisis. The article analyzes the national experience of the Belarusian economy in the context of the global crisis.

**Keywords:** Economy of Belarus; the state economy; small economy model; market economy; wage as a factor; economic development; post-industrial economy; food security; transforming into a market economy.

### ЭКОНОМИКА БЕЛАРУСИ КАК ПРИМЕР МАЛОЙ ЭКОНОМИЧЕСКОЙ МОДЕЛИ

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В статье анализируются экономические модели малых стран и их положительный опыт возрождения в условиях нынешнего глобального кризиса. Исследуется национальный опыт белорусской экономики в условиях глобального кризиса.

**Ключевые слова:** экономика Беларуси; государственная экономика; модель малой экономики; рыночная экономика; заработная плата как экономическая категория; экономическое развитие; постиндустриальная экономика; продовольственная безопасность; переход к рыночной экономике.