MINISTRY OF SCIENCE AND EDUCATION OF THE REPUBLIC OF AZERBAIJAN

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Science and Education of the
Republic of Azerbaijan
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MASTER'S DEGREE SPECIALTY

E D U C A T I O N A L P R O G R A M M E

Specialty code and title: 7004005 - Economics

BAKU - 2025

AZERBAIJAN UNIVERSITY

Approved by the Academic Council of
Azerbaijan University on 12.09.2025,
Minutes No. 01.

Rector S.N. Əliyeva

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Specialty code and title: 7004005 - Economics

Specialisation: Tourism Economics

BAKU - 2025

1. General provisions

1.1. The educational programme for the master's degree in the Tourism Economics specialisation of specialty **7004005 – Economics** (hereinafter **referred to as the** educational programme) has been developed in accordance with the Law of the Republic of Azerbaijan on Education, the relevant decisions of the Cabinet of Ministers of the Republic of Azerbaijan, the Ministry of Education's Framework Document for Educational Programmes for Master's Degree Specialties, the Classification of Master's Degree Specialties in Higher Education, international best practice and labour market requirements.

1.2. The objectives of the educational programme are to:

- define graduates' competencies in the specialty, the scope of the specialty, teaching and learning methods for courses, assessment methods, learning outcomes, requirements for the infrastructure and staffing needed to train specialists, and students' opportunities for practical training, employment and further education;
- inform students and employers of the knowledge, skills and learning outcomes acquired by graduates;
- inform the partners involved in evaluating whether specialist training under the educational programme complies with this programme.

1.3. The educational programme is mandatory for all higher education institutions operating in the Republic of Azerbaijan that provide master's degree training in this specialty, regardless of their affiliation, type of ownership or organisational and legal form.

1.4. A student's total weekly classroom and independent study workload over a 5 (five) day working week is 45 academic hours (except at special-purpose higher education institutions). Of these, 12–16 academic hours are classroom hours. The weekly workload may be adjusted for specialisations studied in greater depth for professional purposes.

2. Graduate competencies

2.1. By the end of the educational programme, graduates must acquire the following *general competencies*:

- the ability to independently resolve unexpected and complex issues in their professional activities;
- the ability to propose and plan appropriate activities and methods and analyse their current and prospective outcomes;
- the ability to investigate the causes of problems in their field of work or study and resolve them within a specific time frame and with limited information;
- the ability to select and use appropriate technologies and methods to solve problems in their field of work or study, and to identify, appraise and assess the expected outcomes;
- the ability to critically evaluate their own performance when solving problems in their field of work or study;
- the ability to present and substantiate problems in their field of work or study orally and in writing in Azerbaijani and one foreign language, and to participate in related discussions with specialists and non-specialists;

- the ability to transfer their knowledge and competencies to others using various methods;
- the ability to act in accordance with ethical standards in all circumstances and understand the ethical aspects, possibilities, limitations and social role of their personal conduct;
- the ability to assess their own and others' needs for continuous learning and professional development, and to use effective methods necessary for independent learning.

2.2. By the end of the educational programme, graduates of the Tourism Economics specialisation in specialty 7004005 - Economics **must acquire** *the* following ***professional competencies***:

- formulate sustainable and resilient tourism strategies;
- oversee the application of digital technologies in tourism;
- assess the efficiency of resource use in tourism;
- oversee change management in tourism;
- assess the impact of tourism on economic growth using quantitative methods;
- propose policy measures based on tourism indicator analysis;

3. Structure of the educational programme

3.1. Standard duration of the educational programme and the higher academic qualification awarded to graduates:

Specialisation titles	Degree awarded	Duration of full-time study	Number of credits
Tourism Economics	Master's degree	2 years	120

3.2. Depending on the specialty (specialisation), the educational programme must comprise 90 ECTS credits (1.5 years) or 120 ECTS credits (2 years). Each semester provides for 30 credits, with no more than 5 courses. Credits are allocated as follows:

No.	Course title	ECTS credits	
1	**Research Methods**[1] This course focuses on the interdependence of quantitative and qualitative research methods, measurement, research design and analysis. It aims to develop research competencies, the use of library and internet resources as information sources, and skills in examining, analysing and presenting data.	0	6
2	**Academic Writing and Ethics** This course aims to teach the fundamentals of academic writing, speaking and integrity, and to develop master's students' skills in writing research articles, dissertations, essays and other academic documents, speaking professionally at conferences, symposia, seminars and academic discussions, and observing publication ethics. The course will equip students with knowledge and competencies in academic style, the proper use of sources, citation conventions and ethical standards.	6	6
3	**Research Analytics**[1] This course covers the data analysis process, data types, data collection sources, developing a data analysis strategy, preparing and cleaning data for analysis, organising and visualising data, becoming familiar with software appropriate to the field (Excel, SPSS, Stata, R, MAXQDA, Matlab, Python, etc.), conducting analyses using methods applied in research in the specialty (statistical tests and analyses, quantitative and qualitative analyses, experimental analyses, questionnaire and survey analyses, etc.), and preparing relevant opinions based on the analyses.	0	6
	Compulsory courses determined by the higher education institution[3]: depending on the specialisation, the courses included here are determined individually by each higher education institution and reflected in the educational programme for that specialisation. [4]	0	54
4	**Tourism Economics: Theory and Applications** The Tourism Economics: Theory and Applications course provides master's students with an in-depth understanding of the tourism sector's place and functions in the modern economy and its mechanisms of influence on economic development. It covers the theoretical foundations of tourism economics, principles of tourism market formation, characteristics of tourism product production and consumption, and tourism's impact on macroeconomic indicators (GDP, employment, investment and exports). The course aims to equip master's students with advanced theoretical knowledge and practical skills in the economic analysis and management of tourism. By developing research, analytical and management competencies, it prepares them for modern research approaches and practical decision-making in tourism economics.	0	6
5	**Tourism Planning and Policy**	0	6

	The course aims to teach master's students the theoretical foundations, principles and practical applications of planning and public policy in the tourism sector. It aims to provide knowledge of mechanisms for developing, implementing, managing and evaluating tourism policy and to teach strategic approaches to tourism planning, regional development and sustainable tourism principles. This course covers the role of planning and policy in tourism management and mechanisms for regulating tourism at state, regional and private-sector levels.		
6	**Tourism Marketing** The course aims to teach master's students the principles of applying marketing theories and strategies in tourism. It develops theoretical knowledge and practical skills in tourism product development, market segmentation, customer behaviour analysis, digital marketing and brand management. Students also learn to develop tourism enterprises' marketing strategies, analyse the competitive environment and use effective communication tools. The Tourism Marketing course covers marketing concepts, strategies and application mechanisms in tourism.	0	6
7	**Tourism and Economic Growth and Development** The course examines tourism's role as a key component of the economy in national socioeconomic development, its mechanisms of influence on economic growth and the sector's sustainable development potential. It analyses tourism's impact on national income, investment, employment, balanced regional development and export revenue growth. It also examines tourism digitalisation, innovative development directions, international economic integration and the impact of state tourism policy on economic growth strategies. The course aims to develop master's students' theoretical knowledge and analytical thinking concerning tourism's role in economic growth and development, and their research skills in this area.	0	6
8	**Investment in Tourism** The course focuses on the theoretical and practical foundations of tourism's role in national economic development and economic growth. It analyses tourism's impact on different economic sectors and its role in generating national income, increasing employment, stimulating regional development and attracting foreign investment. The course also covers tourism's digital transformation, innovative development directions, environmental and social impacts, the formulation of sustainable tourism policy and its relationship with state economic growth strategies. The main aim of the course is to develop master's students' theoretical knowledge and analytical thinking about tourism's significance for economic growth and development and their ability to apply this knowledge in practical research and management.	0	6
9	**Sustainable Tourism Strategies** The course teaches theoretical and practical approaches to the balanced development of tourism's economic, environmental and social dimensions. It examines the concept of sustainable tourism, its principles, objectives and implementation mechanisms. Topics include tourism's environmental impact, the conservation of natural and cultural resources, local community welfare, ecotourism development, climate change adaptation strategies and responsible tourism management. The course also covers international sustainability standards, tourism policies	0	6

	aligned with the UN Sustainable Development Goals (SDGs) and strategic planning methods The course aims to develop master's students' strategic planning skills for sustainable tourism development and their ability to evaluate and implement tourism policies from environmental, social and economic perspectives.		
10	**International Tourism and Competitiveness** The course examines patterns of international tourism market formation, the economic and social effects of global tourism flows, and ways to improve countries' and regions' tourism competitiveness. It analyses international tourism policies, the activities of global tourism organisations (UNWTO, WTTC, OECD, etc.), competitive environments in tourism markets, branding, image building and innovative tourism strategies. It also examines countries' integration into international tourism markets, competitive advantage models, tourism's effects on international trade and economic cooperation, and improved tourism competitiveness through digitalisation and sustainability. The main aim of the course is to develop master's students' in-depth knowledge and analytical thinking concerning how international tourism markets operate and the factors influencing competitiveness, and their ability to develop strategies for improving the tourism sector's international competitiveness.	0	6
11	**Digital Technologies in Tourism** The course examines the application of modern information and communication technologies (ICT) in tourism, digital transformation processes and their impact on management, marketing, service quality and customer experience. It analyses the role of artificial intelligence, big data, cloud technologies, mobile applications, online reservation systems, social media marketing, blockchain and other digital solutions in tourism. It also examines digital management models in tourism enterprises, e-tourism, virtual and augmented reality, digital security and the impact of modern technologies on sustainable tourism development. The main aim of the course is to develop master's students' ability to use digital technologies effectively in tourism and evaluate the integration of digital transformation into management and service systems.	0	6
12	**Tourism Resource Management** The course teaches principles, methods and strategies for the efficient management of natural, cultural, historical and social resources in tourism. It examines tourism resource types, their economic and social significance, and their use and conservation. Teaching covers resource inventories and assessment, resource potential development, tourism route planning, ecotourism and sustainable management mechanisms. It also analyses the role of modern technologies (digital mapping, GIS and big data) in tourism resource management, public-private cooperation, local community participation and resource conservation policies. The main aim of the course is to develop master's students' theoretical knowledge and practical skills in integrated tourism resource management, conservation and sustainable use.	0	6
	Elective courses determined by the higher education institution The relevant courses are determined individually by each higher education institution according to the specialisation and reflected in its educational programme.		18
13	**Destination Management** The course examines the concept of tourism destinations, their management models and strategic development directions. It analyses the key elements of tourism destination systems—resources, infrastructure, services and	0	6

	stakeholders (public authorities, local communities, tourism companies, etc.)—and their interrelationships. Classes explain destination planning, branding and image building, marketing strategies, quality standards, tourist flow management, improved competitiveness and sustainable development principles in detail. The course also covers new trends in destination management in the digital era, including effective management through online platforms, social media, artificial intelligence and analytical data. The main aim of the course is to develop master's students' theoretical knowledge and practical skills in tourism destination management, planning and development. **Transport Services in Tourism** The course examines the functions, structure and development directions of transport systems as a key component of tourism. It analyses the main transport modes used in tourism (air, rail, water and road), their advantages, factors affecting service quality and logistics management principles. Classes cover tourism route planning, the organisation of international and domestic transport, the impact of transport infrastructure on tourism development, mobility in tourism, safety and environmental sustainability. The course also covers digital technologies in transport services, including online reservation systems, ticketing platforms, intelligent transport systems and the digitalisation of customer experience. The main aim of the course is to develop master's students' theoretical knowledge and practical skills in organising and managing transport services in tourism.		
14	**Tourism Product Development** The course examines the creation, development and management of competitive, market-oriented tourism products. It analyses the concept, structure and components of tourism products, production and sales stages, target market selection and adaptation to market demand. Classes cover tourism product types (cultural, ecotourism, health, business, rural tourism, etc.), innovative and digital approaches to product development, branding, pricing policy, marketing strategies and service quality management. The course also covers aligning tourism products with international standards, applying customer-oriented approaches and integrating sustainable development principles into product design. The main aim of the course is to develop master's students' theoretical knowledge and practical skills in creating, managing and successfully positioning tourism products in the market. **Tourism Services Market and Innovation** The course examines market relations in tourism, the structure of service supply, demand characteristics and innovative development trends. It analyses the economic mechanisms of the tourism services market, the competitive environment, consumer behaviour, market segmentation and pricing policy. Classes also examine in detail the impact of innovation on tourism, including digital transformation, artificial intelligence, smart tourism technologies, electronic services, start-up initiatives and innovations aimed at sustainable development. The course also covers modern management approaches such as improving tourism service quality, launching new tourism products, and using online marketing and communication channels. The main aim of the course is to develop master's students' theoretical knowledge and practical skills concerning the operating principles,	0	6

	competitive mechanisms and innovative development directions of the tourism services market.		
15	**Alternative Forms of Tourism** The course examines forms of tourism that, compared with mass tourism, are more environmentally, culturally, socially and economically sustainable, personalised and oriented towards local communities. It analyses the nature, characteristics and development potential of ecotourism, rural tourism, agritourism, health and spa tourism, adventure tourism, cultural heritage tourism, religious tourism, ethnotourism and other alternative forms. Classes examine in detail the planning of alternative tourism activities, resource management, tourism route development, sustainability principles, and the impact of these forms on regional economic development and local welfare. The course also covers the role of innovation, digital technologies and start-up initiatives in developing alternative forms of tourism The main aim of the course is to develop master's students' knowledge and skills concerning the theoretical foundations, development mechanisms and management principles of alternative tourism, and their ability to plan sustainable, regionally focused tourism activities. **Ecotourism** The course examines the principles of ecotourism as an environmentally responsible form of tourism that supports nature conservation, local community welfare and sustainable development goals. It analyses the nature, principles, types, management mechanisms and international practice of ecotourism. It covers planning tourism activities with minimal environmental impact, assessing the tourism potential of natural parks, reserves and protected areas, and developing environmental education and eco-products. Classes also examine the economic and social benefits of ecotourism, ecosystem conservation, ecotourism's role in addressing climate change and the use of innovative technologies (digital mapping and smart tourism applications) in environmental management. The main aim of the course is to enable master's students to understand ecotourism's role in sustainable development, its management principles and practical applications, and to develop knowledge and skills in preparing and implementing ecotourism projects.	0	6
Practical training			
16	**Research and Teaching Practicum**	6	6
17	**Research Practicum**	0	6
Dissertation			
18	**Master's Dissertation**[6]	0	18
TOTAL		**90**	**120**

[1] This course is intended for specialisations culminating in a master's dissertation.
[2] This course is intended for specialisations that do not culminate in a master's dissertation.

[3] Here, “courses” includes not only taught courses but also projects (including a Capstone project), creative work, laboratory work and other relevant learning activities, where applicable. These courses are determined by the higher education institution with regard to academic staff expertise, research infrastructure, and local and international employment opportunities, and are compulsory for students admitted to the relevant specialisation. This section must contain at least 4 courses.
[4] Here, “courses” includes not only taught courses but also projects (including a Capstone project), creative work, laboratory

work and other relevant learning activities, where applicable. These courses are offered by the higher education institution with regard to academic staff expertise, research infrastructure, and local and international employment opportunities. Labour market proposals are also taken into account when determining these courses; for this purpose, it is recommended that a working group comprising representatives of higher education institutions and the labour market be established. The courses determined by the institution must be elective for students and facilitate their participation in international exchange programmes. This section must contain at least 3 courses.

[5] This type of practical training is intended for specialisations culminating in a master's dissertation.

[6] Intended for specialties (specialisations) culminating in a master's dissertation. Requirements for the content, writing, submission and defence of the master's dissertation are determined by the Ministry of Science and Education of the Republic of Azerbaijan.

4. Programme and course learning outcomes

4.1. Graduates of this educational programme must have a systematic general understanding and broad knowledge of the basic concepts, theoretical principles and research methods in their field of study or work, and acquire in-depth knowledge of their specific (specialised) field of study or work.

4.2. Determining learning outcomes for each course in the specialisation's educational programme and preparing each course syllabus fall within the authority of the higher education institution/academic staff.

4.3. Programme learning outcomes for the specialisation are set out in Appendix 1. Course learning outcomes are determined by each higher education institution. The learning outcomes matrix (Appendix 2) must show the relationship between courses and the educational programme's learning outcomes.

4.4. Course syllabi must be updated regularly to ensure that the educational programme provides academic and practical content responsive to the changing needs of society and the labour market.

5. Infrastructure and staffing capacity

5.1. Teaching, learning and assessment under the educational programme require the higher education institution to have the following infrastructure:

- academic and teaching support staff;
- classrooms equipped with the necessary facilities
- a computer room and internet access;
- a research and teaching laboratory;
- host organisations for practical training;
- a research library;
- access to academic and professional electronic databases.

5.2. Academic staff engaged in teaching at higher education institutions generally hold an academic degree; specialists without an academic degree but with at least 5 years of relevant professional experience may also teach;

5.3. Master's dissertations are generally supervised by persons holding an academic title or academic degree.

6. Career opportunities and lifelong learning

Graduates of the Tourism Economics specialisation in programme 7004005 – Economics will be able to work in the following occupations in the public and private sectors:

- Tourism economics analyst/adviser;
- Head of a planning and provision division/department;
- Lecturer/researcher in the specialty/specialisation, etc.

6.1. The higher education institution must regularly survey the employment of graduates of the educational programme and publish information on job vacancies on its website;

6.2. Persons who have completed a master's degree in higher education (and defended a master's dissertation), or whose education is recognised as equivalent (medical specialists in medical education), may be admitted to doctoral studies leading to a Doctor of Philosophy degree;

6.3. The knowledge, skills and approaches acquired during study are prerequisites for graduates' independent lifelong learning.

Appendix 1

Learning outcomes for the educational programme and teaching activities

The programme learning outcomes for the Tourism Economics specialisation *in* specialty *7004005 - Economics* *are as* follows:

Programme learning outcomes for the Tourism Economics specialisation (PLOs)
1. Can formulate a sustainable tourism strategy
2. Can oversee the application of digital technologies in tourism
3. Assesses the efficiency of tourism resource use
4. Can manage change in tourism
5. Can assess tourism's socioeconomic impacts
6. Can propose policy measures based on tourism indicator analysis

Appendix 2

COURSE LEARNING OUTCOMES (CLOs)
FOR COMPULSORY COURSES

Learning outcomes for Research Methods (CLOs)
CLO 1. Distinguishes between quantitative and qualitative research methods, their characteristics and areas of application, and applies them purposefully in research.
CLO 2. Formulates research questions, hypotheses and research designs (experimental or observational) in their field of activity.
CLO 3. Collects existing knowledge through the systematic use of academic sources (libraries, research databases, electronic resources, etc.) and develops a research framework based on it.
CLO 4. Measures, statistically processes, visualises and analyses collected data in line with the research objectives.
CLO 5. Presents research findings in a logical structure, writes research articles and reports, and communicates findings to an audience orally and in writing.
CLO 6. Conducts research independently or in groups in accordance with ethical and methodological principles and correctly applies methodological foundations in preparing projects and dissertations.

Learning outcomes for Academic Writing and Ethics (CLOs)
CLO 1. Understands the purpose, structure and stylistic features of academic writing and writes academic essays, dissertations, articles and other academic documents logically and professionally.
CLO 2. Prepares content meeting the writing requirements of different academic genres (articles, dissertations, theses, reports, etc.) and expresses ideas coherently and with justification.
CLO 3. Demonstrates source-handling skills, uses different citation systems (APA, MLA, IEEE, etc.) correctly in academic writing and avoids plagiarism.
CLO 4. Masters academic speaking styles for research discussions, seminars, symposia and conferences and presents ideas professionally.
CLO 5. Masters copyright, publication ethics and academic integrity principles and observes them in research.
CLO 6. Analyses ethical dilemmas and appropriate conduct in research and writing and makes ethical decisions in academic settings.

Learning outcomes for Research Analytics (CLOs)
CLO 1. Develops an effective data collection strategy for research by identifying data types and collection methods appropriate to the research purpose.
CLO 2. Carries out initial data processing (cleaning, coding and structuring) and prepares data for analysis in line with the research objectives.
CLO 3. Analyses data using different software packages (Excel, EViews, SPSS, Python, R, Matlab, etc.) and draws conclusions based on simple and complex statistical indicators.
CLO 4. Obtains analytical findings by applying the main research analysis methods (quantitative, qualitative, mixed and experimental) appropriately to the field.
CLO 5. Presents analytical findings on a sound academic basis using visual tools (graphs, charts, tables, etc.) and interprets the results correctly.
CLO 6. Prepares research reports and academic documents by developing logical, evidence-based opinions, recommendations and generalisations from research findings.

Learning outcomes for the Research and Teaching Practicum (CLOs)

CLO 1. Acquires skills in preparing syllabi for academic courses in the specialty, drawing up lesson plans, organising lectures and practical classes, and selecting and preparing teaching materials.
CLO 2. Acquires the ability to plan teaching, work with an audience, select teaching strategies and use modern teaching methods to increase student engagement.
CLO 3. Develops the ability to shape and deliver course content based on current research developments in teaching practice.
CLO 4. Uses modern information and communication technologies (ICT) and educational software (CAD/CAM/CAE, simulation software and virtual laboratories) effectively.
CLO 5. Communicates openly and fluently in academic teaching and conveys knowledge and research findings to an audience clearly and with justification.
CLO 6. Identifies strengths and weaknesses in teaching practice, reflects on them and identifies areas for future development.

Learning outcomes for the Research Practicum (CLOs)

CLO 1. Identifies current research topics in the specialty and clearly formulates research aims and objectives.
CLO 2. Selects and effectively applies modern research methods (case analysis, operational and tactical analysis, modelling, statistical methods, etc.) appropriate to specific research objectives.
CLO 3. Processes and systematises experimental and theoretical data, processes findings, conducts statistical analysis and interprets results.
CLO 4. Applies research findings to process optimisation and to the application and development of innovative technologies.
CLO 5. Presents research findings as academic articles, reports and dissertations, speaks at research conferences and seminars, and participates in academic discussions.
CLO 6. Observes research ethics (preventing plagiarism, citing correctly, respecting copyright, etc.) and demonstrates academic responsibility.

Learning outcomes for the Master's Dissertation (CLOs)

CLO 1. Substantiates a research problem, defines aims and objectives precisely, develops a comprehensive plan and completes research using theoretical and analytical methods.
CLO 2. Analyses theoretical and practical problems in the specialty in depth and presents independent solutions by applying modern research approaches to security risk assessment and operational decision-making.
CLO 3. Demonstrates competence in mathematical modelling, systematic analysis, examination and generalisation of experimental and theoretical results.
CLO 4. Justifies the application of research findings in the specialty, develops practical recommendations and presents innovative approaches.
CLO 5. Presents and defends the dissertation's content to an academic audience clearly, with justification and in a structured manner, and participates in academic discussions.
CLO 6. Observes research ethics and academic discipline in the dissertation, respects copyright, follows citation conventions and takes responsibility for research.

Tourism Economics: Theory and Applications

CLO 1. Analyses the economic nature and structure of tourism from theoretical and practical perspectives.
CLO 2. Analyses and evaluates tourism's macroeconomic and microeconomic effects (contribution to GDP, employment, regional development, income distribution, etc.).
CLO 3. Evaluates the economic foundations and effectiveness of state tourism policy and conducts comparative analyses nationally and internationally.

CLO 4. Establishes the economic feasibility of tourism investments and projects and conducts risk and return analyses.
CLO 5. Demonstrates analytical and critical thinking in tourism economics through the application of research methods.
CLO 6. Independently plans and conducts research and presents findings, both theoretically and through practical applications.

Tourism Planning and Policy

CLO 1. Explains key theoretical approaches and concepts in tourism planning and policy.
CLO 2. Systematically analyses the stages of tourism planning (data collection, objective setting, strategy selection, etc.).
CLO 3. Evaluates the economic and social aspects of tourism planning at national and regional levels.
CLO 4. Analyses tourism policy development and implementation and compares different countries' experiences.
CLO 5. Analytically examines the Republic of Azerbaijan's tourism policy and development plans and makes proposals addressing current challenges.
CLO 6. Independently conducts research in tourism planning and policy and substantiates and presents findings.

Tourism Marketing

CLO 1. Can explain in depth the theoretical foundations and concepts of tourism marketing (product, price, promotion, distribution channels, etc.);
CLO 2. Can analyse and apply marketing strategies suited to the specific characteristics of tourism services;
CLO 3. Identifies and substantiates tourism market segmentation, target market selection and positioning strategies;
CLO 4. Analyses the marketing activities of tourism enterprises and destination management organisations (DMOs) and proposes improvements;
CLO 5. Can plan and implement tourism product creation, packaging and market launch;
CLO 6. Acquires the ability to research tourism markets using marketing research methods and make appropriate decisions;
CLO 7. Acquires the ability to conduct independent tourism marketing research, substantiate findings and propose applications.

Investment in Tourism

CLO 1. Can explain the economic nature and types of investment in tourism (public, private, joint investments, etc.);
CLO 2. Analyses the role and impact of investment flows in developing tourism infrastructure and facilities;
CLO 3. Analyses economic and institutional mechanisms for attracting foreign investment into tourism;
CLO 4. Analyses regional tourism investment opportunities, identifies priority areas and makes well-founded proposals;
CLO 5. Comparatively analyses successful tourism investment practices in Azerbaijan and other countries and draws conclusions;
CLO 6. Acquires the ability to prepare research projects on tourism investment, conduct analyses and substantiate investment decisions.

Tourism and Economic Growth and Development

CLO 1. Can explain the relationship between tourism and economic growth and development on a theoretical basis;
CLO 2. Can analyse key indicators used to measure tourism's impact on economic growth (GDP, employment, investment, import/export balance, etc.);
CLO 3. Identifies strategic approaches to sustainable economic growth in tourism and balanced regional development;
CLO 4. Establishes links between socioeconomic development indicators and tourism activities and conducts analytical studies in this area;
CLO 5. Identifies tourism's role and potential in regional economic development and evaluates them using real examples;
CLO 6. Analyses Azerbaijan's tourism potential and opportunities for economic growth and proposes strategies;
CLO 7. Acquires the ability to independently research tourism and economic development and present findings with economic justification

Sustainable Tourism Strategies

CLO 1. Explains the concept, key principles and objectives of sustainable tourism;
CLO 2. Comprehensively analyses tourism's economic, environmental and social sustainability aspects;
CLO 3. Analyses sustainability approaches for different tourism types (ecotourism, rural tourism, cultural tourism, etc.);
CLO 4. Assesses tourism's impact on the environment, local communities and cultural heritage and proposes mitigation measures;
CLO 5. Analyses international organisations' documents and recommendations on sustainable tourism policy (UNWTO, UNEP, UNESCO, etc.);
CLO 6. Develops regional and national sustainable tourism strategies and makes proposals suited to actual conditions;
CLO 7. Has analytical and strategic thinking skills for developing strategic decisions on sustainable tourism.

International Tourism and Competitiveness

CLO 1. Explains international tourism's key concepts, development stages and global economic role;
CLO 2. Analyses the structure, trends and dynamics of the international tourism market;
CLO 3. Identifies and evaluates factors shaping countries' competitiveness in tourism;
CLO 4. Explains and analyses the policies and recommendations of international tourism organisations (UNWTO, OECD, WTTC, etc.);
CLO 5. Comparatively analyses global and regional tourism strategies and evaluates the competitive environment;
CLO 6. Analyses the national tourism sector's competitive potential in international markets and recommends improvements;
CLO 7. Can develop strategies for creating and maintaining competitive advantages in the international tourism market.

Digital Technologies in Tourism

CLO 1. Explains the main types and applications of digital technologies in tourism;
CLO 2. Analyses the impact of digital marketing, online reservation systems and social media platforms on tourism;
CLO 3. Evaluates the use of innovative technologies such as big data, artificial intelligence, virtual reality and augmented reality in tourism services;
CLO 4. Develops strategies for tourism product development and personalisation using digital technologies;
CLO 5. Evaluates the economic effects of digital transformation in tourism;
CLO 6. Proposes innovative digital solutions to improve the sustainability of tourism activities;
CLO 7. Can conduct independent research on digital technologies in tourism and prepare strategic recommendations.

Tourism Resource Management

CLO 1. Explains tourism resource types (natural, cultural, historical, etc.) and their economic significance in depth;
CLO 2. Applies tourism resource assessment and inventory methods;
CLO 3. Masters innovative management approaches to increase the economic potential of tourism resources;

CLO 4. Develops models linking regional tourism resources to economic development;
CLO 5. Analyses the current management of Azerbaijan's tourism resources and identifies development prospects;
CLO 6. Can conduct independent tourism resource management research and make research-based decisions.

FOR ELECTIVE COURSES

Destination Management

CLO 1. Can explain the tourism destination concept, its key components (location, product, infrastructure, experience, etc.) and development stages;
CLO 2. Analyses key destination management principles, models and mechanisms;
CLO 3. Evaluates the functions, management structures and economic role of destination management organisations (DMOs);
CLO 4. Can analyse economic factors shaping destination competitive advantage (price, infrastructure, service quality, seasonality, etc.);
CLO 5. Develops and applies destination branding, marketing and positioning strategies;
CLO 6. Economically assesses destination potential in different Azerbaijani regions and identifies risks and opportunities;
CLO 7. Acquires the ability to conduct independent analytical research on destination management, develop strategies and provide their economic justification.

Transport Services in Tourism

CLO 1. Explains the economic and social role of transport in tourism.
CLO 2. Explains the principles of organising and planning tourism routes.
CLO 3. Assesses transport infrastructure's impact on regional and international tourism development.
CLO 4. Evaluates and adapts the efficient use of different transport modes.
CLO 5. Prepares economic feasibility studies and management plans for tourism transport projects.
CLO 6. Applies sustainable tourism transport concepts (eco-transport, green mobility and multimodal systems).

Tourism Services Market and Innovation

CLO 1. Explains the characteristics, structure, key participants and functions of the tourism services market;
CLO 2. Assesses demand and supply dynamics in the tourism services market;
CLO 3. Explains pricing mechanisms and pricing policy in tourism services;
CLO 4. Evaluates the application of innovation and digital technologies in the tourism services market;
CLO 5. Plans and implements marketing strategies and market research for tourism services;
CLO 6. Analyses and applies tourism service quality management systems;
CLO 7. Can make strategic decisions and identify development directions in the tourism services market.

Tourism Product Development

CLO 1. Can explain the tourism product concept, its components (core and additional services) and economic nature;
CLO 2. Systematically analyses the stages of tourism product creation (market research, product design, appraisal, testing, implementation, etc.);
CLO 3. Conducts economic feasibility and profitability analyses of tourism products;
CLO 4. Formulates and applies tourism product packaging and pricing strategies;
CLO 5. Proposes the development and market launch of specific tourism products suited to Azerbaijan's regional potential;
CLO 6. Acquires the ability to independently research tourism product development and management, prepare projects and present strategic approaches.

Alternative Forms of Tourism

CLO 1. Can explain alternative tourism, the reasons for its emergence and its distinguishing features compared with mass tourism;
CLO 2. Analyses the economic potential of alternative tourism types such as ecotourism, agritourism, rural, adventure, religious, medical and cultural tourism, etc.;
CLO 3. Acquires knowledge and skills in developing, managing and economically substantiating alternative tourism projects;
CLO 4. Analyses alternative tourism development trends based on international experience and formulates strategies suited to local conditions;
CLO 5. Evaluates alternative tourism opportunities in different regions of Azerbaijan and makes proposals based on economic efficiency;
CLO 6. Can conduct independent alternative tourism research, prepare projects and propose innovative approaches.

Ecotourism

CLO 1. Explains the nature, key principles and development prospects of ecotourism;
CLO 2. Analyses the environmental, economic and social impacts of ecotourism;
CLO 3. Is familiar with international ecotourism standards and certification systems;
CLO 4. Evaluates local communities' role in ecotourism development and social responsibility principles;
CLO 5. Develops strategies for creating ecotourism products and adapting them to market demand;
CLO 6. Identifies ecotourism problems and proposes solutions.

Appendix 3

Alignment matrix of PLOs and teaching activities for the Tourism Economics specialisation

For research-oriented courses

Teaching activity (course) title	PLO 1. Can formulate a sustainable tourism strategy	PLO 2. Can oversee the application of digital technologies in tourism	PLO 3. Assesses the efficiency of tourism resource use	PLO 4. Can manage change in tourism	PLO 5. Can assess tourism's socioeconomic impacts	PLO 6. Can propose policy measures based on tourism indicator analysis
Research Methods	X		X	X	X	X
Academic Writing and Ethics					X	X
Project Management	X	X		X		
Research and Teaching Practicum				X	X	
Research Practicum	X	X	X	X	X	X
Master's Dissertation	X	X	X	X	X	X

- Research Methods provides the foundation for all analytical and research skills and therefore aligns with most PLOs.
- Academic Writing and Ethics develops skills in preparing research reports and policy documents and observing ethical standards.
- Project Management is closely linked to strategic planning and change management (PLOs 1, 2, 4).
- The Research and Teaching Practicum strengthens change management and socioeconomic analysis skills.
- The Research Practicum and Master's Dissertation ensure the practical application of all learning outcomes.

For compulsory courses

Teaching activity (course) title	PLO 1. Can formulate a sustainable tourism strategy	PLO 2. Can oversee the application of digital technologies in tourism	PLO 3. Assesses the efficiency of tourism resource use	PLO 4. Can manage change in tourism	PLO 5. Can assess tourism's socioeconomic impacts	PLO 6. Can propose policy measures based on tourism indicator analysis
Tourism Economics: Theory and Applications	X		X	X	X	X
Tourism Planning and Policy	X		X	X	X	X
Tourism and Economic Growth and Development				X	X	X
Investment in Tourism				X	X	X
Destination Management	X		X	X		
International	X			X	X	X

Teaching activity (course) title	PLO 1. Can formulate a sustainable tourism strategy	PLO 2. Can oversee the application of digital technologies in tourism	PLO 3. Assesses the efficiency of tourism resource use	PLO 4. Can manage change in tourism	PLO 5. Can assess tourism's socioeconomic impacts	PLO 6. Can propose policy measures based on tourism indicator analysis
Tourism and Competitiveness						
Sustainable Tourism Strategies	X		X	X	X	X
Tourism Marketing	X			X		
Alternative Forms of Tourism	X		X			
Ecotourism	X		X		X	
Tourism Product Development	X		X	X		
Tourism Services Market				X	X	
Tourism Resource Management	X		X			X
Digital Technologies in Tourism		X		X		

- PLO 1 (Sustainable tourism strategy) is closely linked to courses such as Sustainable Tourism Strategies, Tourism Planning and Destination Management.
- PLO 2 (Digital technologies) is mainly covered in Digital Technologies in Tourism.
- PLO 3 (Efficient resource use) is mainly developed in Tourism Resource Management, Ecotourism and Alternative Forms of Tourism.
- PLO 4 (Change management) is linked to all courses concerning management and strategic decision-making.
- PLO 5 (Socioeconomic impact assessment) is developed in economics courses, particularly Tourism Economics, Tourism and Economic Growth, and Investment in Tourism.
- PLO 6 (Proposing policy measures) is strongly applied in Tourism Policy, International Tourism and Competitiveness, and Tourism Economics.

Agreed:

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