

**THE MINISTRY OF EDUCATION OF THE REPUBLIC OF AZERBAIJAN
BAKU STATE UNIVERSITY**

FOR MASTER'S DEGREE

Program of the course of

INTERNATIONAL CONSULTING

By specialty: 060803 - Tourism and hotel management

Baku – 2019

Course outline

The main task of this subject is to make students aware of the development of international consulting on global and regional scales, including the experience of Azerbaijan. The taught issues will include main features of international consulting service in various activities and economic subsectors such as management, law, accommodation business, investment that are relevant to tourism industry. It is described why the role of consulting is increasing in the modern times. Correspondingly, the importance, role, necessity and impact of consulting, distinguishing properties of relevant activities, as well as the strategies led by tourism companies, associated challenges etc. are included in the teaching process.

Course objectives

The course will pursue following objectives:

- To explain the nature of various types of consulting with considering the market and competition factors having an impact.
- To provide comprehensive introduction to the concept of consulting, the development of international consulting at international and national levels, promote understanding of consulting procedure, its stages, relations, associated concerns, etc. on the example of developed countries with the advanced experience;
- To explain the strategies, measures, steps of consulting in the fields of management, law, accommodation business, and investment;
- To describe features typical for consulting-related activities, as well as the strategies led by tourism companies – accommodation, tour operators etc.;

Learning outcomes

Upon completion of essential readings and activities at the end of this course, students should be able to:

- Know the main definitions used in various types of consulting;
- Know about the importance of consulting to various industries operating in the fields, directly or indirectly related to tourism and hospitality industry;
- Understand the role, influence and significance of consulting in achieving of success in tourism market;
- Learn the role of consulting strategies, measures and planning in context of regional tourism development;
- Being aware of data analysis, situation analysis, image making, monitoring, evaluation and other means, ways and approaches used in consulting;

Tentative Schedule

| Date / Day | | Topics | Readings |
|------------|--|--|--|
| 1 | | The subject, purpose and tasks of the subject (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 2 | | International consulting service: prerequisites and current situation (4 hours). | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 3 | | International and regional consulting service in socio-cultural field (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 4 | | Consulting service for enterprises operating in the field of tourism (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 5 | | International consulting service in the organization of accommodation facilities (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 6 | | Consulting service in the organization of tourism companies (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: |

| | | | |
|----|--|--|--|
| | | | textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 7 | | Consulting service in restaurant and catering business (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 8 | | Consulting on determining the characteristics of regional development of tourism (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 9 | | Consulting on investment policy in tourism (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 10 | | Consulting on investment policy in tourism (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 11 | | Consulting on strategic planning in tourism business (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 12 | | Consulting service in the business services market (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |

| | | | |
|----|-------|--|--|
| 13 | | Consulting (benchmarking) in tourism marketing (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| 14 | | Image: consulting in tourism (2 hours) | 1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st ed. Oxford Univ. Press. 2. Management consulting. Edited by Milan Kubr. 4th ed. 2002. 3. Tkalich A. 2007. Consulting services: textbook.Moscow, Alpha-M,Infra-M, 205p. |
| | Total | 30 hours | . |

Topics and their description

1. The subject, purpose and tasks of the subject.

The definition of consulting. Basic relevant concepts and types. Consulting in the field of economics, law, service, and management.

2. International consulting service: prerequisites and current situation.

The essence of international consulting. External and internal consulting. Prerequisites for the emergence of consulting activities. Countries with consulting traditions. Well-known organizations providing European consulting services. Consulting services in the USA. Consulting services in the field of management and law in Europe and the USA. Consulting centers in the field of services operating at international scale.

3. International and regional consulting service in socio-cultural field.

Importance of consulting in service sector. Consulting on designing and creation of a new product. Creation of business enterprises. Consulting in the study of the competitive environment for services in the market.

4. Consulting service for enterprises operating in the field of tourism.

International tourism and consulting services. Consulting services in the field of establishing tourism companies. Consulting in tourism product creation and marketing. Management consulting. Consulting in market research. Consulting and image making for companies.

5. International consulting service in the organization of accommodation facilities.

Providing consulting services for accommodations. The role of consulting in the development of hotels. Consulting on marketing. Distinctive features of services of consulting in the market of accommodations. Consulting in the field of brand hotel management.

6. Consulting service in the organization of tourism companies.

International consulting on the development of travel companies. Consulting on the activities of travel companies in the market. Marketing consulting. Consulting on establishing contacts. Management and related consultative services. Consultation on data collection. Consulting in business activities of travel companies.

7. Consulting service in restaurant and catering business.

Consulting in restaurant business. Favorable location and development of organization of meal service. Improvement of service in catering and its relationship with consulting service, successfulness of companies of public catering.

8. Consulting on determining the characteristics of regional development of tourism.

Consulting services and the development of tourism in regions. The importance of consulting services in the development of regional tourism. Consulting on the evaluation of the potential of regions and its importance in terms of tourism. Providing functional services in regional tourism planning.

9. Consulting on investment policy in tourism.

The importance and features of consulting in the field of investment. Directions of investment policy in tourism. Designation of investments. Regulation of investments. The consulting service at state, foreign and local levels. Development of investment policy. Evaluation of investment projects. Monitoring the implementation of investments.

10. Consulting on management in tourism.

Consulting and identification of management problem in management. Consulting on specific areas of tourism management. Directions of consulting services in tourism: decision-making mechanism and defining methods. Internal and external consulting services in management.

11. Consulting on strategic planning in tourism business.

Directions of strategic services consulting. Strategic planning directions and the range selection. Consulting services on developing of touristic product strategy. Analysis of the current situation in the tourism market.

12. Consulting service in the business services market.

Importance of consulting in business services. Establishing of business relationships. Conditions for successful operation in the market.

13. Consulting (benchmarking) in tourism marketing.

Definition of benchmarking. Place of benchmarking in tourism business. Stages of benchmarking in tourism. Data collection. Determination of preferences. Control of the process of applying the results of the analysis.

14. Image consulting in tourism.

Description of image consulting. Consulting on image-making measures. Creation and protection of image for tourism companies.

Readings:**Basic:**

1. M.Kippin, T.Clark. 2012. Oxford Handbook of Management Consulting. 1st Edition. Oxford University Press. 656 pages.
2. Management consulting. Edited by Milan Kubr. Fourth Edition. 2002. Geneva, ILO. 904 pages.
3. Tkalich A. 2007. Consulting services: textbook. Moscow, Alpha-M, INFRA-M, 205 p.

Additional:

Additional:

4. Frans A. J., Van Den Bosch. Management consulting. 2003. Malden, MA: Blackwell, 676 pp.
5. A.Brandon-Jones, M.Lewis, R.Verma, M,C.Walsman. 2016. Examining the characteristics and managerial challenges of professional services: An empirical study of management consultancy in the travel, tourism, and hospitality sector. Journal of Operations Management. 42-43, pp. 9-24.
6. Faruk Andaç. Turizm hukuku. Ankara "Detay" 2006.
7. Saime Oral. Otel işletmeciliği ve verimlilik analizi. Ankara: Ekonom, 2005.
8. Özcan Yağcı. Turizm ekonomisi. Ankara: Detay, 2007.