

MINISTRY OF EDUCATION OF THE REPUBLIC OF AZERBAIJAN

BAKU STATE UNIVERSITY

FOR BACHELOR'S DEGREE

SPECIALTY -050810"ORGANIZATION OF TOURISM"

SUBJECT – " PREPARATION OF TOURISM PRODUCT"

II COURSE

BAKI – 2022

Baku State University was approved as a subject program by the decision of the meeting of the Scientific Council of the Faculty of geography of February 2022.

Elmi redaktor:

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Rəy verənlər:

1.AMEA, Akad. H.Ə.Əliyev adına Coğrafiya İnstitutu, Turizm-rekreasiya şöbəsinin müdiri, c.ü.f.d., dosent **İmrani Zaur Tahir oğlu.**

2. BDU, Coğrafiya fakültəsi, Xarici ölkələrin iqtisadi-siyasi coğrafiyası və turizm kafedrasının müəllimi, c.ü.f.d. **Talıbov Səbuhi Əlibala oğlu.**

PREPARATION OF TOURISM PRODUCT**Description:**

The discipline” development of a tourism product “is planned for students studying in the specialty” organization of Tourism work " in the spring semester of the II Course in the amount of 60 hours (30 hours of lectures, 30 hours of seminars).

The main purpose of the course is to teach the students the concepts, types, forms of Organization of tourism products, the role of turoptors in their preparation, consideration of intermediaries and consumers, marketing and SMM organization, the establishment of market strategy, cost estimation and distribution of sales channels, package tour, developed and unprocessed tours, development of innovative and

competitive products. The subject teaches students the organization of products in the tourism market, determination of development directions, planning of its life cycle, determination of competitive opportunities, Organization of sales by segments, as well as studying the technology of product formation, Organization of competitive tourism products in our country. Students will master the content of the subject in the organization of tourism products in Azerbaijan and internationally, competitive opportunities and activities of Tourism celebrities of our country.

Students should not know as a result of mastering the subject:

- Essence and organization of tourism products;
- Features of the organization of Tourism and its importance;
- Grouping of types and types of tourism products;
- Organization of tourism products technologies and competition opportunities in the market;

Bakumarketing / marketing management;

Must be able to:

- To explain the importance of tourism products;
 - To explain concepts related to tourism products;
 - Technology of formation of tourism products;
- Bakumarketing / marketing management;
Bakumarketing / marketing management;
Bakusales / sales specialist;
- To explain the organization of competitive tourism products in Azerbaijan.

To Possess,:

- Direction of tourism products Organization technologies;
Bakumarketing / marketing management;
- Organization of innovative tourism products;
Bakusales / sales specialist;
Bakumarketing / marketing management ;
- Identification of trends in tourism products on an international scale and their application in our country.

Mövzuların saatlara görə bölgüsü

№	Themes	Total	O cümlədən	
			Lec.	Sem.
1.	Concepts of tourism product, essence, formation, methodology of organization.	4	2	2
2.	Types and diversity of tourism products.	4	2	2
3.	Development of tours and routes in the organization of tourism products.	4	2	2
4.	Tourism product design and market strategy.	4	2	2
5.	Formation of demand and supply of tourism products.	4	2	2
6.	The position of tour operators, travel agencies and consumers (tourists) in the organization of tourism products.	8	4	4

7.	Calculation of the cost of tourism products and profitability indicators.	4	2	2
8.	Life cycle of tourism product	4	2	2
9.	Directions of tourism product marketing and EMS organization.	4	2	2
10.	Pricing and pricing policy in tourism products.	4	2	2
11.	Distribution, promotion and sales channels of tourism products.	4	2	2
12.	Directions for creating innovative tourism products.	4	2	2
13.	Preparation of package (package tour or inclusive tour) tourism	4	2	2
14.	Development of competitive tourism products in the tourism market of Azerbaijan.	4	2	2
	CƏMI:	60	30	30

1. Tourism product concepts, essence formation, organization methodology

Tourism product analysis," tour"," tour package","tour routes". Approaches to the concept of a tourism product. The inseparability, variability and inability of the tourism product to store intangible, consumption and production. Components of the tourism product: activity, direction. Provided, in real conditions, consolidated tourism products. Factors affecting the formation of a tourism product: economic, financial, social factors.

2. Types and species diversity of tourism products

Factors considered in the classification of tourism products. Classification of tourism products by Scope. Types of products for

tourism services. Health-recreational, cultural, environmental, outdoor, sports-adventure, agrotourism anointed requirements for their organization and opportunities for competition in the market. Production and destination factor of individual types of Tourism. Analysis of competitive tourism products on an international scale.

3. Development of tours and routes in the organization of a tourism product

Rules for the organization of tourist routes. Types of tours by content. Inclusive tours. Booked (individual) tours. Types of tours by season. Preparatory work in the organization of the route. Distance of the route and preparation of road information. Type of transport, infrastructure, services provided in destinations. Development of processed and unprocessed tourism products: similar and different features. Advantages and disadvantages of processed and unprocessed tourism products.

4. Tourism product design and market strategy

Socio-economic relations, urbanization, demographic factors in the formation of a tourism product. Relationship of the tour operator with service providers. Planning and planning directions of the tour. Factors to consider in the design: resources, opportunities, segmentation. Development of a contract plan. Negotiate with service providers. Development of a market strategy for tourism products. The study of competitors. Strategic planning on products. Consideration of product services in the market strategy.

5. Formation of demand and supply for tourism product

Formation of demand and demand for tourism product. The main indicators of demand for tourism responsibility. Consumer characteristics of the tourism product: hospitality, reasonableness, reliability, effectiveness, honesty, clarity. Factors affecting the demand for tourism and criteria for assessment. Methods for the formation and determination of the proposal for a tourist product. Criteria for evaluating the offer for a tourism product.

6. The position of turoprator, turagents and consumers (tourists) in the organization of Tourism

The main areas of activity of the tour operator in the organization of the tour: resources, basic services (accommodation, transport and catering). Organization of additional services: excursion, entertainment, animation. Provision of participation in cultural events and shopping. Development of the tour plan, conclusion of service contracts, optimization of the offer, identification of promotion and distribution channels. The intermediate position of turagency in the organization of Tourism. Sales and service functions of agencies. The role of advertising, stimulating, creating relationships with consumers. The purpose of consumers ' product selection (health, leisure, entertainment, azart, etc.), infrastructure (category of hotels, transport and catering enterprises), leisure time (animations and attractions), price, accessibility.

7. Calculation of the cost of a tourism product and profitability indicators

The concept of cost in the tourism product. A preliminary calculation of the price of the Tour product. Planned calculations. Profitability and factors affecting it. Profitability at the level of products and firms. Rules for calculating profitability. Calculation of profitability by types of tourism products. Ensuring profitability in the tourism product.

8. Life cycle and development directions of tourism product

Factors affecting the life cycle of the anointed in the market. Succession of the life cycle of the tourism product: formation and development; promotion of the product on the market; increase in demand for the product; maturity of the product; depreciation of the product and decrease in demand. Types of life cycle curves of a tourism product. Analysis of the life cycle of a tourism product. Management of the life cycle of a tourism product.

9. Directions of marketing and SMM Organization of tourism product

Marketing goals for a tourism product, analysis and research of market opportunities: problem identification, information base. Segmentation

of the market and determination of needs for each derivative segment. The study of competing products. Assessment and forecasting of the competitiveness of a tourism product. Fox selection of groups and determination of needs. Organization of marketing of a tourism product at the international, regional and national levels. Selection of a promising target market. SMM tourism product promotion and its role in competing in the market. Directions and technologies of application of the tourism product SMM. Distribution of tourism products and the use of SMM advantages in the organization of sales.

10. Formation of prices in tourism product and pricing policy

Features of pricing in the service sector. Distinctive features of pricing in tourism services. The process of formation of pricing policy in tourism and the formation of pricing. Prices for Netto and bruto in the tourist product. Group, individual and discriminatory prices. Development of price catalogs of a tourist product.

11. Distribution, promotion and sales channels of tourism product

Distribution channels of the tourism product: direct, Vasters, internet, non-traditional distribution channels. Formation of a sales network. The main forms of sales of a tourism product. The role and advantages of international agrigators in the sale of tourism products. Selection of sales partners. Agent agreement. Sales stimulation. Sale and promotion of a tourism product. Participation in sales exhibitions. Use of secondary technologies in the sale of tourism products. Advantages of using the capabilities of the internet.

12. Development directions of innovative tourism products

Opportunities for the formation of innovative products in the tourism industry. The main innovative resources in the tourism product and analysis of existing startups. Innovative product development technologies: new consumer and new product; new product on the market; improved product; re-presentation of forgotten old product. Trends and sustainable tourism products in international tourism.

13. Package (package tour or inclusive tour) preparation of tourism products

Definition of package tour. Grouping of package tours. Directions and evaluation of Organization of package tours. Advantages of package tours: tour operator and tourists. Negative features of package tours: tour operators and tourists.

14. Development of competitive tourism products in Azerbaijan's tourism market

Tourism products presented to foreign and domestic tourists in Azerbaijan and their competitive opportunities. The attractiveness of tourism products presented by our country in international tourism and the demand for it. Business, health, cultural, ecological and outdoor tourism products presented in international tourism. Tourism products presented on the domestic tourism market: health-recreation, entertainment, eco-and agrotourism. The state support for the improvement of tourism products in Azerbaijan and promotion of international market.

Literature

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