

**MINISTRY OF SCIENCE AND EDUCATION OF THE
REPUBLIC OF
AZERBAIJAN
Baku State University**

Specialty: 050810-“Tourism and Hotel work”

Bachelor degree

Program for “Rural tourism”

Baku-2022

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Education of the Republic of Azerbaijan
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Baku-2022

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Explanation sheet

The subject of “Rural tourism” is taught at the 4th course in the fall semester for 90 hours (lecture 60, seminar 30). Rural tourism requires to enjoy nature, in addition to being a new form of nature, use of recreation resources by promoting the conservation of natural diversity, in order to requires to ensure sustainability of the tourism activity for the efficient use of natural resources. The purpose of teaching students is emergence of rural areas what are subject to requirements necessary for rural tourism and environmental protection, commitment of a development of the regions, to different reasons for the growing interest in this field. The process of teaching of the subject, student who preferring in tourism acquire knowledge about ecological signs, principles, types, resources and problems to being familiar with the special protection areas, taking in to account the interests in attracting this type of tourism, on the basis of the best practice in this area of the world.

Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems. Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments. Rural tourism is

not just farm - based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism.

Distribution of hours on topics

№	Topics	Total	including	
			lec.	sem.
1	Subject, goals and objectives of the subject	2	2	-
2	Rural tourism potential	6	4	2
3	Usage opportunities of rural tourism	4	4	-
4	The economic importance of rural tourism	6	4	2
5	Social importance of rural tourism	4	2	2
6	Role of local communities in rural tourism	2	2	-
7	Accommodation problems in rural tourism and requirements to them	4	2	2
8	Tourism segmentation in tourism	6	4	2

	market			
9	Target (niche) marketing analysis of rural tourism	6	4	2
10	Forming of leisure time in rural tourism and requirements to it	2	2	-
11	Rural tourism management	4	2	2
12	Development of rural tourism in the world	6	4	2
13	Tourism in the Asian region	6	4	2
14	Problems of rural tourism	4	2	2
15	Rural tourism opportunities in Azerbaijan	6	4	2
16	Regional aspects of rural tourism in Azerbaijan	6	4	2
17	More developed domestic settlements of rural tourism in Azerbaijan	4	2	2
18	Rural tourism in the domestic tourism market in Azerbaijan	6	4	2
19	Perspective opportunities of rural tourism in Azerbaijan	6	4	2
	Total	90	60	30

1. Subject, goals and objectives of the subject

The meaning of rural settlement. The relationship between tourism and rural settlements. Definition and essence of tourism. Difference between rural tourism and other tourism types.

2. Rural tourism potential

Supply of rural tourism. Opportunities for the use of environmental tourism resources in rural tourism. Use of natural tourism resources in rural tourism. Use of national parks in rural tourism. Use of anthropogenic resources in rural tourism. Role of national heritage samples in rural tourism. Opportunities for use in traditions, national decorations, fox samples, and rural tourism.

3. Usage opportunities of rural tourism

The use of rural areas, such as orintology, adventure, culinary, mountain, plateau, fishing and hunting, rafting tourism. Conducting sports games, festivals, national holidays, fairs to attract mass tourism in rural settlements. Dynamic tourism development opportunities using agriculture.

4. The economic importance of rural tourism

-Statement of local demand. Opportunities for creating new service and service areas. As a factor promoting the development

of small businesses. Use of natural and anthropogenic tourism resources in rural tourism. Efficient use of employment and efficient use of the living fund. Acquisition of a new market for agricultural sales and development of local traditional craftsmanship. Opportunities for Mountainous Territories. Role of hospitality and catering services. The economic importance of using local resources in rural tourism.

5. Social importance of rural tourism

Expansion of ties between rural and urban communities. Social environment change and cultural development. Increasing the visibility of the world and the introduction of new habits. Joint solutions to the social problems of the rural population. Public awareness on the environment. Use of national heritage samples. Improve the social and living conditions of the population.

6. Role of local communities in rural tourism

Local community understanding in rural tourism. Directions of organization of work with local communities. Coordinate NGOs with local communities. Conducting awareness raising activities in communities. Explaining the importance of rural tourism in the organization of local municipalities' work with communities. Directions for increasing the role of local communities in rural tourism.

7. Accommodation problems in rural tourism and requirements to them

-Classification of accommodation facilities in urban tourism. Forms of accommodation organization in rural tourism. Joint communal living, as well as rural houses, rancoes and mansions. Role of hostels and cottages in rural tourism. Requirements for accommodation in rural tourism.

8. Tourism segmentation in tourism market

Village tourism officer and demand for it. Services offered in rural tourism. Proposal of the Rural Tourism Officer in the Tourism Market. Role of rural tourism in the domestic tourism market. Use of rural settlements in the foreign tourism market. Role of tour operators and tourists in rural tourism. Opportunities for selling rural tourism providers online. Micro model of rural tourism development. SWOT analysis of rural tourism revenues.

9. Target (niche) marketing analysis of rural tourism.

Target (niche) marketing concept and its application areas. Niche (target market marketing) factors that make the market parts profitable. The duration of marketing of niche marketing in the tourism sector. Investigating market trends. Application of niche marketing in rural tourism. Analysis of niche marketing results in rural tourism.

10. Forming of leisure time in rural tourism and requirements to it

Directions of leisure time in rural tourism. Use of selected areas with exotic landscapes. Leisure time using national heritage samples. Role of different mass events in organizing leisure activities. Opportunities for organizing excursions.

11. Rural tourism management

Analysis of rural tourism management and its requirements. Regulation of tourist flows. Environmental Management. Organization of work with local municipalities and communities. Role of tourism companies in the management of rural tourism. NGO's role in rural tourism management.

12. Development of rural tourism in the world

Rural tourism as an alternative type of tourism in Western European countries. Role of rural tourism in social and economic development in Eastern Europe. A rural tourism model in Europe. Directions of rural bourgeoisie in the United States. Role of rural and rural tourism in Turkey.

13. Tourism in the Asian region

Countries in the Asian region are developing rural tourism. Presentation of eco-tourism and tourism in the region as an alternative tourism type. Role of rural tourism in the

development of domestic and foreign tourism in the region. The Asia model of rural tourism: its distinctive features.

14. Problems of rural tourism

Ecological, socio-cultural threat. Location problems. The problem of initial capital investment. Transportation intensity. Planning, the challenges of collaborating with local communities. The question of whether green tourism will be successful in selected villages. Negative impact on the livelihoods of local communities. Education and service problems. Lack of group and cooperative organizations.

15. Rural tourism opportunities in Azerbaijan

Agricultural Tourism Potential in Azerbaijan. Capabilities of national heritage, traditional crafts, national culinary examples in rural tourism. Use of country's natural tourism resources in rural tourism. Current state of rural tourism in Azerbaijan. Village mobility opportunities in mountain villages. Directions of rural tourism expansion in the country in recent years. Regions with a potential for rural tourism development in the country.

16. Regional aspects of rural tourism in Azerbaijan

Affordable settlements for rural tourism development in the country. Mountainous and foothill rural settlements are important for rural tourism development. Village tourism opportunities in

settlements where more national heritage patterns are concentrated. Village tourism opportunities in Guba-Khajmaz, Sheki-Zagatala, Daghlig Shirvan, Ganja-Gazakh, Lankaran, Nakhchivan.

17. More developed domestic settlements of rural tourism in Azerbaijan

Rural tourism development opportunities in Lahij and Basqal. Gakh-Ilisu, Lekit, Qashqachay; Sheki-Winter, rural tourism in Yukhary Goynuk. Residential areas selected by rural tourism in Lankaran, Lerik and Masalli districts. Village tourism in Guba and Gonagkand. Directions of the organization of tourism in the settlements in the direction of Gajrush-Khinalig, Nugedi-Gonagand. Organization of rural tourism in the settlements of Gadabay, Tovuz and Goy-Gol.

18. Rural tourism in the domestic tourism market in Azerbaijan

Modern state of rural tourism market in the country. Role of rural tourism in domestic tourism market in Azerbaijan. Hospitality opportunities in rural tourism. Rural tourism marketing analysis. Demand and supply for rural tourism services. Services of local tourism companies in rural tourism. Role of tour operators in rural tourism development.

19. Perspective opportunities of rural tourism in Azerbaijan

Impact on the development of local entrepreneurship. Impact on the socio-cultural development of the population. Significance of rural tourism as employment and additional income. Opportunities for the organization of new services in the villages. Micro model of rural tourism in Azerbaijan. Prospects for rural tourism development.

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