

Identification	Subject	THM 801 Principles of Tourism and Hospitality Management, 3KU credits (6 ECTS)	
	Program	Graduate (MBA)	
	Department	Economics and Management	
	Term	Fall 2025	
	Instructor	Polad Orujov	
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	Classroom/hours		
	Office/hours		
Prerequisites	None		
Language	English		
Compulsory/Elective	Compulsory		
Text books and course materials	Main textbooks: Tourism Management 7th edition, Stephen J. Page, 2025. Hotel Operations Management, 4th edition. David K. Hayes, 2025. UNWTO statistics (2025)		
Teaching methods			
	Case analysis		
	Group discussion		x
	Lab		
	Lecture		x
	Recitation		
	Problem solving		x
	Others		
	Total points		
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm exam		30
	Attendance		5
	Class activity		5
	Quizzes (2)		5
	Written assignment		5
	Project		10
	Final exam		40
Course outline	This course explains tourism demand forecasting methods. Also, it provides current and comprehensive knowledge of hotel administration from the point of view of hotel general managers. The course describes various tasks and activities that are realized by hotel departments such as Front Office, Human Resources, Sales and Marketing, Housekeeping, Accounting, Food and Beverage and Facility Engineering and Maintenance.		
Course objectives	The main objectives of Principles of Tourism and Hospitality Management are: <ul style="list-style-type: none"><li>To enlighten students about the importance of Tourism for economic growth</li><li>To describe major motives of how tourists choose a destination and explain what the motivations are why people travel</li><li>To provide students with important knowledge for how and why transportation is important for Tourism and, to equip them with relevant tools for how to successfully manage various types of transport for use of Tourism</li><li>Explain planning tools that GMs use to build organizational culture</li><li>Describe the primary responsibilities of human resources personnel and identify the essential role of HR in providing safety of employees, and improving work quality</li></ul>		
Learning Outcomes	By the end of this course, students will have: <ul style="list-style-type: none"><li>explored career opportunities in the hospitality and tourism industry.</li><li>examined a range of career roles in hospitality and tourism and the educational qualifications those roles require.</li><li>discussed the importance of ethical behavior, teamwork, and communication in hospitality and tourism contexts.</li></ul>		

			<ul style="list-style-type: none"> <li>• examined the principles on which day-to-day operations (such as room sanitation and food preparation) in hotels and restaurants are based.</li> <li>• created plans and performed calculations and organizational tasks in real-world contexts related to the hospitality and tourism industry.</li> <li>• investigated the impact of technology on hospitality businesses.</li> <li>• assessed the importance of the hospitality and tourism industry to the economy as a whole and the impact of the industry on society and culture.</li> </ul>
<b>Policy</b>			<p><b>Attendance and participation:</b> The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc.) are required to inform the instructor. Generally, four (4) unauthorized absence marks will lead to the students' expulsion from the course.</p> <p>If a student is late for the class for more than five (5) minutes, s/he is NOT allowed to enter and disturb the class. However, this student can enter the second double hours without delay.</p> <p>The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions.</p> <p><b>Preparation for class</b> The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work on relevant problems from the end of the chapter and sample exam questions.</p> <p>Throughout the semester we will also have many review sessions. These review sessions will take place during the regularly scheduled class periods.</p> <p><b>Withdrawal (pass/fail)</b> This course strictly follows the grading policy of the Graduate School of Economics and Business. Thus, a student is normally expected to achieve a mark of at least 65% to pass. In case of failure, he/she will be referred to or required to repeat the course the following term or year. For referrals, the student will be required to take an examination scheduled by an instructor.</p> <p><b>Written assignment:</b> Students are required to produce individual written papers, each focusing on a different case study.</p> <p><b>Quizzes</b> Two written assessments, each consisting of five multiple-choice questions, will be administered during the course—one in the first half and another in the second. These quizzes are designed to confirm that students thoroughly understand the material and can demonstrate their knowledge effectively through correct responses.</p> <p><b>Project</b> Students will receive subject-matter topics and work in groups (individuals) to prepare presentations based on descriptive research. Each presentation must incorporate both primary data (collected firsthand through surveys, interviews, observations, etc.) and secondary data (sourced from existing records, publications, databases, and other prior studies)</p> <p><b>Cheating/plagiarism</b> Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any consideration.</p> <p><b>Professional behavior guidelines</b> The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.</p>
<b>Tentative Schedule</b>			
	<b>Date/Day</b>	<b>Topics</b>	<b>Textbook/Assignments</b>

1		Tourism today. Its origin and growth	Tourism Management – Ch.1-2
2		Tourism demand	Tourism Management – Ch.3
3		Transporting the Tourist, I: Surface Transport	Tourism Management – Ch.4
4		Transporting the Tourist II: Aviation Sector / <b>Quiz 1</b>	Tourism Management – Ch.5
5		Tour Operating and Travel Retailing	Tourism Management – Ch.7
6		Visitor attractions and events	Tourism Management – Ch.8
7		<b>Mid-term Exam</b>	
8		The management of tourism	Tourism Management – Ch.9
9		The public sector and tourism	Tourism Management – Ch.10
10		Overview of the Hotel industry	Hotel Operations Management – Ch.1
11		Perspectives on careers in Hospitality	Hotel Operations Management – Ch.5
12		Management in the Hospitality Industry / <b>Quiz 2</b>	Hotel Operations Management – Ch.7-10
13		Food service	Hotel Operations Management - Ch.11
14		Hospitality as a Service industry / <b>Written assignment</b>	Hotel Operations Management - Ch.16
15		<b>Project / Final presentations</b>	
		<b>Final Exam</b>	

This syllabus is a guide for the course and any modifications to it will be announced in advance.