

Identification	Subject (Code, title, credits)	THM 416 – Cultural Heritage and Business Perspectives – 3KU credit (6ECTS)
	Department	Economics and Management
	Program (Undergraduate, graduate)	Undergraduate (BBA)
	Term	Fall 2023
	Instructors	Dr. Bayram Quliyev, Dr. Bahadir Baysal
	E-mail:	
	Classroom/hours	122 B.Safaroglu str. (Downtown campus), Khazar University
Office hours		
Prerequisites	THM 102 Introduction to Tourism	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	<p>Core Textbook:</p> <ol style="list-style-type: none"> History of Azerbaijan. Textbook for HEI. By Mehman Abdullayev. Publisher: "Bakı Universiteti". Baku, 2019, 400 pp Audrey L. Altstadt. The Azerbaijani Turks: power and identity under Russian rule. Stanford, Calif.: Hoover Institution Press, Stanford University, c1992 Heritage Tourism, Hyung Yu Park, 1st Edition 2014 Tourism Planning and Destination Marketing – 2018 Cultural and Heritage Tourism and Management 2018, Tammie J. Kaufman <p>Supplementary Textbook:</p> <ol style="list-style-type: none"> Geyushev R. The Archeology of Azerbaijan Baku, AIOC, 1999 Architectural history of Azerbaijan. In five volumes. Baku, 2013 Nasser D. Khalili. Islamic Art and Architecture. London, Worth Publishing, 2005, 186 s. 	
Divided into two parts, "Archaeological and Historical Tourism" and "Cultural Heritage and Business Opportunities" this course delves into the multifaceted relationship between heritage preservation, tourism, and entrepreneurship.		
Part I - Archaeological and Historical Tourism		
Course Outline	This course covers the basics of tourism, the application of historical, archaeological, and cultural existence and knowledge in its organization and development. At the same time, the historical, archaeological and cultural opportunities of the geography are compared and evaluated with the tourism potential, which is one of the main principles of the course.	
Course Objectives	<ul style="list-style-type: none"> • identification of intersection points of tourism and history and archaeology sciences • determination of methods of evaluation of historical and archaeological opportunities • determining the methods of evaluating the tourism potential of cultural values • methods of solving the problem of classification of historical-archaeological values 	
Learning Outcomes	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • the ability to identify tourism opportunities according to historical opportunities in geography. • the ability to apply cultural and religious values in the assessment of tourism potential. • skills of selection of historical monuments in tourism • the ability to identify and apply methods of tourism development through historical and cultural means. 	
Part II - Cultural Heritage and Business Opportunities		

Course Outline	This course exposes students to culture and heritage tourism as a product. The course introduces students to the field of marketing of cultural and heritage tourism. Students examine the ways in which such a product may be sustained and developed to grow the local and national economy.		
Course Objectives	<ol style="list-style-type: none"> 1. Explain a general idea about cultural tourism management 2. Explain the principles and processes of operation management of cultural attractions and cultural tourism business. 3. Discuss about visitor attractions management at the cultural sites including interpretation and presentation, design of process and product interface and visitor management. 		
Learning Outcomes	After completing this course students should be able to: <ul style="list-style-type: none"> • Discuss the importance of cultural and heritage tourism to national development. • Evaluate the culture and heritage of the Region. • Develop a Marketing Plan for the product. • Develop a Business Plan 		
Teaching methods	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date / deadlines	Percentage (%)
	Midterm Exam		30
	Class attendance		5
	Assignment	4 th week, 7 th week	10
	Project	14 th week	10
	Presentation	15 th week	5
	Final Exam		40
	Total		100
Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam.</p> <p>Assignment: There will be two assignments throughout the course. The Assignment might be made of multiple-choice questions, true/false questions and open questions or orally. The questions will cover the subjects learned until each preceding class.</p> <p>Project: Students will be divided into teams and each team will be required to write a 15–20-page business plan. Teams will work on a business idea during class and will continue turning that idea into a new venture after the class.</p> <p>Presentation (20 min) and discussions will be graded based on the depth of analysis and quality of teams' presentation and participation</p> <p>Late Submission Policy: Assignments should be submitted electronically by each assigned team at least a day before the due presentation date mentioned in the course schedule or <u>in due period</u> assigned by the professor. Later submission will result in a grade of zero.</p> <p>Cheating / Plagiarism: Cheating or other plagiarism during the Quizzes, Midterm and Final exams will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p>		
Tentative Schedule			
Week	Date	Topics	Textbook/Assignments
Part I - Archaeological and Historical Tourism			
1		<i>Introduction to the course: history and tourism</i> Basics of the relationship between history and tourism. Preservation of Cultural Heritage, Education and Enlightenment. Aspects of	Lecture materials

		tourism-history relationships. Cultural Exchange. Commemoration and Economic Impact in tourism - historical relationships as the part of cultural heritage.	
2		<i>Historical, archaeological, and cultural anthropology foundations of tourism</i> Historical basic of tourism. Oral and material history problems implementing to tourism. Archaeological basis of tourism. Archaeological camps as part of tourism. Application of experimental archeology to tourism. Cultural tourism and cultural anthropology.	Lecture materials Geyushev R. The Archeology of Azerbaijan. Ch. 1-2
3		<i>Prehistoric evidence in tourism potentials</i> The Appeal of Prehistoric Evidence in Tourism: Mystique and Intrigue, Connection to the Past, Types of Prehistoric Evidence in Tourism: Archaeological Sites, Petroglyphs and Rock Art, Fossil Sites. Harnessing Prehistoric Evidence for Tourism: Conservation and Preservation, Interpretation and Education, Infrastructure and Accessibility, Economic and Cultural Benefits.	History of Azerbaijan. Textbook for HEI. Ch. 1
4		Assignment 1 <i>Different religious monuments with opportunities in tourism</i> The importance of the religious thoughts and monuments in the tourism sectors. Zoroastrianism and Ateshgah, Christianity and Alban Christian monuments, first Church in Caucasia. Islam heritage, mosques, madrasas and tombs. Judaism and synagogues of Baku.	Architectural history of Azerbaijan, vol 1, ch 4-5 vol. 2, ch. 4: 3. Nasser D. Khalili. Islamic Art and Architecture, ch. 1-4
5		<i>Museums with architectural potentials applying to the tourism.</i> The importance of museums in increasing tourism potential. Outside and inside museums and their different tourism assessment. Gobustan museum and its tourism potentials. The National Museum of Azerbaijan History. Anatomy museum. The monument that should be making museums.	Lecture materials
6		<i>War and defense processes and tourism</i> Various effects of wars on tourism. The methods of turning the ruins into a museum in connection with the perpetuation of the ruins created after the war. Virtual recovery methods. Virtual restoration of monuments. The using of the primary sources of virtual recovery. Virtual museums.	Lecture materials
7		<i>Cultural-trade history potentials of tourism</i> Mutual influence of trade and tourism and their	Architectural history of Azerbaijan, vol. 3, ch. 3: vol 4, ch. 2

		historical basis. The Silk Road and early traders. Medieval merchants and their reportable travelogues. Travelers as information-gathering agents. Medieval tourism centers - markets. Medieval hotels - caravanserais in Azerbaijan. Assignment 2	
8		MIDTERM EXAM (TBA)	
Part II - Cultural Heritage and Business Opportunities			
9		Heritage tourism product development And Business Plan preparation We would see how we can improve product development for cultural heritage products by investigating the factors that affect development such as tourist attractions; facilities and services offered; and physical accessibility, life cycle of the products.	Heritage Tourism, Hyung Yu Park, Cultural and Heritage Tourism and Management ch 1 and ch 2
10		Heritage marketing Heritage tourism marketing is place marketing. We will explain the differences. Most tourism marketing strategies include social media marketing, email marketing, advertising and online website deals. We will also think about strategies for heritage marketing by using case studies. We will also try to analyze which strategy will be suitable for the destinations.	Tourism Planning and Destination Marketing ch6
11		Market analysis and customer understanding <i>We will analyze the market and try to understand customer demand. The factors affect marketing will be discussed, by using the factors we can conduct SWOT, PESTEL analyses.</i>	Tourism Planning and Destination Marketing ch 12 and 13
12		visitor management Visitor management is any process that helps an organization keep track of the people that visit their location. Policies can vary by organization, facility type, industry, or geographic location. A visitor management system can ensure the safety of your employees and property by allowing you to quickly register visitors to your database, ask them to sign legal documentation and identify them easily with visitor ID badges once they have entered the premises.	Visitor Management: Case Studies from World Heritage Sites ch 1
13		Marketing plan Based on the market and customer analysis we will prepare a market plan. We will discuss the components of the market plan by the help of case studies.	Cultural and Heritage Tourism and Management ch 3
14		Business plan Based on the previous chapter information we will prepare a business plan which can be marketable to investors so that they can support tourism development.	Essentials of Entrepreneurship and Small Business Management, Ninth Edition, Global Edition ch 5
15		Presentation The students will present business plan including	

Kommentar [JM1]: Mövzu adlarını bold etmək lazımdır.

		marketing plan.	
16		FINAL EXAM (TBA)	

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

