

Development Directions of Library-Information Supply of Tourism at Higher Education Institutions (Based on the Work Experience of Baku State University and Azerbaijan Tourism and Management University)

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Abstract

Library and information institutions operating in our country have an indispensable role in the comprehensive study of the library and information provision of tourism activities in the Republic of Azerbaijan. As a result of the socio-economic policy strategy formed by our great leader on a solid foundation, the year-by-year improvement of Azerbaijan's tourism opportunities has created a wide opportunity for successful reforms in the field of tourism, as a result of this, it showed its positive effect on the increase of normative-legal documents and scientific-artistic publications related to this field in the library and information institutions of the Republic of Azerbaijan. In the modern era, the study and research of information resources in various fields, assimilation of fundamental knowledge are defined as the main criteria for the society. The study of information resources in the field of tourism in the library and information institutions of the Republic of Azerbaijan is also important in this context. Providing high-standard service to tourists coming to our country depends on many factors. The development of tourism activities in the Republic of Azerbaijan in the library-information networks of our republic, the features of the organization of information services for tourists, the study of the creation and formation of the flow of documents on tourism in the field of library-bibliography is directly based on the document resources of the library-information institutions operating in our country. It should be noted that the concept of tourism is one of the significant forms of recreation and entertainment, but also one of the main directions of scientific activity. The development of tourism is fundamental as one of the main factors of science and culture. Higher education institutions operating in the Republic of Azerbaijan have a special role in the formation and development of scientific knowledge in various fields of science. Azerbaijan Tourism and Management University and Baku State University are important in improving the knowledge and skills of highly qualified specialists working in the field of tourism, and in meeting their information needs. In the context of the scientific development of the mentioned universities in the field of tourism, the main point of the article has been broadly interpreted.

Keywords: tourism, library, information provision, science, development, direction

Напрями розвитку бібліотечно-інформаційного забезпечення туризму у вищих навчальних закладах (на основі досвіду роботи Бакинського державного університету та Азербайджанського університету туризму та менеджменту)

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Анотація

Діючи в нашій країні бібліотечно-інформаційні установи відіграють незамінну роль у всебічному вивченні бібліотечно-інформаційного забезпечення туристичної діяльності в Азербайджанській Республіці. В результаті стратегії соціально-економічної політики, сформованої нашим великим лідером на міцній основі, щорічне поліпшення туристичних можливостей Азербайджану створило широкі можливості для успішних реформ у сфері туризму, в результаті цього, це показало свій позитивний вплив на збільшення нормативно-правових документів і науково-художніх видань, пов'язаних з цією сферою, в бібліотечно-інформаційних установах Азербайджанської Республіки. У сучасну епоху вивчення та дослідження інформаційних ресурсів у різних галузях, засвоєння фундаментальних знань визначено основними критеріями для суспільства. Важливе значення в цьому контексті має також вивчення інформаційних ресурсів у сфері туризму в бібліотечно-інформаційних установах Азербайджанської Республіки. Забезпечення якісного обслуговування туристів, які приїжджають до нашої країни, залежить від багатьох факторів. Розвиток туристичної діяльності в Азербайджанській Республіці в бібліотечно-інформаційних мережах нашої республіки, особливості організації інформаційного обслуговування туристів, дослідження створення та формування документообігу з туризму в бібліотечній галузі безпосередньо базуються на документних ресурсах бібліотечно-інформаційних установ, що діють у нашій країні. Слід зазначити, що поняття туризм є одним із значущих видів відпочинку та розваг, а також одним із основних напрямків наукової діяльності. Основою є розвиток туризму як одного з головних чинників науки і культури. Вищі навчальні заклади, що діють в Азербайджанській Республіці, відіграють особливу роль у формуванні та розвитку наукових знань у різних галузях науки. Азербайджанський університет туризму та менеджменту та Бакинський державний університет мають важливе значення для вдосконалення знань та навичок висококваліфікованих спеціалістів, які працюють у сфері туризму, а також для задоволення їхніх інформаційних потреб. У контексті наукового розвитку згаданих ВНЗ у сфері туризму суть статті трактується розширено.

Ключові слова: туризм, бібліотека, інформаційне забезпечення, наука, розвиток, напрям

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Introduction.

Tourism is one of the dynamically developing areas of the economy in Azerbaijan, and serious attention is paid to the development of this area in our country. Azerbaijan Tourism and Management University (previously Azerbaijan Tourism Institute), which was established with the aim of training quality personnel for the tourism sector, has always taken into account the importance of training young personnel. Azerbaijan Tourism and Management University (ATMU) was established on December 22, 2014, by order of the President of the Republic of Azerbaijan, Ilham Aliyev, on the basis of the Azerbaijan Tourism Institute (ATI), which has been operating since 2006 to carry out qualified personnel training, to gain the status of a center in the field of research and development [9, s.7].

ATMU is a higher education institution in the country that carries out personnel training in the fields of tourism and management. According to the decision No. 255 of the Cabinet of Ministers of the Republic of Azerbaijan dated June 7, 2018, ATMU operates under the State Tourism Agency of the Republic of Azerbaijan. Currently, the university has 3 faculties and 8 departments [1].

The faculty of "Tourism and Hospitality" at ATMU is a fundamental faculty that trains qualified personnel in the field of tourism. The Faculty of Tourism and Hospitality, which is the largest faculty in the Republic of Azerbaijan that carries out quality personnel training in the field of tourism, was established in 2006 and during these years has been providing training of highly qualified personnel for the development of the tourism industry. Teaching at the faculty is carried out in Azerbaijani, English and Russian languages, and offers programs at the bachelor's, master's and doctoral degrees of higher education. Training is carried out in tourism guiding, tourism work organization and translation specialties at the undergraduate level, as well as tourism work, international tourism and country studies, tourist guide and hotel management specialties at the master's level [1].

The quality of teaching at the faculty is provided by professional teaching staff who are experts in their field. It should be noted that more than 80% of TTFH's teaching staff are specialists with scientific degrees and titles. A wide range of scientific-research, social, cultural-mass and sport events are held at the faculty. This experience helps students gain useful knowledge and self-affirmation in various activities. The undergraduate program for all majors is aimed at training the next generation of tourism management. The faculty's educational process is aimed at preparing a unique tourism specialist with an innovative mindset who understands the basic technologies and principles of tourism work and is also capable of continuous self-development. Bachelors of major's study for learning the main parameters of tourism, develop business models for the commercialization of technologies, and get practical experience in the field of tourism entrepreneurship. During the educational process,

students acquire knowledge related to specialization, thinking systematically and project management, as well as preparation in the field of tourism entrepreneurship. The practice process, which is part of the teaching process, allows students studying at the faculty to gain extensive practical knowledge. Thus, for a period of 22 weeks, students experience in the leading tourism institutions of Azerbaijan and advanced higher education institutions with which ATMU cooperates, in large tourism institutions of Turkey, Israel, Romania, Cyprus, Bulgaria, China and other countries.

The "Tourism business", "Languages" and "Hotel and restaurant business" departments are active in the creation and organization of information resources in the field of tourism within the faculty. By order of ATMU rector No. 2 dated August 07, 2006, it started operating under the name "Tourism specialty subjects", and from September 2008 it was named "Tourism business organization and technology". Since November 2013, the name of the department has been approved as "Tourism Business". Since 2006, the "Tourism Business" department has been considered one of the main structures and graduation department of the university. Currently, 51 subjects covering various fields of tourism are taught in the department. These subjects are taught by a professional teaching staff consisting of 48 people [2]. The head of the department and employees of the Faculty Teaching-Methodical and Scientific Councils, ATMU "Tourism Business" department has close relations with "Tourism" department of the Varna University of Economics in Bulgaria and International Tourism College of the Varna University of Economics, Svishtov National Economy University with the "Trade and Tourism Business" department, Sofia National and the "Economy of Tourism" department of the World Economic University, and the "Tourism and Social Work" faculty of the Pavia State University. The department cooperates with Baku Tourism Excursion LLC, "Millennium Tourism" company, Azerbaijan Tourism Association and "Village green tourism" non-governmental organization. At the initiative of the department, international, republican and regional level scientific-practical events are organized in the field of tourism education: "Azerbaijan tourism: today and tomorrow" "The First and Second Republican scientific-practical conferences of students studying at the bachelor's degree in tourism" were held. On the occasion of the 88th anniversary of the birth of the nationwide leader H.A. Aliyev and the "Year of Tourism", the Third Republican scientific-practical conference was held at ATMU called as "Azerbaijani tourism: today and tomorrow" for undergraduate students, and their materials are printed by the decision of the ATMU scientific council. At the same time, with the initiative of the department, with the aim of investigating the rich tourism and recreation resources of the Republic of Azerbaijan, the importance of tourism for the country's economy, the world tourism market and the place of our country in this market, current problems

in the field of tourism education, creating cooperation between scientists conducting research in this field and expanding existing cooperation. First, Second, Third republic scientific-practical conferences called "Tourism and recreation: problems and prospects" were held for masters, graduate students and researchers, reports included in the conference were published in bulk and made available to interested parties.

In order to increase students' interest in tourism and expand their practical knowledge in this field, the "Tourist club" was organized by the department, and later, the management of the club's activities was assigned to the "Training" department under the direction of the rector. The scientific-research direction of the department is the study of the problem "Prospects of Azerbaijan becoming an attractive tourist destination among the countries of the world". Scientific-research works were carried out by the professor-teacher staff of the department. presented at practical conferences, symposia and published in the form of theses. Scientific articles by the department's employees were published in prestigious journals in our country and abroad.

The activity of the "Hotel and restaurant business" department started in 2013. Currently, the department is one of the main structures at ATMU and a graduate department. Electronic teaching materials for the subjects taught in the department have been prepared and are presented to students. Substantial work has been done in the preparation and improvement of syllabuses, thematic plans, and visual aids. Subject commissions operate in the department to implement all these works. The department is closely involved in scientific research. In accordance with the scientific-research topics, the employees of the department participated in international and national level scientific-practical conferences with reports, articles were published in various scientific journals. During this activity, subject programs and textbooks for the taught subjects were prepared, discussed and approved at the department meetings. The department has established close cooperation relations with hotels and industrial enterprises and pays special attention to conducting practical classes in enterprises. The department cooperates with a number of hotels and food establishments. The "Hotel and restaurant business" department actively participated in the LMPH TEMPUS project. On the basis of the LMPH TEMPUS project, a "Resource center" was created to conduct practical lessons on hotel management at the initiative of the department. The center is equipped with visual aids to be used in hotel-related classes in the hospitality industry. Within the framework of cooperation with the New Baku Hotel, a branch of the department operates under the hotel [5].

Main Results of the Research

The following subjects are taught in the specialization of tourism and hotel management at the bachelor's level.

- National and international hotel systems
- Customer approach technology

- Organization of hotel business
- Preparation of hotel standards
- Hotel and restaurant business
- Research methods in hotel management
- Organizational structure of the hotel
- Development criteria in hotels
- Personnel management in hotels
- Psychological technologies in hotels
- Modern development prospects of hotels
- Normative and technical regulation systems of hotels

- Hotel forecasting and planning
- Service modeling

The rapid integration of Azerbaijan into the European space, the rapidly developing tourism industry in our country and the need to promote our rich tourism potential require ATMU graduates to master foreign languages at a business and academic level. The Department of Languages, which operates in this direction, teaches English, German, French, Russian and Persian languages in all specialties of our university, and carries out methodological and scientific research work. During the years of their activity, the employees of the department managed to create a high-quality teaching-methodical base, prepared syllabi, subject programs, teaching aids and textbooks. As the specialized department of "Translation", which is one of the most distinguished specialties of ATMU, it updated the curricula of all subjects taught at the bachelor's and master's level and was printed under the seal of the Ministry of Education of the Republic of Azerbaijan. English language teaching at the department is carried out on the basis of a modern program (IELTS, ESP) and modern textbooks ordered from Oxford University Press. Under the organization of the department, first-year students studying on the basis of the English language-IELTS program, after successfully passing the exam and obtaining an IELTS certificate, have the opportunity to study in the dual diploma group by being admitted to the Azerbaijan-Austria Tourism program implemented jointly with the Krems University of Applied Sciences in Austria. The department maintains cooperative relations with the respective departments of ASU, BSU, ADPU, and has relations with the American Center, the Russian Cultural Center, the German Cultural Center, and the French Institute. Employees of the department participate in defense councils of various universities as council members and opponents. For a long time, teachers from the USA, Germany, France and Spain have closely participated in the teaching of English, German, French and Spanish languages in the department, and this tradition is continuing. By participating in the TEMPUS project (2012-2015), the department became a member of the project "Development of new modules for international bachelor and master programs in the field of sustainable tourism management" (www.sutoma.eu), working group 9 (English for Specific Purposes: Tourism) As a member, it actively participated in the preparation

of textbooks. The department is working on the topic of "Preparation of the marketing strategy of regional history and tourism monuments in foreign languages" in accordance with ATMU's scientific-research plan. The department also supervises doctoral students at the doctoral level. [4].

The following subjects are taught in the specialty "Historical geography, political and recreation geography" (Code: 5402.01), which is one of the main directions of tourism-oriented education at the doctorate and dissertation level.

- Methods of tourism services market analysis.
- Innovative technologies in tourism.
- Increasing the competitiveness of tourism enterprises.
- Information technology system in the sphere of tourism.
- Organization of sustainable development of tourism.
- Congress-exhibition activities in the field of tourism.
- Transportation provision of tourism activities.
- The methodology of making management decisions in tourism.
- Analytical analysis of the world tourism market.
- Management of tourism destinations.
- Economic strategy of development of tourism firms.

In the article, we consider it appropriate to mention some of the textbooks and teaching aids related to fundamental document resources on library-information provision in the field of tourism by Azerbaijan Tourism and Management University.

- Organization of tourism - excursion work - 2004.
- Tourism management - 2005.
- Planning and organization of tourist routes - 2005.
- Socio-economic problems of tourism development - 2006.
- Tourism - 2006.
- Ecotourism - 2008.
- History of tourism - 2008.
- International tourism law. Textbook - 2011.
- Ecological tourism - 2011.
- Organization of transport services in tourism - 2011.
- Azerbaijan tourism and its development problems - 2014.
- Basics of tourism - 2015.
- Explanatory dictionary in the field of tourism in Azerbaijani - 2017.
- Organization of touristic routes and excursions - 2017.
- Sport tourism - 2018.
- English-Azerbaijani dictionary for use in the field of tourism - 2019.
- Excursion and excursion – guide - 2020.
- Geography of international tourism - 2021.
- Management of tourism destinations - 2021.

Also, "Tourism and Hospitality Studies" is an international magazine published 4 times a year by the

University of Tourism and Management, which includes fundamental scientific research works on the library-information provision of tourism in Azerbaijan. The journal was registered in the Ministry of Justice of the Republic of Azerbaijan with No. 3507 dated 05.12.2011, by the decision of the Presidium of the High Attestation Commission under the President of the Republic of Azerbaijan dated May 16, 2014 (protocol No. 07-R) Economic sciences, historical sciences and Art studies (6219.01-Culturology and its general issues; 6220.01 - Museology) was included in the "List of publications recommended for publication of the main results of dissertations in the Republic of Azerbaijan". In the multi-profile scientific journal "Tourism and Hospitality Studies", preference is given to articles devoted to the problems of the modern development of the tourism sector and the theoretical and practical problems of its interaction with socio-economic development. The journal also publishes original articles on other problems of socio-economic development. The magazine has the right to publish special issues serving the development of tourism in our republic. The magazine is published once a quarter. Articles in Azerbaijani, Turkish, English, and Russian languages are accepted for "Tourism and Hospitality Studies" magazine from all over the world. Scientific journal "Tourism and Hospitality Studies" has been published continuously since 2012. The journal is distinguished by its specificity and usefulness in communicating scientific research on tourism-related specialties to the general scientific community.

The department "Economic, social geography and tourism of foreign countries" under the Faculty of Geography at Baku State University is of great importance in the development of the scientific direction in the field of tourism. It should be noted that the "Economic and Political Geography of Foreign Countries" department was founded in 1960. Since 2004, it has been called the Department of Economic-Political Geography and Tourism of Foreign Countries. From 1960 to 1980, the department was headed by an outstanding geographer, Professor Hadi Badal Aliyev. During the period when Prof. H. B. Aliyev was the head of the department, important work was done in the organization of scientific-pedagogical staff training, scientific-research and teaching-methodical works, writing of higher and secondary school textbooks, as well as the creation of the Azerbaijan Geographical Society and the direction of its activities, as well as great service in the social and political life of the republic. was. In 1979, he was awarded the honorary title of "Honored Scientist". [8].

Scientific directions of the department:

"Prospects and regional problems of tourism development in the Republic of Azerbaijan", "Training of scientific personnel in the field of geography and tourism", "Economic and political geography of foreign countries, tourism and its regional development in Azerbaijan". Subjects in "Tourism and Hotel Management" are taught

in Azerbaijani and English languages.

The subjects taught at the bachelor's level include:

- Tourism and marketing
- Basics of tourism
- Tourism and business
- Legal basis of tourism
- Local studies and tourism
- History and geography of international tourism
- Economics of international tourism
- Tourist routes and excursion business.
- Tourism and hotel industry
- Tourism in Azerbaijan and its development problems

- Management in tourism
- Information technology in tourism.

The subjects taught at the master's degree include problems of tourism, advertising in tourism, methods of organization of tourism-excursion work, geography of international tourism, organization and economy of international tourism, basics of tourism geography, geography of world industry, geography of world engineering industry, political, concerns economic and social problems. The scientific directions of the department include "Prospects and regional problems of tourism development in the Republic of Azerbaijan" and "Training of scientific personnel in the field of geography and tourism".

In the development of the scientific direction of library information provision in the field of tourism, we can show the scientific publications compiled by the mentioned department in this field. These scientific publications include:

- Mammadov C.A., Soltanova H.B., Rahimov S.H. Geography of international tourism, Baku, 2002; [15].
- Mammadov C.A., Rahimov S.H. Explanatory dictionary of terms and concepts used in tourism and related fields. Baku, 2000; [14].
- Mammadov C.A., Gerayzade T.P. Western European countries. Textbook. Baku, 2001; [13].
- Mammadov C.A. Geopolitics. Textbook. Baku, 2005; [11].
- Soltanova H.B., Aghakarimov M.M., Babazade S.I. Hotel management. Baku, 2005; [21].
- Mammadov C.A., Bilalov B.A. Inbound tourism in Azerbaijan and ways of its development, Baku, 2004; [12].
- Soltanova H.B., Huseynova S.H. - "Basics of tourism". Teaching materials, Baku, 2007; [22].
- Mammadov N.G. - "Toponymy". Textbook, Baku, 2007; [16].
- Soltanova H.B. - Tourism and its development in Azerbaijan. Monograph, Baku, 2015; [20].
- Soltanova H.B. - Basics of tourism, Baku, 2015 [19].

We can also note that the Scientific library has an important role as the main driving force of library-information provision of tourism at Baku State University. Because the literature on tourism in the library's fund

is considered one of the main forces that stimulate the scientific development of this field. About the history of the library, we can mention that Baku State University was founded in 1919, and in that year the library, which has an important place in its structure, was organized. (now Azizbeyov) agreed to transfer the library to the university. In the same year, the commission appealed to the Council of the Baku City Oil Industrialists' Congress and requested that the library of the Sabunchu hospital be given to the university. This library was given to the university in 1920. In addition, 120,000 manat books were bought with the money of that time. In the summer of 1920, a medical department with a fund of 212 copies of literature was organized in the library.

In 1920-1922, by the order of the Council of People's Commissars, a large number of literatures was given to the library from separate departments and enterprises, organizations. Among these books, the literature issued by the Political Department of the army should be mentioned. In 1922, the Scientific Council of the University appointed professors F.N. He sent Ilini and P. Y. Rostovtsev to Leningrad to buy books, and they bought and brought back, free of charge, scientific literature worth more than 200 pounds, all publications of the Academy of Sciences. Dean of the Eastern Faculty Prof. R. K. In 1922, the Council of People's Commissars allocated funds in the amount of 7,000 rubles (gold) to create the Oriental department in the library on the initiative of Zhuze; with these funds, more than 2000 books were bought from Constantinople (now Istanbul) in 1924. The Eastern branch started functioning in May 1924. The fund of the library was enriched in the summer of 1924 and reached 24,713 copies. In 1928-1929, the fund of the former Baku French Society, consisting of nearly 1,000 books, was included in the university library.

In addition, a set of Russian magazines consisting of 2000 volumes from the library of the House of Education Workers was given to the library. In those years, professors B. Chobanzade, P. Kh. Juze, Mudrov, D. Chafarov, Tumbel, Rusanova and others donated their personal books to the library fund. The literature collected to organize the university library in 1919-1929 is included in the "Golden Fund", which is considered the honorary fund of the library. Rare, ancient books, including rare copies from the 16th-18th centuries, as well as manuscripts from the 14th-18th centuries, have been collected in this fund. The oldest manuscript dates back to 1308. The fund also includes works of prominent writers, public figures, and scientists published during their lifetime. The scientific library organizes its activities in accordance with the duties arising from the law of the Republic of Azerbaijan "On Library Work" (1999), the university charter, the orders and instructions of the university management. [10].

Common conclusions.

In general, the current state of information provision of tourism in the Republic of Azerbaijan, as well as the

measures aimed at its development, allow us to assess the country's competitive advantages and disadvantages in terms of the development and promotion of domestic and foreign tourism. One of the main problems facing the tourism sector in the scientific context in the sphere of education in the Republic is the insufficient availability of scientific literature on this field.

Today, tourism information provision system is to research and generalize the ways of creation, formation and development of document-information resources on tourism, to determine the achievements in this field, and on the other hand, to benefit from the previous experiences in order to improve the achievements. In the future, it is necessary to fulfill the following tasks

regarding information provision of tourism:

- Researching the characteristics of the creation and formation of primary documents related to the field of tourism in Azerbaijan.
- Investigating the creation, history, development and current state of bibliographic information on tourism.
- Study of the general mass of documents on tourism in the fund of library and information institutions of the Republic.
- Unveiling the system of printed bibliographic resources on the field of tourism in our country and providing an analysis of bibliographic indicators (current, retrospective, scientific-assistant, recommendation) on this field.

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