

**The Government of the Republic of Azerbaijan  
The Ministry of Culture and Tourism**

**The United Nations Development Programme**

**PROJECT ON  
“SUPPORT TO THE BAKU TOURISM VOCATIONAL SCHOOL OF  
THE MINISTRY OF CULTURE AND TOURISM”**

**Project Title:** Project on "Support to the Baku Tourism Vocational School of the Ministry of Culture and Tourism"

**UNDAF Outcome 1:** By 2015, non-oil development policies result in better economic status, decent work opportunities and a healthier environment in all regions and across all social groups

**UN Development Assistance Framework**

**Expected CP Outcome 1.1** National policies and institutions strengthened to increase private sector competitiveness, remove trade barriers, especially for exports, while reducing vulnerability of the economy and population to external shocks

**Executing Agency:** Ministry of Culture and Tourism of the Republic of Azerbaijan

**Implementing Agent:** United Nations Development Programme

**Project Partner:** Baku Tourism Vocational School

#### BRIEF DESCRIPTION

The project will help the Ministry of Culture and Tourism to strengthen the institutional capacities of the Baku Tourism Vocational School so that its graduates can provide services that would meet high professional standards, thus increasing the competitiveness of Azerbaijan's touristic industry. This will be achieved through: (i) infrastructural upgrade; (ii) curriculum and training courses enhancement; (iii) exposure to international experience in management and (iv) improved access to educational resources.

Programme Period: 2011 – 2015  
 Programme Component:  
 Project Title: "Support to Baku Tourism Vocational School of the Ministry of Culture and Tourism"  
 Project Code: 00070392  
 Project Duration: 24 months  
 Management Arrangement: NEX

Total budget:	483,000 USD
- Government	383,000 USD
- UNDP	100,000 USD
- Others (including in-kind contributions)	0
Unfunded budget	0

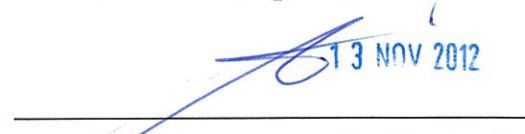
Agreed by  
 The Government of Azerbaijan

Mr. Abulfas Garayev  
 Minister of Culture and Tourism

  
 13 NOV 2012

Agreed by  
 UNDP

Mr. Antonius Broek  
 Resident Representative

  
 13 NOV 2012

## PART I. SITUATION ANALYSIS

Azerbaijan has the potential to attract a large number of international tourists. The country is blessed with ingredients that will create good memories for tourists, historically rich religious diversity, interesting cities to explore, unusual foods and above all, safety in the country. Having these attributes is creating an enabling environment for Azerbaijan to develop its tourism industry more broadly.

Tourism is increasingly becoming an important part of Azerbaijan's economy. Tourism receipts account for 2% of the country's GDP and has the potential to contribute further to the non-oil diversification of the economy. The boom in the country's oil and gas industries has given a boost to the development of the tourism sector creating a demand for more and improved accommodation facilities, infrastructure and services. As Azerbaijan is establishing itself on the international arena, the country regularly hosts regional and international events, such as 23rd Annual Session of Crans Montana Forum and other high level conferences and forums, 2011 World Boxing Championship, 2012 FIFA U-17 Women's World Cup women's football tournament, European Wrestling Championship, 11th International Travel and Tourism Fair (AITF 2012) and other international exhibitions, 2nd International Baku Forum of Culture Experts.

In May 2012, Baku received the 57th Eurovision Song contest, following its win at the 2011 contest. In November 2012, Azerbaijan will serve a venue for the Internet Governance Forum held under the UN auspices.

The number of hotel establishments currently operational in Azerbaijan has increased from 320 in 2007 up to 508 in 2011, including such world famous brands as Hilton, Marriott, Four Seasons, Kempinski, Jumeirah.

Despite the enormous natural tourism potential and a noticeable breakthrough in terms of infrastructure and facilities for the tourism industry, there still are many challenges that Azerbaijan needs to overcome and one of the most important is provision of adequate services by qualified personnel. The first step in this direction was the establishment of the Azerbaijan's Tourism Institute, which trains students the following specialties: Tourism and Hotel Management, Management, Marketing, Museum study, Archival work and preservation of monuments, Regional Studies (Caucasus, Azerbaijan), Guide and translator, Arcade, extreme and mountain tourism, Transport service (by types of transport services), Social work, International Relations and Food Engineering.

Another important step was the creation of the Baku Tourism Vocational School (BTVS) in December 2011 by the Decision of Cabinet of Ministers of the Republic of Azerbaijan. Currently more than 700 students are educated there for the following specialties: Confectioner, Barman, Waiter, Cook, Tour operator, Hotel receptionist, Travel agent, Ski mountaineering tour guide, Ecotourism guide and Local tourism guide.

Lessons are provided in Azerbaijani and Russian languages. Currently the Ministry of Culture and Tourism is working on Concept on Establishment & Development of a network of Baku & Regional Vocational Schools in 2012 - 2016.

The project will help the Ministry of Culture and Tourism to strengthen the institutional capacities of the BTVS so that its graduates can provide services that would meet high professional standards, thus increasing the competitiveness of Azerbaijan's touristic industry.

Though the role of the oil sector was leading in the speedy economical development marked for last 8 years in Azerbaijan but non-oil sector becomes during last year's important in the general economical growth. According to official statistics and macroeconomic indicators the growth in non-oil sector of the country in recent 8 years has been more than 2.2 times. Strategy of diversification of the economy on account of oil incomes has justified itself. Azerbaijan has benefited from natural resources to build strong economy like each country experienced transitional period but could successfully diversify the economy due to these resources and could minimize its dependence on oil. At the result of this strategy the steady tendency of durable growth in sectors like construction, tourism, agriculture, transport, information and communication technologies are observed. The international finance institutes especially note the importance of tourism among these sectors.

The BTVS can become a model vocational school and this experience can be further replicated in the course of implementation of the Concept on Establishment & Development of a network of Baku & Regional Vocational Schools in 2012 – 2016.

## PART II. STRATEGY

**Project Outcome and Outputs:** The overall goal of the project is to strengthen the capacity of the Baku Tourism Vocational School of the Ministry of Culture and Tourism to train qualified personnel for the tourism sector. The Project output is to enhance management system, curriculum and training courses of Baku Tourism Vocational School.

The project will contribute to the achievement of the UNDAF Outcome 1: "By 2015, non-oil development policies result in better economic status, decent work opportunities and a healthier environment in all regions and across all social groups" and supports achievement of the UNDP Country Programme Outcome 1.2: "National strategies, policies, and capacity to address regional and gender disparities in decent work opportunities are strengthened, with a focus on increasing the ability of vulnerable groups to manage and mitigate risks".

The project's institutional support will focus on the following components/activities:

**Component 1. Infrastructural/ICT enhancement**

- Assessment of the hard and software needs for expanded use of ICT tools in education process, procurement and installation of equipment
- Training of BTVS management, teachers and students in use of new equipment and software

**Component 2. Curriculum enhancement and development of new courses**

- Survey to assess current and future needs of the BTVS in modern educational resources
- Review of the curriculum and content of the existing courses delivered at the BTVS and revision to include the latest approaches and views on tourism services
- Design and introduction of new training programmes
- Develop and introduce new teaching methodologies for the existing and new courses
- Conduct training courses for teachers/lecturers of the BTVS ;
- Purchase of modern textbooks, publications

**Component 3. Exposure to international experience**

- Identifying and exploring cooperation opportunities with foreign training institutions specializing in the tourism sector
- Facilitation of cooperation agreements/twinning arrangements between BTVS and recognized tourism vocational training schools
- Study tours for BTVS management to learn managerial experience at the leading education institutions in the tourism sector

**Component 4. Project Management**

Day to day project management, evaluation, audit.

## PROJECT RESULTS AND RESOURCES FRAMEWORK

<p><b>Intended Outcome as stated in the Country/ Regional/ Global Programme Results and Resource Framework:</b>          UNDAF Outcome : The effective and transparent management of oil resources leads to increased decent employment in the non-oil sectors</p>			
<p><b>Relevant Strategic Assistance Area:</b></p>			
<p><b>Partnership Strategy:</b> Baku Tourism Vocational School.</p>			
<p><b>Project Title and ID:</b> "Support to the Baku Tourism Vocational School of the Ministry of Culture and Tourism"</p>			
Intended Outputs	Output Targets	Indicative Activities	Responsible Parties
<p>The capacity of the Baku Tourism Vocational School of the Ministry of Culture and Tourism to train qualified personnel for the tourism sector is strengthened. The management system is enhanced, curriculum prepared and training courses conducted at the Baku Tourism Vocational School.</p>	<p><u>Output Target 1.</u>          2013: Infrastructural and ICT capacities of BTVS enhanced.</p>	<p><u>Activity 1.1.</u> Assessment of the hard and software needs for expanded use of ICT tools in education process, procurement and installation of equipment.</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Selection of an consultant through international tender to conduct the assessment;</li> <li>- Contracting with the consultant to conduct the assessment;</li> <li>- Preparation of proposals.</li> </ul> <p><u>Activity 1.2.</u> Training of BTVS management, teachers and students in use of new equipment and software.</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Preparing the tender documentation for selection of consultants to undertake the trainings.</li> <li>- Contracting with the consultants to carry out the necessary works;</li> <li>- Installation and testing of the equipment.</li> </ul>	<p>Ministry of Culture and Tourism of the Republic of Azerbaijan;          United Nations Development Programme</p>
<p><b>Baseline as of 2012:</b></p> <p><b>Activity Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Software and necessary equipment are purchased and installed and BTVS teachers/ lecturers are trained.</li> <li>2. Assessment of current</li> </ol>			87,000

<p>programme is conducted and new training programmes and methodologies are developed.</p> <p>3. Memorandum on cooperation is signed.</p>	<p><b>Output Target 2.</b>  <b>2013:</b> Curriculum of BTVS is revised.</p>	<p><b>Activity 2.1.</b> Survey to assess current and future needs of the BTVS in modern educational resources</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Preparing the tender documentation for selection of vendor to conduct a survey;</li> <li>- Contracting with the company to conduct a survey;</li> </ul> <p><b>Activity 2.2.</b> Review of the curriculum and content of the existing courses delivered at the BTVS and revision to include the latest approaches and views on tourism services</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Preparing the tender documentation for selection of vendor to implement review of curriculum, and content of the existing courses</li> <li>- Contracting with the company/consultant that will review the curriculum and content of the existing courses</li> </ul> <p><b>Activity 2.3.</b> Design and introduction of new training programmes</p>	<p>Ministry of Culture and Tourism of the Republic of Azerbaijan;  United Nations Development Programme</p>	<p>185,000</p>
---	---	---	---	----------------

	<p><u>Output Target 3.</u> 2013-2014: Cooperation with foreign institutions established.</p>	<p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Design and introduction of new training programmes</li> </ul> <p><u>Activity 2.4</u> Develop and introduce new teaching methodologies for the existing and new courses</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Development and introduction of new teaching methodologies</li> </ul> <p><u>Activity 2.5</u> Conduct training courses for teachers/lecturers of the BTVS</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Contracting consultants to conduct training courses</li> </ul> <p><u>Activity 2.6</u> Purchase of modern textbooks, publications</p> <p><u>Description of tasks</u></p> <p>Purchase of modern textbooks, publications</p> <p><u>Activity 3.1.</u> Identifying and exploring cooperation opportunities with foreign training institutions specializing in the tourism sector</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Preparing the tender documentation for selection of vendor to identify cooperation opportunities with foreign training institutions.</li> <li>- Contracting a company/consultant to identify and explore cooperation opportunities with foreign training institutions</li> </ul> <p><u>Activity 3.2.</u> Facilitation of cooperation agreements/twinning arrangement between BTVS and</p>	<p>Ministry of Culture and Tourism of the Republic of Azerbaijan; United Nations Development Programme</p>	<p>75,000</p>
--	--	---	--	---------------



	<p>recognized tourism vocational training schools</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Organization of study tours</li> <li>- Preparation of memorandum on cooperation and signing</li> </ul> <p><u>Activity 3.3.</u> Study tours for BTVS management to learn managerial experience at the leading education institutions in the tourism sector</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Selection of study tour participants, organization of travel (tickets, accommodation, etc)</li> </ul>		
<p><u>Output Target 4.</u> 2012-2014: General Project Management</p>	<p><u>Activity 4.1.</u>Project Management</p> <p><u>Description of tasks</u></p> <ul style="list-style-type: none"> <li>- Day to day management of the project activities</li> <li>- Project Evaluation</li> <li>- Audit</li> </ul>	<p>Ministry of Culture and Tourism of the Republic of Azerbaijan; United Nations Development Programme</p>	<p>116,850 GMS – 19,150</p>