QUALITY ASSURANCE POLICY AT AZERBAIJAN TOURISM AND MANAGEMENT UNIVERSITY

The current policy document is the legislation of the Republic of Azerbaijan, the «National Qualifications Framework» for lifelong learning of the Republic of Azerbaijan, «Evaluation criteria for institutional accreditation of higher education institutions», «Standards and guidelines for quality assurance in the European higher education space» (ESG), ATMU's Strategy, The charter was prepared taking into account the «Methodical recommendation on internal quality assurance» developed within the framework of the EQAC project.

1. History and management of ATMU

Azerbaijan Tourism and Management University (ATMU) was established on December 22, 2014 by the 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. 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. The University is headed by the rector by decree of the President of the Republic of Azerbaijan. The structure of the University consists of vice-rector, rector's adviser, faculty, department, department and units. The staff is made up of academic, administrative staff and students. Teaching at ATMU is carried out at the bachelor's, master's and doctoral levels of education, as well as in the additional education program.

Foreign accreditations have been successfully conducted during ATMU's activity. At the same time, within the framework of the project called «Increasing the potential of Azerbaijan Tourism and Management University» implemented jointly with the support of the Azerbaijan State Tourism Agency and the United Nations Development Program, ATMU's specialty «Tourism and Hotel Management» (bachelor's degree and master's degree) was awarded the prestigious United Nations World Tourism Organization «UNWTO.TedQual» quality certificate was awarded. Also, ATMU was awarded the ISO

9001:2015 – Quality Management System compliance certificate for the training of specialists in the field of tourism and hospitality, and the ISO 21001:2018 – Education management certificate for the faculties of Tourism and Hospitality and Social Management.

2. Mission of ATMU

ATMU was established in order to train qualified personnel in the field of tourism. The current purpose is to train professional, productive personnel in the field of tourism, management and service. The teaching organized for this purpose is theoretically and practically oriented. The main mission of ATMU is to become a higher education institution that trains specialists who are competitive in the international labor market and will contribute to the sustainable development of society, and to train a new generation of leaders who contribute to the sustainable development of society.

3.Future vision of ATMU

Respecting national-spiritual, historical-cultural, environmental-conditions, religious-ethnic values, human-oriented, contributing to education, tourism sector and the future, not contradicting the country's values and legislation, open to both local and international cooperation and innovations, needed in its field ATMU's main vision is to be a distinguished and prestigious University that prepares personnel.

4. Aims and objectives of ATMU

ATMU's main goal is to become a center of advanced education, innovation and research that instills in individuals a mission to learn, change and transform. The goals set in ATMU Strategy – increasing the efficiency of management, forming the potential of highly qualified staff, modernizing the content of education, increasing the level of mastery of students, creating the necessary infrastructure, strengthening the scientific research and innovation potential, regionalization, internationalization, diversification of educational services based on the principle of permanent education, long-term strengthening financial stability, creating a brand with a shared vision and values, establishing productive cooperation with interested parties are the main goals of the University.

5. Values of ATMU

The highest values of ATMU are social responsibility, honesty, transparency, rationality, accountability, academic freedom, interest in knowledge, innovation, practicality, objectivity, constant learning and teaching, respect for national-spiritual-ethnic values.

6. A source of knowledge at ATMU

The main source of knowledge contributing to education, training and teaching at ATMU is the teaching staff. Also, all management and administrative staff of the University, as well as modern technological equipment provided within the University and mutual learning of students are their main sources of knowledge.

7. Quality culture at ATMU

Quality culture is the ability of employees to take care of the quality of work not only of their own work, but also of all staff members, to take actions aimed at quality and to be able to act in the direction of increasing its level. For this purpose, the management board constantly organizes trainings and meetings to improve the quality culture. Quality culture is a quality-oriented mechanism formed by shared values and norms that affect all employees, regardless of their position, from management to academic staff. Also, quality culture is one of the factors influencing the satisfaction of stakeholders. Values based on quality culture should become the main principles governing the activities of University employees and structural units. The quality culture includes principles such as transparency, accountability, inclusiveness, shared values, and stakeholder satisfaction, serving to achieve the goals and objectives of the University.

8. Range and principles of Quality policy at ATMU

At ATMU, internal procedural documents, rules, guidelines, and policy documents regulating the activities of all structural units are prepared, systematized, and content quality is improved from time to time. A Quality Assurance Department was created for the purpose of carrying out work on quality assurance at ATMU. In addition to the department, the quality policy of all ATMU structures includes the following principles, covering the above and based on the goals set in the Strategy:

1. Organization of internal quality assurance system

2. Organization of ATMU's activities in accordance with the requirements of national and international legislation

3. Increasing educational and financial resources, improving infrastructure and gradually bringing it up to international standards in order to increase the efficiency of the educational environment of students, educators, as well as all ATMU staff

4.Continuous improvement and optimization of educational programs in order to train students with high quality in accordance with the requirements of the industry (labor market) in addition to higher education

5. Solving trainees' appeals in accordance with customer requirements and effectively

6. Establishing the activities of all structures as well as work plans in accordance with the Strategy, regular work to achieve strategic goals, organization of its tracking and monitoring

7. For the sake of development, the goals specified in the strategy are regularly updated, and efficiency is increased by dividing the powers among the responsible structures.

8. Regular monitoring and review in order to improve the quality management system;

9.Conducting necessary trainings for the development of ATMU employees

10. Involvement of all structures in the quality management system and responsibility of each individual

11. Supporting the scientific research work of all staff members, including students

12. Determination and accountability of quality indicators of learners and educators

13. Involvement of students in quality policy

14. Provision of continuous and high-quality psychological services to students and employees

15. Providing support for the efficient organization of free time of students and employees, their social and humanitarian activities

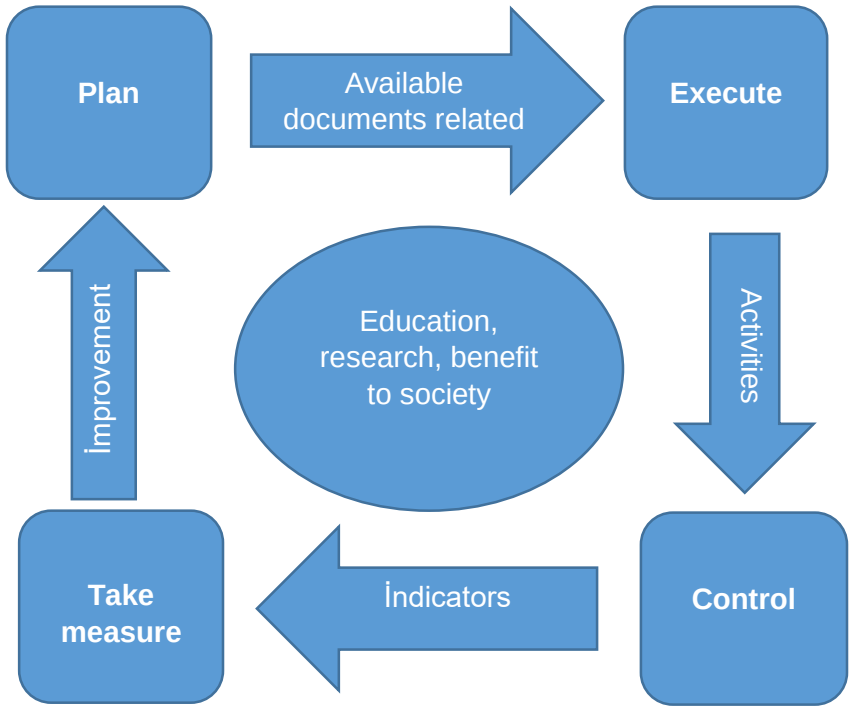
16.Ensuring the communication and accessibility of the Quality policy to all (internal and external parties) to provide stakeholders with accurate, transparent information

17. Regular improvement of electronic document circulation and digitization services

18.Systematic review of the quality policy in terms of compliance and updating if necessary

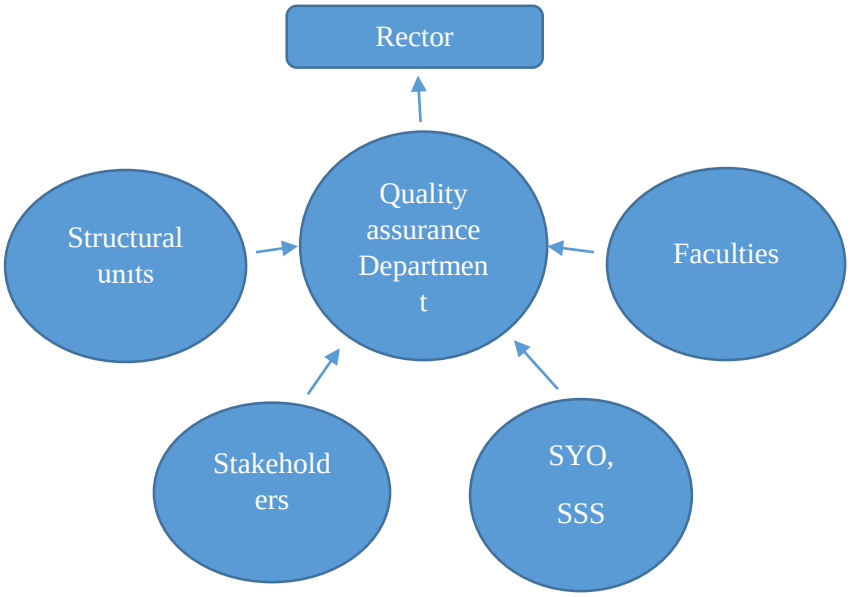
9. Schematic description of the quality assurance system

Planning the quality of teaching and student support services at Azerbaijan Tourism and Management University, supporting a student-oriented learning environment, improving teaching-methodical work, measuring student satisfaction, conducting self-analysis, organizing quality assurance work is carried out with the support and coordination of the Quality Assurance Department. A systematic review of education provision is necessary to maintain and increase quality, equity, and efficiency. Quality assurance provides the basis for organization of the enterprise's activities in accordance with standards. Quality assurance drives the achievement of strategic goals by constantly monitoring them. At this time, the Plan – Execute – Control – Take Action (PINT – PDCA) model is used in the implementation of the Quality Assurance system.



Scheme 1. Quality assurance system (developed based on the PDCA model)

The management, quality commission, all structural units, faculties, student organizations, interested parties participate in the implementation of the system, and the process is coordinated through the Quality Assurance Department. In this case, the inter-structural relationship is as follows:



Scheme 2. Communication between structures in the quality assurance system

10. Resource management

10.1. Strategy

In the spring of 2018, after ATMU came under the control of the State Tourism Agency of the Republic of Azerbaijan, the institutional needs of the University were assessed in a short period of time, and a short-term strategy and an appropriate action plan were prepared in order to improve the efficiency of its activities. Then ATMU's Strategy for 2022/2026 was prepared. Along with the values of strategy organization, mission, goals, etc. İt contains 12 strategic objectives, the corresponding intention and the expected result for each objective (https://atmu.edu.az/upload/files/2023/02/07//-f55cadb916757668578946769981049113O.pdf).

10.2. Collegiate entities

- □ Academic Council – ATMU is managed by the Academic Council headed by the rector
- □ The Rector's Council is an operative-advisory body under the Rector that ensures the timely and optimal decision-making related to ATMU's activities in all areas, educational-methodical, scientific, social, financial, educational, economic activities.

10.3. Faculties

Teaching at ATMU for the purpose of training professional personnel in the fields of Tourism, Hotel Management, Guiding, Translation, Social Work, Food Engineering, International Relations, fFnance, Marketing, State and Municipal Management, Museum, Archival Work and Preservation of Monuments, Accounting is implemented in three faculties of Tourism and Hospitality Management, Social Management and Business Management. Coordination and organization of the teaching and learning process is carried out through the Teaching and Methodical Department. Teaching at ATMU is conducted in Azerbaijani, Russian and English departments. In the preparation of professional personnel, regular improvement of educational programs is applied in order to adapt them to the requirements of the labor market.

10.4. Teaching-assistant structures

Effective organization, development, and quality improvement of education at ATMU, answering questions about all issues related to interested parties, improving scientific and research activities, managing human and financial resources, organizing coordination with students, graduates, and representatives of the labor market, developing progressive assessment methods and tools , administrative departments operate for the purpose of improvement of financial and information technology resources, organization and coordination of documentation, strengthening of international relations. The educational infrastructure consists of two educational buildings, canteen, psychological services are provided. In addition, some of the lessons are carried out in industrial enterprises on the basis of contracts.

10.5. Partnership and international relations

In its activities, ATMU cooperates with state institutions, private sector and civil society in the implementation of joint projects, holding joint training and meetings,

scientific research, supporting career opportunities, volunteering and other directions. Double degree programs with ATMU and Krems University of Applied Sciences of Austria and Eskisehir Osman Gazi University of Turkey, Germany Yade University of Applied Sciences under the DAAD program,Girona and Valladolid Universities of Spain, Eskisehir Anatolia of Turkey,Aleksandr Ioan Cuza Iasi of Romania, Oradea, Kaayani of Finland under the Erasmus program existed interchange programs with universities. In addition, ATMU cooperates with a number of international organizations, since 2011 it is a member of the UN World Tourism Organization. In 2019, Azerbaijan Tourısm and Management University was awarded the ISO 9001:2015 – Quality Management System certificate for the «Tourism Business Organization» speciality program. In 2023, it was recertified with a re-audit after its expiration. At the same time, in 2023, ATMU's Tourism and Hospitality, Social Management faculties received a certificate by conducting an audit on the ISO 21001:2018 Education Management standard.

In 2020, Azerbaijan Tourısm and Management University was awarded the «UNWTO.TedQual» international quality certificate of the World Tourism Organization for the specialty program «Organization of Tourism Work». In 2023, it was re-audited and awarded the same certificate again.