PROCEDURE FOR THE ORGANIZATION OF SURVEYS AT AZERBAIJAN TOURISM AND MANAGEMENT UNIVERSITY

1. General Rules

1.1. The procedure for organizing opinion polls (hereinafter, the opinion poll) to determine the purpose and scope of the polls held at the Azerbaijan Tourism and Management University (hereinafter, ATMU), as well as the methodology and analysis of public opinion research, as well as to regulate issues of making proposals for the adoption of result-based decisions It is intended.

1.2. The Charter of ATMU, the Constitution of the Republic of Azerbaijan, the Law of the Republic of Azerbaijan "On Access to Information" and the Code of "Ethical Behavior of Students of the Azerbaijan Tourism and Management University" were taken as the basis for the preparation of the procedure.

1.3. Data collection is carried out by the relevant structures taking into account the current procedure.

2. The main purpose of organizing surveys

2.1. . According to the scope and the number of respondents, the purpose of the surveys conducted at ATMU is to learn the opinions of interested parties on the organization of curriculum-teaching-science and support processes, organize effective planning, identify changes and trends, analyze risks and take preventive measures, eliminate deficiencies and improve quality in general. is to serve improvement.

3. Organization of feedback surveys

3.1 As the main method of collecting information at ATMU, surveys can be carried out in two forms:

3.1.1. Complete review - the entire set of observation units is taken from the review, that is, the number of respondents is equal to the number of members of the main population under study.

3.1.2. Selective review - the number of respondents is only a certain part of the number of members of the main population being studied.

3.2. Organization of an opinion survey begins with the definition of a clear objective.

3.3. During data collection, different methods can be used according to the purpose. It refers to the methods applied at ATMU:

3.3.1. questionnaire survey;

3.3.2. focus group discussion

3.4. Depending on the purpose, the organization of opinion polls, including the method to be used for collecting information, the questionnaire form, the degree of significance of the results (minimum participation ratio), the survey schedule (Appendix 1) are submitted to the Quality Commission for opinion by the authorized structure and are carried out based on the decision of the commission.

3.5. At the end of the data collection, the results, including the steps to be taken for the purpose of improvement, are discussed in the Scientific Council or the Teaching-Methodical Council according to the set goal, and the respondents are informed about the measures taken.

4. Questionnaire preparation rules

4.1. Two types of questionnaires can be used according to the form of conducting according to the purpose of the survey. These include:

4.1.1. Correspondence survey - a questionnaire filled out by the respondent alone;

4.1.2. direct survey - a survey conducted with the participation of the interviewer..

4.2. The structure and text of the questions should be formulated in such a way that the respondents will understand and create the basis for obtaining the necessary information.

4.3. The questionnaire form used in the survey should include the opening sentence, the purpose of the survey, by whom it was conducted, a declaration of confidentiality or anonymity, voluntary or mandatory participation, the validity period of the survey (the deadline set for the receipt of answers), an expression of thanks to the respondents for their participation in the survey, the survey contact means of the organizing person/institution (e-mail address, phone number) should be reflected.

4.4. Verification questions can be used to increase the reliability of the given answers.

4.5. According to the content of the questionnaire, the following questions can be used:

4.5.1. general profile questions: respondents' gender, age, group/specialty, department, etc;

4.5.2. comparative questions;

4.5.3. questions that elicit opinions and ideas;

4.5.4. questions that study the person's attitude to the issue by degrees;

4.5.5. questions that measure the level of knowledge and awareness in a certain area.

4.6. Depending on the form, open, closed and semi-closed questions can be formed.

4.7. An appropriate scale can be used when formulating the questions. Thus, by applying the Likert scale, which is the most widely used in social research, it is possible to determine the respondents' positions on a certain issue. Answer options that can be used on the Likert scale

are "completely agree", "agree", "no idea / don't know / undecided", "disagree", "strongly disagree".

4.8. It is recommended to have 5-15 questions in the questionnaire and not to use guiding questions.

5. Rules for organizing focus group discussions

5.1.. The main goal of organizing focus group discussions is to learn the opinions of a group of participants in the survey on the topic and their views on issues in a collective discussion environment.

5.2.. Focus groups are used to learn personal experiences, reviews, attitudes, opinions, satisfactions, concerns and expectations of stakeholders.

5.3.. Focus group participants should be selected from respondents who meet the defined criteria using non-random sampling methods according to the purpose of the survey.

5.4.. When inviting participants to a discussion in a focus group, it is necessary to provide information about the purpose of the discussion, possible questions or object to be discussed (for example, an educational program), place and time.

5.5.. Taking into account the purpose of the discussion and the available opportunities, one or more groups of 8-12 people (this number can be increased if necessary) can be formed.

5.6. Focus group discussions can be held face-to-face (in any physical location) or online. :

5.6.1. Space dimensions;

5.6.2. Arrangement of seats;

5.6.3. Aids to be used: technological equipment and devices (microphone, video camera, dictaphone), blackboard, flipchart, stationery, etc.

5.7. During the focus group discussions, recording is done using audio recording or video recording method.

5.8.. The relations, regularities and trends among the issues voiced in the analysis of the discussion are reflected in the report.

6. Rights and obligations of the entity that collects information

6.1. Rights of the entity that collects information:

6.1.1. Conducting surveys without contradicting what is stated in paragraph 1.2 of this procedure, with the definition of the purpose.

6.1.2. Obtaining assistance from other entities as necessary during the data collection process.

6.1.3. In order to attain a qualitative result, if necessary, engage in promotional efforts to enhance the respondent count.

6.1.4. Attracting survey participants in accordance with the decision made by the Quality Commission.

6.2. Obligations of the entity that collects information:

6.2.1. Adhering to ethical standards throughout the information collection process.

6.2.2. Preserving the confidentiality of the respondent based on the chosen method during the information collection process.

6.2.3. Furnishing the respondent with comprehensive details regarding the purpose of collecting data.

6.2.4. Omitting the mention of the respondent's name in the report on the results analysis.

6.2.5. Ensuring accessibility to the analysis results of the survey conducted.

6.2.6. Resolving the shortages revealed as a result of the analysis, as well as to put forward proposals for improvement or develop an action plan.

6.2.7. Sharing the report reflecting the analysis of the results with relevant entities.

6.2.8. Informing respondents about the work done on the basis of the analysis of the results.

7. Rights and obligations of respondents

7.1. Rights of respondents:

7.1.1. Understanding the purpose behind gathering information.

7.1.2. Obtaining details about the entity responsible for information collection.

7.1.3. Obtaining information about the undertaken tasks stemming from the data collection process.

7.1.4. Proposing recommendations for enhancement.

7.2. Obligations of respondents:

7.2.1. Adhering to the principles of objectivity and justice when responding to questions.

7.2.2. Avoidance of furnishing false, incomplete, or inaccurate information.

7.2.3. Adhering to ethical standards in the process of responding to questions.

7.2.4. Participating in the survey within the specified timeframe.

8. Final provisions

8.1. This procedure is approved by the rector on the decision of the Scientific Council of ATMU.

8.2. The survey and focus group discussions organized at the ATMU are regulated by annexes to this document.

8.3. Additions and modifications to the procedure are made by the decision of the Scientific Council of ATMU on the basis of approval of the rector.

8.4. Matters not addressed in this procedure are governed by the legislation and the Charter of ATMU.

8.5. In case of conflict between the legislation of the Republic of Azerbaijan, the Charter of the ATMU and the provisions of this procedure, the former have superior legal force.

Appendix 1. Survey schedule

Date	Activity	Note
	Determination of purpose, method, group of respondents and form of conducting survey by authorized structure	
	Preparation of the questionnaire	
	Obtaining feedback by the Quality Commission	
	Conducting a survey	
	Analysis of survey results	
	Preparation of action plan for improvement	
	Reporting on the implementation of the activities mentioned in the action plan	