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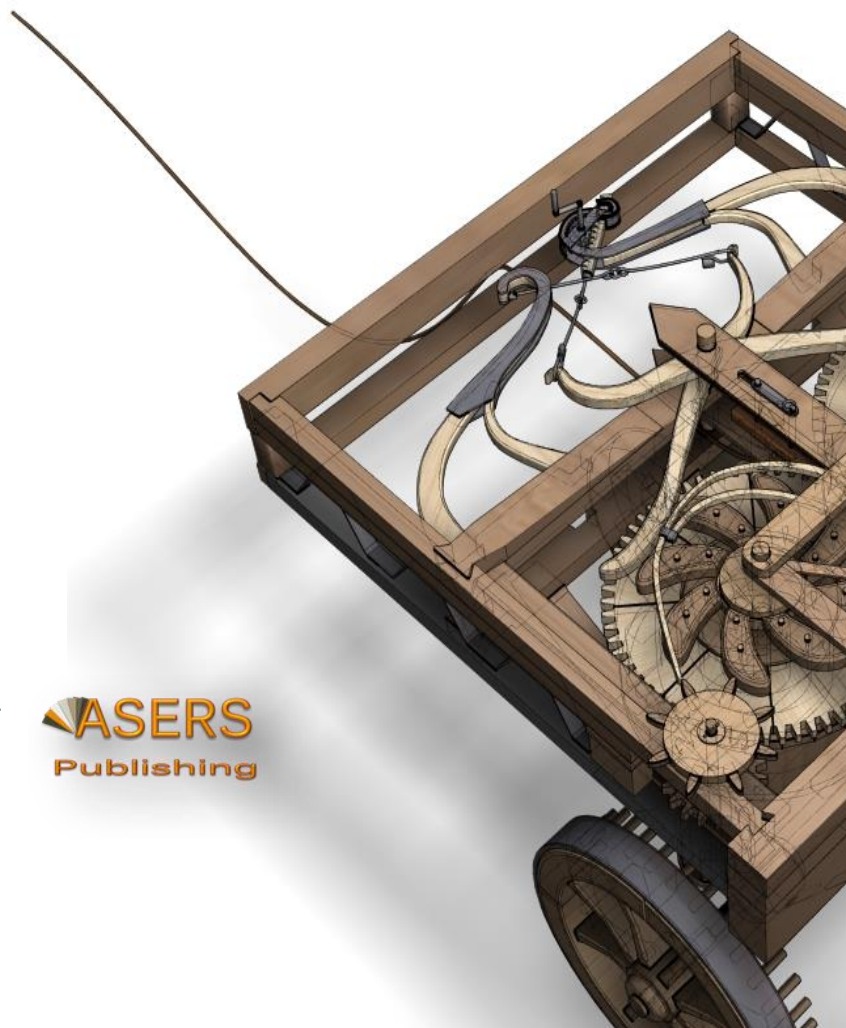
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Educational Tourism as a Source of Linguistic and Cultural Competence of Foreign Students on the Example of Azerbaijan

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Abstract:

This article is devoted to the problem of the formation of linguistic and cultural competence of foreign students on the example of Azerbaijan with the help of educational tourism. The formation of this competency is one of the main conditions for the quality training of foreign students. Educational tourism is an important educational technology, especially at the present stage of social development due to the fact that it provides opportunities for expanding the horizons of students, familiarizing themselves with the culture of other countries and peoples, forming, understanding the customs, traditions, cultural values of their countries, native land and other countries and people's skills, develops the abilities of students. This approach is aimed at overcoming stereotypes, the language barrier, thus, learning becomes productive. This leads to increased learning. Subject: linguistic and cultural competence of foreign students on the example of Azerbaijan. Purpose: to study and prove the need for educational tourism in the formation of linguistic and cultural competence of foreign students. Tasks:

1. To conduct a review of the literature on the formation of linguistic and cultural competence of foreign students.
2. To study the theory of educational tourism.
3. To analyze educational tourism in the press.
4. Consider the stages of educational tourism in the press.
5. To analyze the theoretical and practical research results.
6. Draw conclusions on the topic.

Keywords: linguacultural competence; comparison of cultures; educational tourism; education; tourism.

JEL Classification: Z13; Z32; R11; A12.

Introduction

Language and culture are one. Knowledge of a foreign language is unthinkable without the formation of linguaculturological competence. Therefore, at any stage of learning from students, it is necessary to form a love for the language, for understanding the country of the language being studied, for traditions and customs. Educational tourism plays an important role in the development and formation of linguacultural competence. The

interest in foreign languages and the orientation of the education system in Azerbaijan towards the preservation and development of their value guidelines, taking into account European general educational standards, pose an urgent task of developing foreign language communication skills in the field of professional activity and training specialists in the field of professional communication among graduates of a modern university. Today, with the rapid development of globalisation and technology, the importance of foreign languages and cultural competence has increased even more. For this reason, many countries invest in educational programmes that offer linguistic and cultural experiences to foreign students. These programmes not only provide students with language and cultural competence but also offer the opportunity to meet different lifestyles, values, and perspectives from other countries.

Azerbaijan has become an important educational tourism centre for foreign students in recent years. The country stands out with its historical and cultural riches, modern educational institutions, and quality of higher education. Studying in Azerbaijan not only provides foreign students with both linguistic and cultural competence but also offers them a different lifestyle and perspective.

In this article, the value of educational tourism for foreign students in Azerbaijan as a source of linguistic and cultural competence will be discussed. In the article, Azerbaijan's education system, the country's historical and cultural richness, higher education institutions, and programmes for foreign students will be examined. In addition, the opportunities provided by educational tourism in Azerbaijan for foreign students and the impact of these opportunities on students' language and cultural competencies will be discussed.

1. Literature Review

The content of classes on the formation of linguoculturological competence is aimed at enhancing lexical and grammatical knowledge in a foreign language in accordance with the topic of the module being studied. The use of the textbook provides a communicative and active approach to teaching a foreign language and the implementation of the principle of interconnected teaching of all types of speech activity: the development and improvement of foreign students of various skills in the aspects of speaking, reading, listening, writing. The textbook "Linguaculturology" can be used when teaching foreign citizens, the Azerbaijani language as a foreign, Azerbaijani speech etiquette, Azerbaijani culture, country studies at the pre-university stage, at the stage of the included form of study, RCT courses, in winter and summer schools.

As an example of the implementation of the model of teaching foreign students the basics of linguistic-cultural representations, we consider the modules «Culture of communicative behavior» and «Azerbaijan national cuisine». The module «Culture of communicative behavior» consists of eleven lessons: «Azerbaijan names. The pronouns «you» and «You», «At the university, in the library», «At the store», «At the post office», «At the bank», «In the cafe, in the restaurant», «On the street, in city transport», «On an excursion, in a museum», «At the theater, at a concert», «At the doctor, at the pharmacy», «Talking on the phone». The lessons of this tutorial are structured according to one model, which allows students and the teacher to better navigate in its content. The study of the topic of the lesson begins with work on vocabulary, then in the section «It is Good to Know», reference information of a regional geographical character follows. The teacher can first present this information orally, and then you can read it together with students.

The part «Speech etiquette» is aimed at developing the ability of foreign students to solve communicative problems in everyday communication situations (Alefirenko 2010, 25). In this regard, this part contains a table consisting of three groups: «How to find out», «How to ask», «How to report». They selected speech patterns necessary for students to be able to receive and transmit information in relevant situations. Part of the «Sayings» includes a couple of Azerbaijani proverbs or sayings on a relevant topic and fulfills the task of broadening one's horizons, getting to know the Azerbaijani mentality, developing RAM, and hearing and pronunciation skills (Alefirenko 2010, 100). Almost every lesson contains a part of the «Rules of Conduct», which presents the basic elements of Azerbaijani etiquette. Special signs indicate actions that are unacceptable or, conversely, are appropriate in the current situation. Such rules will help students better navigate in everyday life and find contact with Azerbaijani people faster, overcome difficulties in adapting to socio-cultural Russian norms. These rules should not be memorized, but students should learn them well. This can be checked using questions placed immediately after the rules. The lessons contain tasks that involve all types of speech activity. Tasks are distributed as follows: listening reading writing speaking. Speaking out is the ultimate goal of each lesson. The module «Azerbaijan National Cuisine» is devoted to the presentation and study of Azerbaijani national cuisine as a component of ethno-cultural life (Alefirenko 2010, 125). This module can be divided into several stages. At the first stage, students get acquainted with thematic vocabulary. Work is underway on nouns - names of products and main Azerbaijani dishes (for example, bread, flour, cereals, meat, fish, mushrooms, eggs, sour cream, honey,

jam, butter, vegetable oil, cabbage, cucumbers, tomatoes, potatoes, beets, turnip; porridge, cabbage soup, borscht, ear, pancakes, pie, dumplings, okroshka), verb vocabulary, denoting actions that are associated with the process of preparing various dishes (cook - cook, bake - bake, cook - cook, salt - salt, etc. .), and related adjectives (bread, fish, meat, mushroom, rye, rice, oat, festive, traditional, etc.). A variety of vocabulary semantization methods are used: illustrations, context, word-formation analysis. The second stage is background information - a small text that informs about the origins of Azerbaijani cuisine. An interesting and informative excursion into the history of Azerbaijani national cuisine contributes to a more effective study of subsequent material. At the third stage, it is proposed to work with authentic texts - famous Azerbaijani proverbs that relate to the theme of Azerbaijani cuisine. First, students repeat individual words, from which the proverb gradually forms, for example, cabbage soup → cabbage soup and porridge → cabbage soup and porridge - food → Cabbage soup and porridge - our food. Then the students analyze the proposed proverbs, reflect on their semantic content, give similar proverbs in their native language. The fourth stage is work with the main text, which describes traditional Azerbaijani dishes: bread, pancakes, pies, cabbage soup, cereals, dumplings, etc. After reading the text, foreign students receive various post-text tasks in which it is required to find the corresponding words; answer the questions. What is okroshka? and etc.); insert the words that are appropriate in meaning (1. «... the whole head. » 2. On the wedding day, parents meet the bride and groom ... and salt. 3. For Azerbaijani people, potatoes are «the second ...» 4. Azerbaijani people eat different ...: buckwheat, millet, semolina, rice, oat. 5. ... - this is minced meat in the dough. 6. ... - summer cold soup based on kvass); form the correct case form. (1. Bread in Russia was not only food, but also (symbol) of prosperity, well-being. 2. Small pies are called (pies). 3. They eat pancakes from (sour cream, fish, honey, jam). 4. Cabbage soup is fresh or pickled soup (cabbage) 5. Dumplings are frozen and then thrown into (hot water) 6. They usually put in okroshka (boiled potatoes, fresh cucumbers, boiled eggs and green onions)), etc. The fifth step is home reading. Students read fragments of the Azerbaijani folk tale «Porridge from the Ax», distribute them in the correct order, relate them to the illustrations, and also prepare a retelling of the read tale and their comments on it. The sixth stage is the dialogs where the thematic vocabulary and courtesy formulas are worked out, which ensure successful communication in certain situations, for example, in a cafe or restaurant. The first two dialogs are given as sample dialogs that are listened to, analyzed, and played out. Then there are tasks for compiling such dialogs, filling in the blanks with words that are meaningful, listening to the dialogue, and selecting response replicas. At the final stage, the studied material is fixed. Students are offered game and creative tasks: with the help of the Snowball game, students recall the dishes of Azerbaijani cuisine they know, compose sentences with the names of these dishes, give definitions of learned lexemes, read a poem and fill in the gaps in it, construct situational dialogues, talk about what they learned about the Azerbaijani national cuisine and its traditions, talk about the national cuisine of their country and submit a written message on the topic studied. Illustrated culinary recipes, which describe the sequential preparation of such traditional dishes of Azerbaijani cuisine as «cabbage soup» and «Buckwheat porridge with mushrooms», serve as additional material. These examples serve as models for the presentation by foreign students of culinary recipes of national dishes of their country. In the process of working with the module, students get acquainted with the features and traditions of Azerbaijani cuisine, the names of the main Azerbaijani dishes, as well as with some culinary recipes. Attention is drawn to the reflection of this element of Azerbaijani culture in folklore genres, such as a proverb and a fairy tale. All tasks of this educational material are aimed at developing listening, speaking, reading and writing skills on relevant issues. Thus, we provided a model for teaching foreign students of linguaculturology, the methodological basis of which is the content, structure and teaching methods implemented in the textbook «Linguaculturology», modules «Culture of communicative behavior» and «Azerbaijan national cuisine» are described in detail.

2. Methodology

Over the past decades, such an aspect of linguadidactics as linguaculturology has not lost its relevance. Linguaculturology, as the name implies, is a synthetic discipline that is based on the synthesis and interaction of languages that reflect different cultures. Therefore, the linguistic aspect of teaching itself is successfully correlated with regional and cultural studies, which reflects the diversity of approaches to the relationship of culture and the language reflecting it.

3. Educational Tourism Theory

Educational tourism is a type of tourism where leisure and educational activities are combined (Voivoda 2009, 45). Foreign researcher B. Ritchie in his work «Educational Tourism Management» gives the following definition: «educational tourism is the activity of overnight visitors and sightseers for whom education and training is the

main or secondary purpose of the trip» (Schukin 2004, 56). In other words, there is a certain segment for which the main purpose of the trip is education. Educational tourism is associated with such main activities as attending short-term courses, taking certain training programs (formal or informal) or acquiring certain skills through formal courses (Vorobev 1999, 123).

Recently, the most popular types of educational tourism are gaining the most popularity:

- study tours with the aim of learning a foreign language or those or other general or special subjects;
- familiar trips to institutions, organizations and enterprises;
- scientific and educational internships in institutions, organizations and enterprises;
- participation in seminars, conferences, congresses, congresses, creative workshops and master classes, the purpose of which is to exchange experience and receive new professionally important information;
- excursion and familiarization trips to various cities, natural zones and countries (Alefirenko, 2010:78)..

Educational tourism includes the solution of several pedagogical problems, namely:

- 1) the introduction of the necessary vocabulary, the functioning and implementation of the new vocabulary sky material;
- 2) the formation and improvement of students' speech skills;
- 3) receiving linguacultural commentary;
- 4) the introduction of speech situations in the learning process of RCTs;
- 5) the formation of a holistic language picture of the world of students;
- 6) the creation of a natural communication environment;
- 7) team building of foreign students, adaptation;
- 8) the creation of an emotional motivational base in the study of Azerbaijani as a foreign (Vorobev, 1999:34).

4. Educational Tourism in Azerbaijan

From the very beginning of its existence, the territory of Azerbaijan attracted by the picturesque beauty of its nature, amazing architectural sights, highly moral culture of local residents. Azerbaijan tourism began its development at the time of the appearance of the Great Silk Road.

The development of tourism infrastructure is one of the main priorities in the economy of Azerbaijan. The country is rich in numerous natural resources. Beautiful forests, clean mountain air, healing waters are all good help for improving educational tourism in the country Bakuvi.

Azerbaijan is the largest country in the Caucasus, attracting guests with outstanding historical monuments. Popular tourist destinations are the cities of Baku, Ganja, Sheki, Nakhichevan. In Baku - the capital of Azerbaijan - preserved ancient streets turned into an architectural reserve. The area, surrounded by high walls, is located on a hill. To plunge into the atmosphere of the past, you need to go through the Shemakha gate. Once inside the Old City, tourists can see the Maiden's Tower, the Palace Mosque, the donjon, caravanserais, baths and palaces, visit the Market Square and the Mausoleum of Seyid Yahya.

In Icheri Sheher it is easy to find the residence of the Shirvanshahs - the rulers of the Shirvan state. The construction of the architectural complex, begun in the XIII century, lasted several centuries. Buildings are located at different levels. On the upper tier is the palace itself and the tomb of Farrukh Yasar. Below is the Palace Mosque and the Shirvanshahs Mausoleum. A little lower built baths and ovdan - a covered well. The composition is surrounded by fortress walls.

The Ateshgah fire temple was founded in the village of Surahani in the 17th century, next to the natural eternal flame. For centuries, admirers of Zoroastrianism and Indian religions have come to this place. The fiery house is built in the form of a hexagon surrounded by a high battlement. There is an ancient altar in the main temple. Nearby towers rest for pilgrims. Ateshgah turned into a museum, which is visited annually by 1.5 million people

In the city of Nakhchivan, the tomb of Yusif ibn Quseir is located. The historical monument dates from 1161-1162 years. The burial tomb, built of baked brick, has eight faces and a pyramidal dome. The internal and external walls are decorated with geometric and floral ornaments.

At the beginning of the last century, a palace in the style of French Gothic was erected in Baku. Construction was paid by the Azerbaijani oil industrialist and millionaire Murtuza Mukhtarov to give an architectural masterpiece to his wife. After the arrival of the Bolsheviks, the palace was requisitioned. In different years, the city club, the Wedding Palace, and the museum-reserve were located here. The magnificent building is now an adornment of the city of Baku.

In Central Asia and in the East, caravanserais were built to rest travelers, which in case of danger easily turned into impregnable fortresses. In the city of Sheki, the Upper and Lower Caravanserai has survived to this day. These architectural monuments of the XVII century have a rectangular shape. Inside the Upper Caravanserai there are 300 lounges. In the courtyard there are trees, a swimming pool and benches. There is a hotel on site and a restaurant serving national cuisine (Passov 2000, 116).

In the village of Mardakan, not far from Baku, a fortress rises, built in the 13th century by the architect Abdulmejid ibn Maksoud. The complex consists of a round tower 12.5 meters high, surrounded by high walls. Inside the castle is divided into three tiers. From the first to the second floor, you can only climb the ladder through the hole in the ceiling. The second and third tiers connect the stone steps. The old fortress has been restored and open to tourists.

In Gobustan there is the tomb of Sheikh Diri Bab, dated 1402. The mausoleum, towering on a steep cliff, attracts attention with clean lines, a smooth surface of the walls and decorative mosaics. Stone steps hollowed out in the rock lead to it. The two-story building is decorated with arches, a spherical dome, floral ornaments. The monument of Shirvan architecture is under state protection.

In the center of Baku, it is easy to find the world's first museum dedicated to carpet weaving. This type of decorative art originated in Azerbaijan in ancient times. The museum is designed to promote and preserve the country's cultural heritage. His collection features antique carpets from different cities. The most valuable exhibit is considered to be part of the 17th century Ovchulug carpet. The museum also houses national clothes, earthenware dishes and jewelry from different eras.

About 20 years ago, a historical museum was founded by residents of the village of Khinalig. The stone building, reminiscent of an ancient fortress, exhibits unique exhibits. Tourists are shown clay pots, carpets, weapons, stone and manuscript books. An exhibition is opened in the museum telling about the life of the Azerbaijani poet Rahim Alhas, who was born in this village.

The cultural center, named after the third president of Azerbaijan, consists of a museum, exhibition halls, modern classrooms and offices. The architectural complex was designed by Zahra Hadid and is considered a symbol of modern Baku. The exhibition «Masterpieces of Azerbaijan» is opened on the ground floor, where ancient copies of the Bible, Torah, Quran, national musical instruments, clothes, medieval household items are presented. On the second floor there is an exposition «Mini-Azerbaijan», showing models of architectural monuments. The exhibition «Welcome to Azerbaijan» on the third floor tells about the nature and cultural features of the republic.

5. Stages of Educational Tourism in Azerbaijan

The educational tour takes place in several stages. First, the teacher and students select the route along which the educational program will take place. Special travel agencies can help with this. At the first stage, the plan (idea) of the tour is developed, its target orientation is determined with a focus on a specific consumer, the season, the direction of the countries and the approximate filling of the main range of services are selected.

The second direction in the formation of the idea of a future tour is observation. Acquainted with the activities of tourism companies in other countries and other regions, the leaders and specialists of the tour operator can partially or fully adopt the idea of the tour, adapting it to local conditions and the needs of target consumers. The third direction in forming a tour of ideas can be the personal experience of the tour operator, his knowledge of the needs of the market, the ability to predict and predict the development of consumer needs. Formation of an idea is a creative process, and it is almost impossible to limit it to the framework of a standard decision algorithm.

After the idea of the future tour is formed, the tour operator analyzes and studies the possibilities of its implementation in practice. Analysis and research are carried out in several areas: compliance of the tour idea with consumer expectations; study of a possible market; assessment of competing tours of other tourism enterprises; identification of the search and selection of partners and suppliers of tourism services for the implementation of the idea of the tour, assessment of the internal capabilities of the enterprise. As a rule, at this stage, research is carried out on several ideas with the goal of final selection of the most attractive of them, which become the basis for the development of new tours.

To implement the most attractive ideas, the second stage takes place - the search and selection of suppliers and partners. The search for promising partners consists in the fact that out of a large number of them it is necessary to choose those who show interest in cooperation. To search for partners and suppliers, reference books, the Internet and other means of communication are used. When choosing partners in the hotel and transport business, it is important to remember that working with only one partner is undesirable. The presence in

the region of travel and leisure of several hotels and transport organizations significantly expands their choice and also serves as an alternative in the event of unforeseen and conflict situations. The same applies to other types of service providers.

Then it is decided how the resettlement will take place during the trip (on campuses, hotels or in special families). It should be noted that the most preferred for tourists is the placement in the families of local residents. This provides a «compulsory» conversational practice, as well as «penetration into the spirit of the nation». In addition, accommodation in families is often cheaper than in hotels. It is very important to approach the selection of families in which students are accommodated with particular care. The tour operator concludes special agreements with families for accommodation of tourists, according to which the family provides a separate room and breakfast (in some cases, dinner). Accommodation of tourists in families is controlled by special managers. Typically, these families have been cooperating with tour operators for more than one year and have a good reputation and experience in receiving children.

6. Discussions

It is recommended that students be housed in families of two, preferably from different countries, to stimulate language communication (to create conditions that make it necessary to communicate in the language being studied). If students are accommodated in dormitories (hotels), you should know in advance about the conditions for classes.

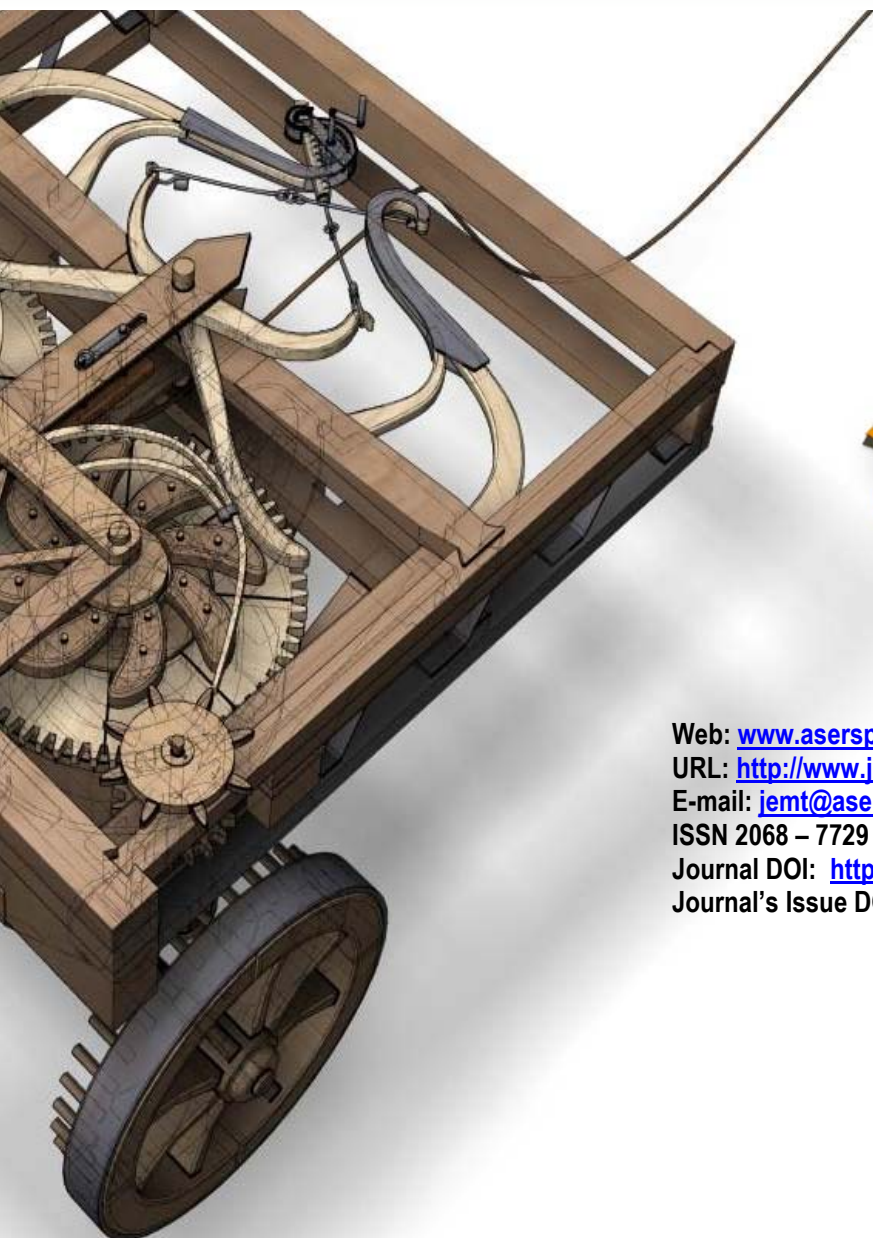
Conclusion

In conclusion, it is necessary to emphasize that the formation of linguistic and cultural competencies among foreign students is carried out by integrating teaching methods of teaching a foreign language, based on didactic and methodological teaching principles and taking into account interconnected teaching of all types of speech activity: listening, reading, writing, speaking, studying phonetic, lexical and the grammatical aspects of the Azerbaijani language and the content component, including samples of the cultural heritage of Azerbaijan Yajan people - Azerbaijani folklore, traditions, customs, proverbs, sayings, Azerbaijani speech etiquette and the embodiment of Azerbaijani character in works of literature, painting, vocal and dance folk art. So, educational tourism is an extraordinary and effective source in the formation of linguacultural competence, which is a prerequisite for the holistic development of the communicative skills of a foreign student. Implementation of educational tourism programs is one of the leading meaningful vectors for promoting the Azerbaijani language and education in the Azerbaijani language in the modern world.

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