

15.2.6 — Educational Outreach on Sustainable Land Management for Tourism

Azerbaijan State Oil and Industry University (ASOIU) promotes sustainable tourism through education, innovation, and community partnerships that integrate land conservation, cultural heritage protection, and responsible tourism development.

1. Educational Programmes

- ASOIU delivers modules on sustainable tourism management, eco-innovation, and heritage conservation within its Business and Management and Sustainable Development programs.
- Courses highlight the relationship between land use planning, environmental protection, and tourism-based local development.
- Students learn to design eco-friendly tourism routes, low-impact infrastructure, and green tourism start-ups aligned with SDG 15.

2. Community & Youth Outreach

- The SDG Learncast initiative and Healthy Life Programme organize awareness sessions in collaboration with local tourism boards and municipalities, promoting:
 - Protection of natural and cultural landscapes
 - Sustainable use of recreational zones
 - Responsible waste and water management in tourist areas



3. Partnership & Field Projects

- ASOIU partners with State Tourism Agency, Gobustan National Park, and local NGOs to deliver workshops on geo-heritage protection and visitor management in natural reserves.
- Field visits engage students in mapping eco-trails, assessing erosion risks, and developing digital tourism tools to reduce environmental footprints.

4. Impact

Through education and outreach, ASOIU supports the creation of a sustainable tourism culture in Azerbaijan—one that balances economic opportunity with land and ecosystem preservation, strengthening community stewardship of natural heritage.