



**Federal State-financed
Educational organization of
Higher Education**



**Russian State University
of Tourism and Service
(RSUTS)**

RSUTS experience in master's program development



Irina Makovskaya



Master's program - "The Economy of Excitement in the Excursion Industry"

Co-funded by the
Erasmus+ Programme
of the European Union



Qualification awarded to graduates: Master

Degree type: Master's degree

Total credits: 120

Duration: 2 years

Types of professional activity of graduates (in accordance with educational standard)

- Organizational and management;
- Service.



Area of professional activity:

- services and products development including: excursion products that satisfy all requirements of consumers,
- organization of comprehensive tourist and excursion services in the main sectors of tourism industry,
- design of tourist and recreational zones and complexes
- management of tourist and recreational zones and complexes.



The objects of professional master's activity are:

- consumers and their needs
- Touristic product (including sightseeing and excursion activities);
- Tourist resources;
- Technological processes of services;
- Results of research activity;
- Subjects of the tourism industry, such as:

Enterprises of the tourism industry - accommodation facilities; transport; public catering; resorts, spa, fitness and etc. ; entertainment, cognitive tourism; excursions;

Organizations providing guides (guides), guides-translators, instructors-guides and facilitator;

Other enterprises of the tourist industry and other objects associated with the development and sale of tourist products and tourist services;

Information resources and systems of tourist activity, facilities of providing automated information systems and their technologies.



The expected outcomes of the master program

in organizational and management types of activity:

- Organization, design, development, management and marketing of tourist products that meet the requirements of consumers,
- Human resources management
- Making tactical and strategic decisions in the development, implementation and marketing of touristic products
- Monitoring and evaluation of tourism activities on different state levels (federal, regional, municipal (local));



The expected outcomes of the master program

in service type of activity:

- Development and implementation of quality standards for integrated tourist services,
- Security system development for the touristic area (as a part of tourist product);
- Organizational management of tourist product standardization and certification.



Competences of graduates:

General cultural competences (GCC)	GCC-1 - Ability to abstract thinking, analysis, (critical thinking), synthesis
	GCC-2 - Ability to act in non-standard situations to take social and ethical responsibility for the making decisions
	GCC – 3 Readiness for self-development, self-realization, use of creative potential



Competences of graduates:

General professional competences(GPC)	GPC-1 - Ability for solving problems and for oral and written communication in Russian and Foreign languages
	GPC-2 - Team building and leadership ability Tolerant attitude to social, ethnic, professional and cultural differences



Competences of graduates:

Additional general professional competences (AGPC)	AGPC-1 - Readiness to design a service environment in tourism
	AGPC-2 - Ability and readiness to compose and execute scientific and technical documentation, reports, present the results of work, taking into account the characteristics of a potential audience, in high professional level
	AGPC-3 - Readiness for innovation and researching in the professional sphere
	AGPC-4 - Ability to generalize and critically evaluate the research results of the problems of economy and society innovative development



Competences of graduates:

Professional competences (PC)

PC-1 - Possession of methods of work with personnel, methods of assessing the quality and productivity of the personnel of the enterprise in the tourism industry

PC-2 - The ability to formulate the concept of a tourist enterprise, to develop an efficient strategy and to form an active policy of assessing the risks of a tourist industry enterprise

PC-3 - The ability to assess and implement the feasibility study of innovative projects in the tourism industry at different levels (federal, regional, municipal (local) level)

PC-4 - Ability to develop and implement standardization, certification and quality normative documentation and services of the tourism industry



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The list of disciplines (modules), practices, certification tests of the state final attestation	Intermediate/ transitional attestation			credits
	Exam	Test	Test with mark	
Total of credits	QTY 8	QTY 6	QTY 7	122
Total of credits (without Elective courses)	QTY 8	QTY 5	QTY 7	120
Disciplines /modules	QTY 8	QTY 5	QTY 2	63
Basic part	QTY 5	QTY 3	QTY 0	24
Foreign language in the field of professional communications	semester 3	semester 1, 2		6
Modern research methods	semester 2			4
Modern approaches to organizational and management activities	semester 2			4
Innovative technologies in service industry and tourism - 2	semester 4			6
Second foreign language	semester 4	semester 3		4
Optional part	QTY 3	QTY 2	QTY 2	39
Institutional Business Discourse	semester 2			4
Service economy			semester 4	4
Project management	semester 3			4
Business-process optimization			semester 4	6
Organization of Excursion activities	semester 4	semester 2, 3		21
Elective courses	QTY 0	QTY 1	QTY 0	2
Organization of educational and scientific activities of the Master		semester 1		2
Practice	QTY 0	QTY 0	QTY 5	51
Training Practice /Internship	QTY 0	QTY 0	QTY 1	10
Training Practice /Internship			semester 1	10
Placement/internship	QTY 0	QTY 0	QTY 4	41
Placement/internship			semester 2, 3, 4	17
Pre Graduate practice/ deployment			semester 5	24
State final assessment				6
Preparation and defense of final qualifying paper work/ dissertation				6



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