

ECTS COURSE SYLLABI

Course Code -	Course Title Preparation and defense of final qualifying paper work/ dissertation/thesis	ECTS Credits 6
Department -	Semester 4	Prerequisites -
Type of Course Home institution module	Field Research	Language of Instruction English, Russian
Level of Course -	Year of Study 2	Lecturer(s) -
Mode of Delivery Face-to-face	Work Placement -	Co-requisites -

Objectives of the Course:

The main objectives of the course are to:

- comprehensive research on the selected topic in the field of tourism and tourism projects

Learning Outcomes:

Preparation and defense of final qualifying paper work/ dissertation/thesis allows to evaluate the following Learning Outcomes of the Master's program

1. critically understand the knowledge in the subjects studied and explain the key academic concepts inherent in the subjects studied;
2. develop a critical awareness of current issues in the tourism industry which is informed by research and practice in the field;
3. apply key academic concepts to the management and leadership of tourism organizations;
4. analyse a range of complex tourist destination management situations in order to develop management strategies for the future development of these destinations;
5. develop creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in the tourist industry;
6. acquire and analyse data and information, to evaluate their relevance and validity, and to synthesis a range of information in the context of new situation;
7. present a reasoned and well-structured argument, based on an analysis and

- interpretation of data, that challenges underlying assumptions;
8. apply high order personal skills and competences in management and leadership situations and contexts.

and Degree Competences:

1. self-awareness, appraisal and reflective skills;
2. effective communication and presentation skills;
3. selling and negotiation skills;
4. time management skills;
5. group leadership skills;
6. cross-cultural capability skills;
7. research skills;
8. critical thinking skills.

Course Contents:

List of thesis topics:

1. Marketing rationale for the design of tourist clusters.
2. Study of the process of formation of the service environment of tourist clusters.
3. Regulation and stimulation of tourism cluster development.
4. Organizational and economic aspects of the regional strategy of tourism development.
5. Development of a system of indicators of organizational and economic aspects of the strategic development of tourism at the regional level.
6. Approaches to forecasting the targets of the regional tourism development strategy.
7. Development of methods of construction of the ranking of tourist attractiveness
8. Study of the mechanisms of implementation of the cluster approach to the development of tourism infrastructure in the region (municipality).
9. Development and implementation of regional and municipal tourism development programs.
10. Improving the system of ensuring the safety of tourist activities.
11. Study of the problems of improving the efficiency of tourist information centers in the region.
12. Research of technologies aimed at creating an attractive investment climate in the field of tourism in the region.
13. Study of coordination of the activities of public authorities, municipal authorities and private businesses in the field of tourism.
14. Formation of barrier-free environment in tourism.
15. Technological bases of certification of tourist activity of municipality.
16. Research of tourist and recreational resources of countries, regions, municipalities (analysis; quantitative (including economic) and qualitative assessment, inventory, inventory, modeling, etc.)
17. Environmental research in tourism, including ecotourism and sustainable development
18. Assessment of compliance (qualification) of tourist facilities with the environment.
19. Branding of tourist areas: formation and evaluation.

20. Geographical research in the tourism sector and service (examples: tourist zoning, zoning, planning, etc.)
21. Design of tourist facilities (recreation centers, beaches and products (routes, packages, etc))
22. Tourist clusters and tourist systems (systematic approach to the development of tourism in territories of different scale)
23. System management of tourist areas (regions, municipalities, destinations, etc.))
24. Design of strategic documents of regions and municipalities: concepts, programs, strategies
25. Assessment of recreational quality of the territory of countries and regions of the world and Russia
26. Economic and territorial analysis of the development of theme parks in the world and Russia
27. Comparative analysis of programs of development of tourist destinations: international experience.
28. Functional zoning of existing and prospective tourist and recreational areas – national parks, historical and cultural reserves, regional parks, etc.
29. Assessment of recreational quality of the territory of regions
30. Sacred (religious) tourism projects
31. Analysis of the competitive environment of the tourist services market in the region
32. Event management: the practice of organizing festival, exhibition, music, theater, etc. types of tourism
33. The importance of estates, castles, estates, historical buildings and localities in the formation of cultural and educational tourism programs
34. Folk crafts in the modern tourist space of the region
35. Souvenirs as a factor in the formation of the tourist image of the region
36. Study of the process of formation of the national tourist product
37. Advertising and information activities to promote the tourism product of the region
38. Formation of approaches to programming message and publicity in the implementation of regional communication campaigns in the field of tourism
39. Development of content marketing campaigns for tourism
40. The concept of "creative city" and its importance for the development of tourism (on the example of a specific project)
41. Implementation of the principles of "macro-hospitality" in the formation of the image of the region as a comfortable for tourism (on the example of a specific project)
42. Development of the program of tourism development in small towns (on the example of a particular city)
43. Public-private partnership as a tool of project-oriented tourism management.

Thesis preparation stage:

- Selection of dissertation topic based on the theme of the research work carried out during the period of study
- Generalization of research results for the period of study. Clarification of the thesis plan.
- Selection of additional material, its analysis and generalization
- Writing the theoretical part of the work

- Writing the analytical part of the work
- Formation of the list of recommendations of theoretical, scientific and practical nature
- Presentation of the material to the supervisor in the form of a report on pre-diploma practice
- Writing scientific-methodical (scientific-practical) part, design of the abstract, presentation of the original version of the scientific supervisor
- Completion of the work in accordance with the comments of the supervisor, placing the work in the electronic library of the University
- Receiving feedback from the supervisor, submitting the work for review
- Thesis defense
- Finalization of the work in accordance with the comments made on the preliminary defense, the final design
- The transmission of the thesis and accompanying documentation at the exam Commission, preparation to defend
- Thesis defense

Learning Activities and Teaching Methods:

Research project, thesis

Assessment Methods:

defense of final qualifying paper work/ dissertation/thesis

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year
Baranov A. S., Bisko I. A.	Information and excursion activity at the enterprises of tourism	NIC Infra-M	2016
Barchukov I. S., Basin Y. B., Zaytsev A. V., Baumgarten L. V.	Excursion activity in the hospitality industry	NIC Infra-M	2012
Novikov V. S.	Innovations in tourism: studies.	publishing center Academy	2012
V. L. Popov, N. D. Kremlin, V. S. Kovshov; edited by V. L. Popov	Management of innovative projects	NIC Infra-M	2014
Kolodiy N. A.	Economics of sensations and impressions in tourism and management	Yurait publishing House	2016

Degree Competences:

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12. time management skills;
13. group leadership skills;
14. cross-cultural capability skills;
15. research skills;
16. critical thinking skills.

Mapping of Course Assessment Methods

Course title	Time controlled assessment	Report	Essay	Oral presentation	Case Study Analysis	Other
Preparation and defense of final qualifying paper work/ dissertation/thesis						Thesis presentation

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