

ECTS COURSE SYLLABI

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| Course Code - | Course Title Training Practice Placement/internship Pre Graduate practice/ deployment | ECTS Credits 51 |
| Department - | Semester 1 - Training Practice 2,3 - Placement/internship 4 - Pre Graduate practice/ deployment | Prerequisites - |
| Type of Course Home institution module | Field Work-based learning | Language of Instruction English, Russian |
| Level of Course - | Year of Study 1,2 | Lecturer(s) - |
| Mode of Delivery Face-to-face | Work Placement at the basic departments and other departments of the University, partner enterprises, organizations/enterprises of tourist and excursion profile | Co-requisites - |

Objectives of the Course:

The main objectives of the course are to:

Training Practice:

- acquiring primary research skills

Placement/internship:

- obtaining professional skills and experience in the field of tourism

Pre Graduate practice/ deployment:

- training in the workplace of the enterprise (institutions, organizations) tourist and excursion profile, consolidation and deepening of theoretical knowledge and practical skills gained in the learning process in the field of tourism, involving the process of collecting, organizing and summarizing the information necessary for writing the final qualifying work

Learning Outcomes:

After completion of the course students are expected to be able to:

1. formulate the concept of the tourist enterprise, to develop an effective strategy and to form an active policy of risk assessment of the enterprise of the tourist industry of professional activity search for professional information in scientific sources
2. use techniques and methods of work with personnel, methods of assessing the quality and effectiveness of the personnel of the enterprise of the tourism industry
3. evaluate and carry out a feasibility study of innovative projects in the tourism industry at different levels (Federal, regional, municipal (local) level)
4. apply innovations in the professional sphere
5. develop touristic projects focused on the formation of new impressions of the tourist

Course Contents:

Part 1: Training Practice

- Acquaintance with actual directions, problems and directions of researches in the field of modern tendencies of development of the industry of impressions for the purpose of self-development and determination of the further vector of use of creative potential of the trained on a profile of preparation (determination of the most actual and interesting for the trained directions of profiling).
- Familiarization with innovative practices of the development of the industry of impressions in the tourism and excursion sphere on the basis of the analysis of research works in the field of the industry of impressions and excursion sphere. Characteristics of the tourism and excursion industry as a component of the economy of impressions, the definition of directions for further self-realization in the professional sphere.
- Acquaintance with scientific and electronic publications in the field of the industry of impressions and excursion sphere as its component. Preparation of a review of scientific and popular scientific publications on the technology of excursion work as part of the industry of impressions. Compiling a Case-book successful innovation practices, activities of enterprises, industry, experience economy and tourist sector in the implementation of technologies for the formation of impressions among tourists
- Classification of enterprises of the industry of impressions. Definition of the role and place of the enterprises of tourist and excursion sphere in this classification. An overview of their activities, examples of innovative technologies used by them to form impressions of tourists and tourists. Formulation of the concept of the modern tourist enterprise of the excursion sphere as an element of the industry of impressions
- Familiarization with the features of the positioning of the tourist enterprise as a component of the economy of impressions. Drawing up the list of functions, characteristics of used and perspective technologies of forming impressions at clients of the enterprise of the tourist and excursion sphere
- The study of consumer behavior in the system of modern Economics of

impressions. Observation and statistical analysis of clients of the enterprise, on the basis of which the student is trained. Assessment of risks in the activity of the enterprise of the tourist and excursion industry and formulation of proposals for the development of policies to overcome and prevent them

- Analysis of examples (cases) of countries and regions of the world as tourist destinations, developing on the basis of the economy of impressions and sensations. Analysis of statistical data from UNWTO sites, Federal tourism Agency, individual destinations, as well as cartographic (iconographic) visualization of the parameters and indicators
- Generalization of information and preparation of the report on practice according to the accepted rules of registration of research works, preparation of presentation materials on educational practice for protection of the report

Assessment point 1: Report on the results of practice (for the Learning Outcomes 1)

Part 2: Placement/internship:

- Study and characteristics of methods and methods of work with the staff at the enterprise of tourist and excursion sphere
- Analysis of methods for assessing the quality and performance of personnel used in the enterprise tourism and excursion sphere
- The study of the principles of customer focus in the excursion service. Definition of excursion as a pedagogical process.
- The study of methods and techniques of psychology and pedagogy in the tour
- Mastering the technology of preparing a new tour, the use of information sources for the preparation of the tour
- Development of methods for determining the subject and content of the future tour, selection and study of objects of excursion display
- The study and testing of instructional techniques and show the story
- Study and approbation of methodical methods of use of the guide's portfolio
- Mastering the skills of the excursion technique
- The development of the technology of the description of the tour objects of different types
- The study of communicative technologies in the activities of the guide, the use of non-verbal means of communication, including in writing in the preparation of documentation for the excursion product
- Development of communication skills in oral form through the mechanisms of interpretation in the excursion story and show (in the official language of the Russian Federation and foreign languages)
- Evaluation and feasibility study of innovative tourist and excursion products and their projects at the enterprise of tourist and excursion industry
- Description of the role, place, competitive environment of the tourist industry and its excursion product at different levels (Federal, regional, municipal / local)
- Study of the features of the organization of visits to museums of various types and forms, approaches to the classification of museums
- The development of skills in tour operation with a Museum exhibition, a technician of the story and display of the Museum exhibition

- Mastering the skills of organizing bus, pedestrian, group, individual excursions, the movement of tourists
- Mastering the skills of organization of animation services in excursion work
- Mastering the skills you use in tour story and displaying different types of objects, organization of visits and inspections their visitors
- The study of the features of the organization of excursions in urban and rural areas, the skills of working with tour groups in these areas
- The study of the features of the organization of excursions for children and youth, persons of the third age. Analysis of innovative forms of service of these categories of tourists
- Study of the peculiarities of excursion work with foreign guests. Analysis of innovative forms of service of these categories of tourists
- Analysis and formation of a database (list) of tourist and excursion programs and products offered and implemented at the enterprise, evaluation and analysis of their quality and competitive advantages
- Formulation of proposals to Supplement and improve the quality of the list of tourist and excursion programs and products offered and implemented at the enterprise
- Definition of the theme, the storyline of the tour, the target audience, methodological components (goals, objectives)
- Preparation of the technological map of the tour
- Making a route map and map of the tour
- Preparation and testing of the control text of the tour
- Preparation of the tour schedule
- Preparation of passports of excursion objects of the route
- Formation of the " guide's portfolio»
- Preparation of bibliography for the excursion route
- Substantiation of methodological methods of story and show, techniques of psycho-emotional impact on tourists, attracted methods of creating impressions
- Synthesis of information and preparation of the report on practice according to the accepted rules of registration of research works, preparation of presentation materials on production practice for protection of the report

Assessment point 2: Report on the results of practice (for the Learning Outcomes 2, 3)

Part 3: Pre Graduate practice/ deployment:

- Generalization of General practices and experience in the implementation of the subject of research in the thesis
- Definition of the legal and statistical framework necessary for the study of the object and subject of research
- Formation of analytical reference on the results of the collected material in the course of practice
- Formation of the final version of the thesis plan
- Working with information sources
- Detailed description of the results of the collected material on the paragraphs of

- the first theoretical Chapter of the thesis
- Make a generalized conclusion on the results of the material collected during the practice
 - On the basis of the generalized material to form the abstracts of the report to the conference with the English annotation and review of foreign sources. Preparation of the report for the conference
 - Form paragraphs of the first (theoretical) Chapter of the thesis
 - Collection of additional / updating of analytical information on the subject of research
 - Generalization of the received information on the subject of research. Justification of the concept of the tourist and excursion enterprise. Formulation of proposals for the development of an effective strategy for its development. Development of proposals for the development of strategy and policy risk assessment for the tourism industry
 - collection of additional information and analysis of the obtained material according to the individual task
 - Writing the analytical part of the thesis
 - On the basis of the results of theoretical and analytical stages of research to formulate a list of scientific and methodological, practical and innovative recommendations on the subject and object of research in the thesis
 - Development and justification of the concept of a new tourist and excursion product based on the innovative touristic technologies. Substantiation of the prospects of this product, its competitive advantages in the market of touristic services
- Assessment point 3: presentations Report on the results of practice (for the Learning Outcomes 1,2,3,4,5)

Learning Activities and Teaching Methods:

Work-based learning

Assessment Methods:

Assessment point 1: Report on the results of practice (for the Learning Outcome 1)
Assessment point 2: Report on the results of practice (for the Learning Outcomes 2,3)
Assessment point 3: Report on the results of practice (for the Learning Outcomes 1,2,3,4,5)

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 |

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| 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 |
| Pixelov V. M. | Management in service and tourism | NIC Infra-M | 2017 |
| Sevastyanova S. A. | Regional planning of tourism and hotel industry development | KNORUS | 2016 |

Mapping of Course Learning Outcomes to the Master's Degree Learning Outcomes

| Course title | Degree Learning Outcomes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Training Practice Placement/internship Pre Graduate practice/ deployment | | * | * | * | * | * | * | * | * |

Master's Degree Learning Outcomes:

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.

Mapping of Course Learning Outcomes to the Master's Degree competences

| Course title | Degree Competences | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--|---------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Training Practice Placement/internship Pre Graduate practice/ deployment | | * | * | * | * | * | * | * | * |

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.

Mapping of Course Assessment Methods

| Course title | Time controlled assessment | Report | Essay | Oral presentation | Case Study Analysis | Other |
|--|-----------------------------------|---------------|--------------|--------------------------|----------------------------|-----------------------------------|
| Training Practice Placement/internship Pre Graduate practice/ deployment | | | | | | Report on the results of practice |

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