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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

Approved

at the Department meeting

November 27, 2025

Protocol # 10

Head of the Department Radygina E.G.

Approved

by the Council for Educational and
Methodological Issues and Quality of
Education

December 16, 2025

Protocol # 4

Chairman

Karkh D.A.

(signature)



COURSE PROGRAMME

| | |
|--------------------|--|
| Title | Tourist and recreational design |
| Field of study | 38.04.02 Management |
| Profile | Management of International Tourism (in English) |
| Form of study | Full-time |
| Year of enrollment | 2026 |

Compiled by:
Associate Professor,
Candidate of Pedagogical Sciences
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Ekaterinburg
2025

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INTRODUCTION

The work program of the discipline is part of the main professional educational program of higher education-the master's program developed in accordance with the Federal State Educational Standard of Higher Education

| | |
|-------------------------------|---|
| State Educational Standard of | Federal State Educational Standard of Higher Education -Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of the Russian Federation No. 952 of 12.08.2020) |
|-------------------------------|---|

1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the academic discipline "Tourist and recreational design" is the formation of competencies that form the necessary level of knowledge of the theoretical and methodological foundations of the development of a tourist and recreational product and contribute to their effective application.

2. PLACE OF THE DISCIPLINE IN THE STRUCTURE OF THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM

Discipline refers to the part formed by the participants of educational relations.

3. SCOPE OF THE DISCIPLINE

| Intermediate certification | Hours | | | | | credit units |
|----------------------------|-----------------|---|----------|--|--|--------------|
| | Just a semester | Contact work (according to study assignments) | | | Independent work Independent work including preparation of tests and term | |
| | | papers Total | Lectures | Practical exercises, including course design | | |
| Semester 3 | | | | | | |
| Text | 108 | 16 | 8 | 8 | 92 | 3 |

4. PLANNED RESULTS OF MASTERING MAIN PROFESSIONAL EDUCATIONAL PROGRAM

As a result of mastering the main professional educational program, the graduate should have formed the competencies established in accordance with the Federal State Educational Standard for Higher Education.

| Code and name of competence | Indicators of achievement of competencies |
|--|---|
| UC-1 is able to carry out a critical analysis of problem situations based on a systematic approach, develop a strategy for the actions | AI-1.UC-1 Know: methods of critical analysis; methodology of the system approach; methods for identifying a problem situation |
| | AI-2.UC-1 Be able to: identify problem situations, search for information and solutions |

| | |
|--|--|
| UC-1 is able to carry out a critical analysis of problem situations based on a systematic approach, develop a strategy for the actions | AI-3.UC-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach |
| UC-2 is able to manage a project at all stages of its life cycle | AI-1.UC-2 Know: the principles of forming a project task within the framework of the designated problem; the main requirements for project work and criteria for evaluating the results of project activities |
| | AI-2.UC-2 Should be able to: develop a project implementation plan, taking into account possible implementation risks and opportunities for their elimination; plan the necessary resources |
| | AI-3.UC-2 Have practical experience in monitoring the progress of project implementation; correcting deviations; making changes to the project implementation plan |
| UC-6 is able to determine and implement priorities for its own activities and ways to improve it based on the self | AI-1.UC-6 To know: theoretical and methodological foundations of self-development, self-realization, use of creative potential; fundamentals of planning a professional trajectory; technologies and methods of self |
| | AI-2.UC-6 Be able to: determine the priorities of professional activity and ways to improve it on the basis of self-assessment; develop, monitor, evaluate and research the components of professional activity; plan independent activities in solving professional tasks |
| | AI-3.UC-6 Have practical experience determining the effective course of action in the field of professional activity; making decisions at the level of one's own professional activity; planning one's own professional activity |

Professional competencies (PC)

| Code and name of competence | Indicators for achieving competencies |
|--|--|
| organizational and managerial | |
| PC-2 Planning внешнеэкономической the organization's foreign economic activity | AI-1.PC-2 Know: Regulatory legal acts regulating state support for foreign economic activity; Types, forms and tools of state support for foreign economic activity; Methods and fundamentals of system analysis of foreign economic information; Procedure for document flow in an organization; Fundamentals of Risk Management in Foreign Economic activity; Fundamentals of Business planning; Marketing and Pricing Features; Fundamentals of economic Theory |

| | |
|---|---|
| PC-2 Planning внешнеэкономической of the organization's foreign economic activity | AI-2.PC-2 Should Be Able To: Generalize and systematize information about the organization's tasks in the field of foreign economic activity; Develop strategic and current plans for the organization's foreign economic activity; Generalize and systematize information about the organization's activities |
| | AI-3.PC-2 Have practical experience: Preparation of the draft plan of foreign economic activity taking into account the priorities of the organization's foreign economic activity; Presentation of the plan of foreign economic activity of the organization; Making, if necessary, additions and changes to the plan of foreign economic activity of the organization; Approval and presentation in the organization of the final plan of foreign economic activity |
| PC-3 Definition of the concept and strategy of development of the tourist organization | AI-1.PC-3 Know: Laws and other regulatory legal acts in the field of tourism and consumer protection; industry rules and standards; labor and civil legislation; Local regulatory acts of the organization, including internal labor regulations and instructions on labor protection and fire safety; Priority areas for tourism development in Russia and in the world; Organization of financial and economic activities Organization of marketing and advertising activities of a tourist organization; |
| | AI-2.PC-3 Should Be Able To: To plan the activities of a tourist organization; To determine promising areas of activity of a tourist organization; To use specialized software; |
| | AI-3.PC-3 Have practical experience: Defining the concept of development of a tourist organization; Developing a strategy and development plan for a tourist organization; Ensuring the implementation of projects in accordance with the approved development strategy of a tourist organization. |

5. THEMATIC PLAN

| Topic | of Hours | | | | | | |
|------------|--|-------------|--|-----------------|-----------------------------|------------------|-----------------------------|
| | Name of topic | Total hours | Contact work .(according to study assignments) | | | Independent work | Control of independent work |
| | | | Lectures | Laboratory work | Practical exercises classes | | |
| Semester 3 | | 108 | | | | | |
| Topic 1. | Introduction to Tourist and recreational design (PC-2, PC-3) | 20 | 2 | | | 18 | |
| Topic 2. | Tourist activity as a design object (PC-2,PC-3) | 18 | | | | 18 | |
| Topic 3. | Tourist products and services: fundamentals | 20 | 2 | | | 18 | |

| | | | | | | | |
|----------|---|----|---|--|---|----|--|
| Topic 4. | Structure of the projected tourist product. Principles of choosing basic services and tourist products (UC-1, UC-2, UC-6) | 22 | | | 4 | 18 | |
| Topic 5. | Organization and economic development of the projected tourist product (UC-1, UC-2, UC-6) | 28 | 4 | | 4 | 20 | |

6. FORMS OF CURRENT CONTROL AND INTERMEDIATE CERTIFICATION ШКАЛЫ OF THE ASSESSMENT SCALE

| Section/Subject | Type of evaluation tool | Description of the evaluation tool | Evaluation criteria |
|--|-------------------------|---|---------------------|
| Current control (Appendix 4) | | | |
| Topic 1-5 | Questions | oral answer to the question | 5 points |
| Topic 1 | Test | 4 closed questions | 5 points |
| Topic 1-5 | Practical work | Detailed answer to the question | 5 points |
| Intermediate certification (Appendix 5) | | | |
| 3 semester (For) | Ticket for credit | In the Ticket two theoretical questions | credit |

DESCRIPTION OF ASSESSMENT SCALES

The indicator for assessing the development of the main professional educational program is formed on the basis of combining the current control and intermediate certification of the student.

The rating indicator for each discipline is expressed as a percentage, which shows the level of preparation of the student.

Current control. A 100-point rating system is used. Assessment of student performance during the semester is carried out by the teacher in accordance with the developed system of assessment of academic achievements in the course of training in this discipline.

The working programs of disciplines and practices set out the types of ongoing control, planned results of control activities, and criteria for evaluating academic achievements.

During the semester, the teacher conducts at least 3 control activities to assess the student's performance. If class attendance in a discipline is included in the rating, then this indicator is no more than 20% of the maximum number of points in the discipline.

Intermediate certification. A 5-point rating system is used. Assessment of the student's work at the end of the discipline (part of the discipline) is carried out by the teacher in accordance with the system developed by him for evaluating the student's achievements in the course of training in this discipline. Intermediate certification is also carried out at the end of competence formation.

The procedure for transferring the rating provided for by the rating system for a discipline to a five-point system.

High level-100% - 70% - excellent, good.

Average level-69% - 50% - satisfactory.

| Rating indicator | 5-point rating indicator | Indicator characteristics |
|------------------|--------------------------|--|
| 100% - 85% | excellent | have excellent theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, carry out evaluation |
| 84% - 70% | good | have good theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. There may be some errors corrected by the student independently in the course of work (answer, etc.) |
| 69% - 50% | satisfactory | have satisfactory general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, etc. evaluate results at an average level. Mistakes are allowed that the student finds difficult to correct on their own. |
| 49 % or less | unsatisfactorily | do not have a full amount of general theoretical knowledge, do not know how to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities for solving professional tasks are not formed |
| 100% - 50% | credited | indicator characteristics correspond to "excellent", "good", "satisfactory" |
| 49 % or less | not credited | indicator characteristics correspond to "unsatisfactory" |

7. CONTENT OF THE DISCIPLINE

7.1. Content of lectures

Topic 1. Introduction to Tourist and recreational design (PC-2, PC-3)
Activity design as a development tool. Key concepts and attributes of the project.
Types of design in tourism. Technical and humanitarian design. Technology and key design elements: system, object, process.

Topic 3. Tourist products and services: design basics (UC-1, UC-2, UC-6)
The market of tourist products and services: basic concepts, elements, fundamentals of analysis.
Design of tourist and recreational products, the main stages of design.
Tourist offer as a basis for forming an effective product strategy of a tourist enterprise.
Type of tourist product. Functions and features of consumption of a tourist product. Source product. General and private tourist products. Basic tourist product. Destination product.

Topic 5. Organization and economic development of the projected tourist product (UC-1, UC-2, UC-6)
Contractors tour operator; schemes of work in the destination; options for booking counterparty services;
Booking places in accommodation facilities; Booking seats on flights; Booking seats for railway transportation; Booking seats for bus transportation; Booking sightseeing services; Booking services of insurance companies.

7.2 Content of practical classes and laboratory works

Topic 5. Organization and economic development of the projected tourist product (UC-1, UC-2, UC-6)
Main questions:
1. Basic principles of operation of a tour operator in a tourist destination
2. Principles of choosing counterparties in destination
3. Features of contractual relations with service providers.
Practical work 4

7.3. Content of independent work

Topic 2. Tourist activity as a design object (PC-2, PC-3)
preparation for practical training

Topic 3. Tourist products and services: fundamentals of design (UC-1, UC-2, UC-6)
preparation for practical training

Topic 4. Structure of the projected tourist product. Principles of choosing basic services and tourist products (UC-1, UC-2, UC-6)
Preparation for the control work

Topic 5. Organization and economic development of the projected tourist product (UC-1, UC-2, UC-6)
Preparation for the practical lesson

7.3.1. Sample questions for self-preparation for the test/exam
Appendix 1

7.3.2. Practical tasks in the discipline for self-preparation for the test/exam
Appendix 2

7.3.3. The list of coursework
is not provided

7.4. The electronic portfolio of the student
Materials are not placed

7.5. Methodological recommendations for the implementation of the control work
is not provided

7.6 Methodological recommendations
is not provided

8. FEATURES OF THE ORGANIZATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE FOR PERSONS WITH DISABILITIES

At the request of the student

In order to make the program accessible for persons with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;
- studying the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in forms that are accessible to them.
- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the discipline's work program.

9. LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

Сайт библиотеки USUE Library Website
<http://lib.usue.ru/>

Main literature:

1. Dzhandzhugazova E. A. Turistsko-rekreatsionnoe proektirovanie [Tourist and recreational design]. - Moscow: Yurayt Publ., 2024. - 257-Available at: <https://urait.ru/bcode/543033>

2. Bogolyubov V. S., Bystrov S. A., Bogolyubova S. A. Tourist and recreational design. Evaluation of investments [Electronic resource]: textbook and practical course for universities. - Moscow: Yurayt Publ., 2024. - 256-Available at: <https://urait.ru/bcode/537805>

3. Kolesova Yu. A. Turistsko-rekreatsionnoe proektirovanie [Tourist and recreational design]: Training manual. - Moscow: KURS LLC, 2024. - 352-Available at: <https://znanium.com/catalog/product/2087267>

Additional literature:

2. Ovcharov A. O. Tourist complex of Russia: trends, risks, prospects [Electronic resource]: Monograph. - Moscow: INFRA-M Scientific Publishing Center LLC, 2019. - 280-Available at: <https://znanium.com/catalog/product/978142>

3. Smetanin A. N. Thermomineral springs of Kamchatka: recreation, balneology [Electronic resource]: Monograph. - Moscow: INFRA-M Scientific Publishing Center LLC, 2018. - 186-Available at: <https://znanium.com/catalog/product/982192>

4. Ivlieva E. A., Kaluzhnikova E. A., Kurilova E. V., Loginova E. V., Ogurtsova Yu. N. Excursion tourism in the Sverdlovsk region [Electronic resource]: a course of lectures. - Yekaterinburg: [USUE Publishing House], 2015. - 101-Available at: <http://lib.usue.ru/resource/limit/ump/15/p483357.pdf>

5. Zorin I. V., Irisova T. A., Sergeeva T. K., Nelyubin V. V., Gvozdenko A. A., Voloshin N. I., Kvartalnov V. A. Turizm i otraslevye sistemy: uchebnik dlya studentov vuzov turistichestogo profilya [Tourism and industry systems: a textbook for students of tourist universities]. Moscow: Finance and Statistics Publ. 2001. 271

10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST ЛИЦЕНЗИОННОГО OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED IN THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

List of licensed software:

Microsoft Windows 10 .Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No . Tr000523459 of 14.10.2020. Срок действия The license -Без is valid for an unlimited period of time.

Astra Linux Common Edition. Contract No. 0417-U / 2019 dated 08.05.2019, Act No. Sk000343 dated 24.05.2019 and Contract No. 35-U / 2018 dated 13.06.2018, Act No . UT213 dated 17.12.2018. Срок действия The license - без is valid for an unlimited period of time.

Microsoft Office 2016. Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No . Tr000523459 of 14.10.2020 Срок 14.10.2020 License validity лицензии period-No ограничения time limit.

List of information reference systems and resources of the Internet information and telecommunications network:

Legal reference system Consultant +. Contract No. 143/223-U / 2025 dated 02.12.2025 License validity License validity period until 31.12.2026

31.12.2026 Garant Reference and Legal system . Agreement No. 58419 of 22 December 22 , 2015. License validity period-no period-unlimited time limit

Portal "All about tourism"

<http://www.turbooks.ru/>

RATA-news – Daily e - newspaper of the Russian Union of travel industry

<http://www.ratanews.ru/>

Log "Rest in Russia"

<http://www.rustur.ru/>

tour-info - Business magazine the tourist market of Russia

<http://www.tourinfo.ru/>

Journal "Tourism business"

<http://tourbus.ru/>

tourist Information portal of the WORLD-S

<http://www.world-s.ru/>

Directory of sites for tourism and travel

<http://www.travel-cat.ru/>

national tourist portal Russia.travel

<http://www.russia.travel/>

11. DESCRIPTION OF THE MATERIAL and TECHNICAL BASE NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

The implementation academic of the discipline is carried c out using the material and technical base of USUE, which provides all types of training sessions and research and independent work of students:

Special premises are training rooms for all types of classes, group and individual consultations, ongoing monitoring and interim assessment.

Rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of USUE.

All rooms are equipped with specialized furniture and multimedia equipment, special equipment (information and telecommunications, other computer equipment), access to information and search systems, reference and legal systems, electronic library systems, databases of current legislation, and other information resources that serve to present educational information to a large audience.

For conducting lecture -type classes, presentations and other educational and visual aids that provide thematic illustrations.

7.3.1. Sample questions for self-preparation for the test/exam

Questions for the test

1. Technology and key design elements: system, object, process
 2. Tourism and tourism activities as a design object
 3. Designing a tourist space. Types and types of tourist space
 4. Territorial aspect and levels of tourist design
 5. Tourist and recreational resources.
 6. Tourist and recreational potential of the territory
 7. Assessment of tourist and recreational potential
 8. Tourist and recreational clusters. Essence and basic concepts
 9. Features of formation and development of tourist and recreational clusters
 10. Market of tourist products and services: basic concepts, elements, fundamentals of analysis
 11. Main trends in the development of the Russian tourist market
 12. Tourist product: basic concepts and elements.
 13. Properties of the tourist product
 14. Basic approaches to designing a tourist product
 15. Stages of designing a tourist product. Technological documents
 16. Indirect scheme of the tour operator's work in the destination.
- Advantages and disadvantages
17. Direct tour organization scheme. Advantages and disadvantages
 18. Features of the tour operator's work with service providers of a tourist product. Forms of interaction
 19. Tourist enterprise, features of analysis and design of tourist activities
 20. Factors of designing a tourist enterprise
 21. Formats of tourist enterprises.
 22. System of analytical indicators of tourist enterprise activity
 23. Methodological approaches to studying the clients of tourism and recreation enterprises
 24. Methodological approaches to the study of competitors of tourism and recreation enterprises

7.3.2. Practical tasks in the discipline for self-preparation for the test

Closed questions

PC-2

1. What are the project's customers?
 - a. external and internal;
 - b. third-party and structural ones.
 - c. managing and structuring companies;

2. Development of a basic plan; Formation and management of the project team, Monitoring project implementation, deadlines and budget usage; Reporting to the customer and curator – all these are functions
 - a. The project customer;
 - b. Project manager;
 - c. The project supervisor.
 - d. Project teams.

3. Project initiation; Approval of the basic plan, Acceptance and use of the project are all functions
 - a. The project customer;
 - b. Project manager;
 - c. The project supervisor.
 - d. Project teams.

4. The person responsible for providing the project with resources and providing administrative, financial and other support to the project is:
 - a. Customer of the project;
 - b. Project Manager;
 - c. Curator of the project.
 - d. The project team.

5. The goal of any project:
 - a. activities that are limited in time and aimed at achieving the goals set;
 - b. a concept, prototype, idea, image that is embodied in the form of a description, technical justification using calculations, drawings that reveal the essence of the proposed project idea and the possibility of its practical implementation;
 - c. making the created image of the system, object, or process a reality.
 - d. create a new (original or unique) product or service within the allocated resources and within a certain time frame.

PC-3

- 6 How are tourist buses classified according to comfort?

- A) For 4 classes.
- B) For 5 classes.
- C) Into 4 types.
- D) Into 5 types.
- E) For 4 types.
- F) For 5 types.

7. Which of the listed types of bus tours do not fit into a certain classification series?

- A) Economical.
- B) Standard ones.
- C) Branded products.
- D) Exclusive.
- E) Combined.
- F) There is no correct answer (all fit into this classification series).

8. What is the name of the civil liability insurance policy required for an international bus tour?

- A) "Green car".
- B) "Green Bus".
- C) "Green card",
- D) "Green policy".
- E) "Green certificate".
- F) "Green certificate".

9. Excursion and walking routes on water vessels include routes with the duration of:

- A) No more than 8 hours.
- B) No more than 10 hours.
- C) No more than 12 hours.
- D) No more than 24 hours.
- E) No more than 36 hours.
- F) No more than 48 hours.

10. Which of the listed services provided on river cruise ships are paid?

- A) Use of the swimming pool.
- B) Use of the library.
- C) Using the TV in the cabin to watch TV programs.
- D) Use of the sauna.
- E) Use of the first aid station.
- F) Use of the bar.

UC-1

11. Lease of sea vessels without crew is called:

- A) A simple charter.
- B) A simple sea charter.
- C) Time charter.
- D) Bareboat charter.
- E) Block charter.
- F) Special charter.

12. Name the incorrect statement:

- A) Travel on a cruise ship is organized according to the "All inclusive" system.
- B) Travel on a cruise ship for a tourist is always a circular route.

- C) The cruise program includes shore excursions.
- D) The cruise is carried out without calling at intermediate ports.
- E) The cruise is carried out by ferry.
- F) The cruise is organized on an icebreaker.

13 What documents are not required on board a bus carrying out an international bus tour?

- A) Permission to enter the territory of a foreign state.
- B) Passenger list.
- C) Certificate of registration of a motor vehicle.
- D) International Motor Liability Insurance Policy.
- E) Tachograms (registration sheets) for the current week.
- F) All listed documents are mandatory.

14 What documents regulate road transport in international traffic?

- A) The Athens Convention.
- B) The Geneva Convention.
- C) The Montreal Convention.
- D) The Berne Convention.
- E) The Warsaw Convention.
- (E) The Bishkek Convention.

15 What indicators are not included in the list of requirements for determining the class of tourist and excursion buses?

- A) Engine power.
- B) Type of ventilation.
- C) Requirements for windows.
- D) Seat requirements.
- E) Number of seats.
- F) Interior lighting.

UC-2

16 Current trends in the development of the tourism industry are aimed at solving the problem of ...

- a) reducing seasonal fluctuations in demand for hotel services
- b) search for your own competitive advantages
- c) balancing the level of prices and competition
- d) finding and creating new ways of development

17 The opportunities offered by digitalization for the travel industry extend to ...

- a) hotel management
- b) monitoring of employees
- c) formation of tariffs
- d) booking procedure

18 The hotel chain is ...

- a) a group of enterprises (two or more) that is engaged in collective business and is under the direct control of the chain management
- b) brands that are active and well-known within the same locality or other territory
- c) a type of business activity based on a contract, according to which the franchisor transfers the rights to use its trademark to the franchisee on a paid basis

d) a territory that offers a certain set of services that meet the needs of tourists and meet their demand for transportation, overnight accommodation, food, entertainment, etc.

19 A one-time payment for the right to use the brand and a number of services accompanying its acquisition is ...

- a) lump sum payment
- b) royalties
- c) franchise payment
- d) royalties

20 The advantages of a network organization in the hospitality industry in terms of quality management include ...

- a) unified approaches to quality
- b) unified network standards for the hotel offer
- c) creating added value in each component of the service
- d) simplification of the business development tracking procedure

UC-6

21 Project management strategies are:

- a) the desired performance result achieved as a result of the successful implementation of the project under the specified conditions of its implementation;
- b) directions and basic principles of the project implementation;
- c) making a profit,
- d) terms of implementation

22 SWOT analysis as a method of decision-making at the strategic planning stage helps to identify internal and external factors by dividing them into four categories:

- a) advantages, disadvantages, opportunities, threats;
- b) strengths, weaknesses, opportunities, threats;
- c) strengths, weaknesses, advantages, disadvantages.
- d) specifics, features, structure, weaknesses

23 Prime time is the time of:

- a) a break between ads
- b) advertising on the TV channel
- c) in which the radio station or TV channel gathers the maximum total audience.

24 Note the similarities between an entrepreneur and a sales manager:

- a) the sales manager sees his sales area in the same way as the entrepreneur your company
- b) the desire to achieve maximum profit, using their skills, knowledge and experience. perspective-based skills
- c) the degree of risk acceptance.

25 Marketing research includes:

- a) systematic and objective identification, collection, analysis, dissemination and use of information to improve the effectiveness of identifying and solving marketing problems (opportunities);
- b) development of a sample plan and determination of the sample size for conducting market research;
- c) dissemination and use of information to improve the effectiveness of identifying and solving marketing problems;

d) getting a numerical estimate of the market condition or respondents ' reaction to a certain event.

Open questions

PC-2

1. State control of hotel activities.
2. Types of design applied in the process of designing hotel activities.
3. Service. Types of services. Hotel product.
4. Resources required for organizing hotel activities.
5. The main stages of designing hotel activities

PC-3

6. Development of a hotel product concept.
7. The main components of the business plan.
8. Factors affecting the payback period.
9. Payback period for hotels of various comfort categories.
10. Construction design stage. Main tasks.

UC-1

11. Stages of development of a hotel product project
12. Introduction to tourist and recreational design
13. Tourism products and services: design basics
14. Tourist design objects
15. Tourism products and services: design basics

UC-2

16. Technology and key design elements: system, object, process
17. Tourism and tourism activities as a design object
18. Designing a tourist space.
19. Types and types of tourist space
20. Territorial aspect and levels of tourist design

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21. Tourist and recreational resources.
22. Tourist and recreational potential of the territory
23. Assessment of tourist and recreational potential
24. Tourist and recreational clusters.
25. Tourist products and services market

1. Over the past 12 months, the Voyage Hotel has experienced a decrease in its load from 80% to 40%, which has led to a sharp decline in revenue. The hotel is located in the city center of Yekaterinburg, the functional purpose of the hotel is an urban-type hotel. The main target guests are tourists and business travelers. The hotel's comfort level is 3*, the year of construction of the hotel building and its commissioning is 2000. The hotel's infrastructure includes such services as accommodation, meals, gym and swimming pool services. To provide these services, the hotel has such areas as a number of rooms, 2 restaurants with European and Italian cuisine, and a fitnesscenter . The hotel is located next to a high-rise office building, which is available for rent. The hotel is located at the metro station, close to public ground transport stops.

Task: it is necessary to determine the reasons for the current situation, adjust the existing hotel development concept and propose a new option, develop proposals for new services, and conduct a feasibility study of the effectiveness of the proposed hotel products.

2. Using the SWOT analysis method, consider such a problem as the development of the hotel business in the Sverdlovsk region.

Identify the strengths and weaknesses, potential opportunities and threats to the effective development of the hotel business in the Sverdlovsk region.

Give reasonable conclusions and recommendations about the possibility of developing the hotel business in the Sverdlovsk region. Determine which types of hotels are most profitable for the owner of the hotel business.

3. The total area of the newly designed 5-star business hotel is 10,000 sq. m. Determine the area of the room stock that provides the maximum commercial benefit in the process of returning investment costs and operating the hotel.
4. To develop the concept of hotel activity of the hotel, the construction of which is planned on a plot of land located on the bank of a reservoir, in a wooded area at a distance of 18 km from Yekaterinburg.