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

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Methodological Issues and Quality of
Education

December 16, 2025

Protocol # 4

Chairman  Karkh D.A.
(signature)



COURSE PROGRAMME

Title	Organization and management of the international tourism industry
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:	
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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)
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1. THE PURPOSE OF MASTERING THE DISCIPLINE

The formation of competencies is aimed at instilling students with an understanding of the organizational foundations and features of organizing tourist activities, legal and economic relations between participants in tourist activities, the features of organizing tourist activities in Russia in domestic, inbound and outbound tourism.

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 2						
Test	72	20	8	12	52	2
Semester 3						
Exam, Term paper	144	12	4	8	105	4
	216	32	12	20	157	6

4. The PLANNED RESULTS OF MASTERING MAIN PROFESSIONAL EDUCATIONAL PROGRAM

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

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 a systematic approach; methods for identifying a problem situation

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-2.UC-1 Be able to: identify problem situations, search for information and solutions
	AI-3.UC-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
UC-5 is able to analyze and take into account the diversity of cultures in the process of cross-cultural interaction	AI-1.UC-5 To know: fundamentals of social interaction aimed at solving professional problems; mechanisms of cross-cultural interaction in society
	AI-2.UC-5 Be able to: present professional information in the process of cross-cultural interaction; analyze the features of social interaction, taking into account national and ethno-cultural features
	AI-3.UC-5 Have practical experience in organizing interaction in a professional environment, taking into account national and ethno-cultural characteristics; cross-cultural interaction skills, taking into account the diversity of cultures

Professional competencies (PC)

Code and name of competence	Indicators of competence achievement
organizational and managerial	
PC-1 Organization of work on foreign economic activity	AI-1.PC-1 Know: Regulatory legal acts regulating foreign economic activity; International agreements in the field of standards and product requirements; Rules for processing documentation under a foreign trade contract; Procedure for document management in an organization; Terms of a foreign trade contract; Ethics of business communication and negotiation rules; English (advanced threshold level B2); Fundamentals of labor legislation of the Russian Federation; Rules for Administrative document management; Procedure for drawing up established reports; Fire safety rules; Labor protection requirements

<p>PC-1 Organization of work on foreign economic activity</p>	<p>AI-2.PC-1 Should Be Able To: Use computing, copying, auxiliary equipment and various types of telecommunication communication; Formulate and distribute tasks among employees of the division in the organization; Communicate with potential partners using modern communication tools; Conduct business correspondence with foreign partners; Evaluate the effectiveness and compliance of documentation of commercial proposals, requests of participants in foreign economic activity; Identify the interests of potential partners for the formation of business relations with foreign individual proposals; Summarize and systematize the requirements of the legislation of the Russian Federation and the requirements of international agreements and agreements for foreign economic activity</p> <hr/> <p>AI-3.PC-1 Have practical experience: Planning and setting tasks for employees of the division in the organization; Obtaining and analyzing information on the implementation of foreign trade contracts; Ensuring internal interaction between the organization's profile specialists on the terms of cooperation with potential partners for concluding and (or) maintaining a foreign trade contract; Determining the circle of participants in the implementation of a foreign trade contract; Interaction with the organization's profile specialists and third-party organizations in order to verify the reliability of the contract. Processing of received data, information and documents about potential partners for concluding a foreign trade contract; Conducting a final analysis of potential partners' proposals on the terms of cooperation for concluding a foreign trade contract; Selecting potential partners for concluding a foreign trade contract; Ensuring approval of the draft foreign trade contract in the organization and with the counterparty; Ensuring the procedure for signing a foreign trade contract with the counterparty; Monitoring changes in the requirements of the legislation of the Russian Federation for foreign economic activity and changes in the requirements of international agreements and contracts; Compiling a list and monitoring changes in measures of state support for foreign economic activity</p>
<p>PC-2 Planning the foreign economic activity of the organization</p>	<p>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</p>

<p>PC-2 Planning внешнеэкономической of the organization's foreign economic activity</p>	<p>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</p>
	<p>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</p>
<p>PC-3 Definition of the concept and strategy of development of the tourist organization</p>	<p>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;</p>
	<p>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;</p>
	<p>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.</p>
<p>PC-4 Organization of activities for the implementation of tourist services</p>	<p>AI-1.PC-4 Know: Fundamentals of economics, labor organization and management; Specialization and features of the structure of a tourist organization; Fundamentals of office management; Economics of international tourism; Fundamentals of Psychology, Ethics, Aesthetics;</p>

PC-4 Organization of activities for the implementation of tourist services	AI-2.PC-4 Should Be Able To: Organize the work and interaction of departments of the tourism organization; Manage the development of the marketing plan and marketing programs of the tourism organization; Determine the marketing price strategy of the tourism organization; Develop the marketing communication strategy of the tourism organization; Develop the marketing sales strategy of the tourism organization; Monitor the marketing activities of the tourism organization; Organize and conduct business negotiations; Determine the terms and conclude contracts related to Control the quality of tourist and excursion services and the fulfillment of the terms of contracts for the provision of tourist services;
	AI-3.PC-4 Have practical experience: Implementation of general management of the main, administrative , economic and financial-economic activities of the tourist organization; Approval of current and future work plans of the tourist organization; Forecasting and planning the volume of sales of tourist services; Formation of the marketing strategy of the tourist organization and management of marketing and sales of tourist and excursion services; Organization of work on the development of programs and technological documents of the tourist product; Organization of work on identifying problems in the activities of the tourist organization (division), reviewing customer comments and suggestions, managing conflict situations and resolving them.
PC-5 Formation and implementation of the personnel policy of the tourist organization	AI-1.PC-5 Know: Specialization and features of the structure of a tourist organization; Economy of a tourist organization; Labor organization; Culture of interpersonal and business communication; Fundamentals of psychology and conflictology;
	AI-2.PC-5 Should Be Able To: Take measures to equip the tourist organization (subdivision) with qualified personnel; Create conditions for encouraging employees of the tourist organization (subdivision), effectively using their knowledge and experience; Promote professional development of employees of the tourist organization (subdivision); Promote the creation of healthy and safe working conditions; Ensure the strengthening of labor and industrial discipline; Ensure compliance with labor protection requirements and fire safety;
	AI-3.PC-5 Have practical experience: Development of the staff schedule of the tourist organization; Ensuring compliance with the internal labor regulations of the tourist organization; Organization of compliance with labor protection requirements by employees of the tourist organization.

5. THEMATIC PLAN

Theme	of the Hours
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	Topic name	Total hours	Contact work .(according to study assignments)			Independent work	Control of independent work
			Lectures	Laboratory facilities	Practical exercises classes		
Semester 2		72					
Topic 1.	The essence and content of tourism. (PC-1, PC-2, PC-3)	42	4		6	32	
Topic 2.	Legal regulation of tourism activities (PC-1, PC-2, PC-3)	30	4		6	20	
Semester 3		117					
Topic 3.	International and national tourism organizations (PC-1, PC-2, PC-3)	22	1		1	20	
Topic 4.	Tourist market as a field of tourist activity (PC-4, PC-5)	28	1		1	26	
Topic 5.	Tourist complex as an object of management (PC-4, PC-5)	23	1		2	20	
Topic 6.	Transport systems in tourism (PC-4, PC-5)	19.5	0.5		1	18	
Topic 7.	Tourist formalities (UC-1, UC-5)	15			2	13	
Topic 8.	Security in tourism (UC-1, UC-5)	9,5	0,5		1	8	

6. FORMS OF CURRENT CONTROL AND INTERMEDIATE CERTIFICATION ШКАЛЫ ОЦЕНКИ

Section/Subject	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control (Appendix 4)			
Topic 1-3	Test (Appendix 4)	Test of 10 questions	5 points
Topic 4-6	Test paper (Appendix 4)	Practical task	5 points
Topic 7-8	Questions for oral survey (Appendix 4)	27 questions	5 points
Intermediate certification (Appendix 5)			
3 semester (Ec)	Exam ticket (Appendix 5)	The ticket contains two theoretical questions and one practical task	5 points
3 semester (KP)	Course paper	List of course paper (Appendix 3), Methodological recommendations for completing course work in the discipline (Appendix 7)	5 points
2 semester (For)	Test ticket (Appendix 5)	The ticket includes one theoretical question and one practical task	5 points

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. The essence and content of tourism. (PC-1, PC-2, PC-3) The essence and content of tourism.
Topic 2. Legal regulation of tourism activities (PC-1, PC-2, PC-3) Legal regulation of tourism activities
Topic 3. International and national tourism organizations (PC-1, PC-2, PC-3) International and national tourism organizations
Topic 4. Tourism market as a field of tourism activity (PC-4, PC-5) Tourist market as a sphere of tourist activity
Topic 5. Tourist complex as an object of management (PC-4, PC-5) Tourist complex as an object of management
Topic 6. Transport systems in tourism (PC-4, PC-5) Transport systems in tourism
Topic 7. Tourist formalities (UC-1, UC-5) Tourist formalities
Topic 8. Ensuring security in tourism (UC-1, UC-5) Ensuring safety in tourism

7.2 Content of practical classes and laboratory works

Topic 2. Legal regulation of tourism activities (PC-1, PC-2, PC-3) Legal regulation of tourism activities
Topic 3. International and national tourism organizations (PC-1, PC-2, PC-3) International and national tourism organizations
Topic 4. Tourism market as a field of tourism activity (PC-4, PC-5) The tourist market as a sphere of tourist activity. For conducting classes, the material and technical resources of Travel Company "Alexandria" LLC are used within the framework of the agreement on the network form of implementation of the educational program.
Topic 5. Tourist complex as an object of management (PC-4, PC-5) Tourist complex as a management object. For conducting classes, the material and technical resources of Travel Company "Alexandria" LLC are used within the framework of the agreement on the network form of implementation of the educational program.
Topic 6. Transport systems in tourism (PC-4, PC-5) Transport systems in tourism. Material and technical resources of employers ' enterprises are used for conducting classes .

Topic 7. Tourist formalities (UC-1, UC-5)

Tourist formalities.

Material and technical resources of employers ' enterprises are used for conducting classes.

Topic 8. Ensuring security in tourism (UC-1, UC-5)

Ensuring safety in tourism.

For conducting classes, the material and technical resources of Travel Company "Alexandria" LLC are used within the framework of the agreement on the network form of implementation of the educational program.

7.3. Content of independent work

Topic 2. Legal regulation of tourism activities (PC-1, PC-2, PC-3)

Legal regulation of tourism activities

Topic 3. International and national tourism organizations (PC-1, PC-2, PC-3)

International and national tourism organizations

Topic 4. Tourism market as a field of tourism activity (PC-4, PC-5)

Tourist market as a sphere of tourist activity

Topic 5. Tourist complex as an object of management (PC-4, PC-5)

Tourist complex as an object of management

Topic 6. Transport systems in tourism (PC-4, PC-5)

Transport systems in tourism

Topic 7. Tourist formalities (UC-1, UC-5)

Tourist formalities

Topic 8. Ensuring security in tourism (UC-1, UC-5)

Ensuring safety in tourism

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. List of course papers
Appendix 3

7.4. Electronic portfolio of the student
In the electronic portfolio of the student in the discipline is placed
<http://portfolio.usue.ru>
-course work

7.5. Methodological recommendations for the implementation of the control work are not required.
Appendix

7.6 Methodological recommendations for completing course work
Appendix 7

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:

2. Stakhova L. V. Osnovy turizma [Fundamentals of tourism]. - Moscow: Yurayt Publ., 2024. - 327-Available at: <https://urait.ru/bcode/544097>

3. Strigunova D. P. Pravovye osnovy gostinichnogo i turistskogo biznesa [Legal bases of hotel and tourist business]: Training manual. - Moscow: KnoRus, 2025. - 312-Available at: <https://book.ru/book/955638>

4. Stakhova L. V. Osnovy turizma [Fundamentals of tourism]. - Moscow: Yurayt Publ., 2025. - 327-Available at: <https://urait.ru/bcode/567740>

Additional literature:

2. Malis N. I., Nazarova N. A. Nalogooblozhenie turistskoi deyatel'nosti [Taxation of tourist activity]: Training manual. - Moscow: Magister Publishing House, 2019. - 148-Available at: <https://znanium.com/catalog/product/1031888>

3. Chudnovsky A.D., Belozerova Yu. M. Bezopasnost' biznesa v promyshlennosti turizma i hospitalstva [Business safety in the tourism and hospitality industry]: Training manual. - Moscow: FORUM Publishing House, 2019. - 335-Available at: <https://znanium.com/catalog/product/1002736>

4. Shmytkova A.V. Organization of cruises [Electronic resource]: Textbook. - Rostov-on-Don: Southern Federal University Press, 2019. - 176-Available at: <https://znanium.com/catalog/product/1088097>

5. Pakhomova O. M. Standardization and quality control of tourist services: Training manual. - Moscow: OOO "Nauchno-IZDATEL'skiy Tsentr INFRA-M", 2021. - 135 –access Mode: <https://znanium.com/catalog/product/1210065>

6. Baranova A. Yu. a Theory of the development of the economic interests of objects turizmologiya [Electronic resource]: Monograph. - Moscow: INFRA-M Scientific Publishing Center LLC, 2022. - 150-Available at: <https://znanium.com/catalog/product/1854954>

7. Kamenets A.V., Urmina I. A., Zayarskaya G. V. Fundamentals of cultural and leisure activities [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2022. - 185-Available at: <https://urait.ru/bcode/491692>

8. Zhiratkova Zh. V., Rassokhina T. V., Ochilova Kh. F. Organization of excursion activities [Electronic resource]: textbook and practical course for universities. - Moscow: Yurayt Publ., 2022. - 189-Available at: <https://urait.ru/bcode/496051>

9. Voskolovich N. A. Marketing turistskikh uslug [Marketing of tourist services]: Textbook and workshop for universities. - Moscow: Yurayt Publ., 2022. - 191-Available at: <https://urait.ru/bcode/489545>

10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST ЛИЦЕНЗИОННОГО ПОДРОБНОГО ПОСРЕДСТВОМ ПОЛЬЗОВАТЕЛЯ ИЛИ ОНЛАЙН КУРСОВ ИСПОЛЬЗУЕМЫХ ПРИ РЕАЛИЗАЦИИ ПРОЦЕССА ОБРАЗОВАНИЯ В ДИСЦИПЛИНЕ

List of licensed software:

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. The license - is valid for an unlimited period of time.

MyOffice is standard. Agreement no. SK-281 of 7 June 7, 2017. Date of conclusion - 07.06.2017. The license - is valid for an unlimited period of time.

Libre Office. The GNU LGPL license. The license - is valid for an unlimited period of time.

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

Garant reference and legal system . Agreement No. 58419 of December 22 , 2015. The license is valid for an unlimited period of time limit

Legal reference system time in the Consultant +Reference and Legal System . Contract No. 143/223-U / 2025 of 02.12.2025 License validity License validity period until 31.12.2026

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.

Sample questions for self-preparation for the test

1. Levels and principles of tourist complex management in Russia.
2. Documents required to enter a country where Russian citizens can enter without a visa.
3. The role of tourism in the global economy. Factors of tourism development.
4. Goals, functions, and objectives of tourism.
5. Types and forms of tourism.
6. Current state and trends of tourism development in Russia. General overview.
7. International tourism organizations. Functions and tasks.
8. The role of the state in the development of the tourism industry.
9. Objectives of state policy in the field of tourism.
10. Conceptual framework of tourism under Russian legislation.
11. National tourism organizations.
12. Russian Union of Travel Industry. Functions, tasks, and main areas of activity.
13. Regional tourism organizations. Functions, tasks, and main areas of activity.
14. Association of Tour Operators "Turpomoshch". Reasons and goals of creation, problems and prospects.
15. Tourist services. Tourist product.
16. Tour operator's liability insurance. Goals and problems.
17. Tourist complex as a management object.
18. Tourist resources and tourism infrastructure.
19. Features of interaction between tour operators and tourist infrastructure enterprises.
20. The role of travel agents and tour operators in the market of tourist services
21. Ensuring the safety of tourists. Regulatory framework.
22. The main legislative documents on the regulation of tourist formalities.
23. Tourist formalities. Concept, types.

Sample questions for self-preparation for the exam

1. The role of tourism in the global economy. Factors of tourism development.
2. Goals, functions, and objectives of tourism.
3. Types and forms of tourism.
4. Current state and trends of tourism development in Russia. General overview.
5. International tourism organizations. Functions and tasks.
6. The role of the state in the development of the tourism industry. Objectives of state policy in the field of tourism.
7. Conceptual framework of tourism under Russian legislation.
8. National tourism organizations. Russian Union of Travel Industry. Functions, tasks, and main areas of activity.
9. Regional tourism organizations. Functions, tasks, and main areas of activity.

10. Association of Tour Operators "Turpomosh". Reasons and goals of creation, problems and prospects.
11. Tourist services. Tourist product.
12. Tour operator's liability insurance. Goals and problems.
13. Tourist complex as a management object.
14. Tourist resources and tourism infrastructure.
15. Features of interaction between tour operators and tourist infrastructure enterprises.
16. The role of travel agents and tour operators in the market of tourist services.
17. Ensuring the safety of tourists. Regulatory framework.
18. The main legislative documents on the regulation of tourist formalities.
19. Tourist formalities. Concept, types.
20. Passport formalities.
21. Visa formalities.
22. Police formalities.
23. Customs formalities.
24. Currency formalities
25. Medical formalities.
26. Formalities related to the movement of cultural property across borders.
27. Formalities related to the export and import of fauna and flora.
28. Insurance in tourism. Types and forms of tourist insurance.
29. Computer-based booking systems.
30. Forms of management in tourism.
31. Transport services in tourism. General overview.
32. Features of interaction between tour operators and transport companies.
33. The role of charter air transportation in the organization of tourist travel. Features of the organization, problems.
34. Water transport in tourism. Kinds. Features of the organization.
35. Features of transportation of tourists by rail.
36. Organization of bus tours. Problems and prospects of development. Main stages of the organization.
37. Types and types of tariffs for transportation of tourists.

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

Closed questions

1.	<p>What is tourism?</p> <p>a) People traveling to other countries and cities.</p> <p>b) A branch of the economy related to the organization and provision of tourist services.</p> <p>c) All activities related to travel and temporary stay of people outside their usual place of residence for recreation, work or other purposes.</p> <p>d) Visiting attractions and cultural sites in other countries.</p>	PC-1
2.	<p>What is the tourism industry?</p> <p>a) The field of activity related to the organization and conduct of tourist events.</p> <p>b) Companies engaged in passenger transportation and organization of tourist trips.</p> <p>c) A complex of enterprises and organizations engaged in the production, sale and provision of tourist services.</p> <p>d) An industry that includes the hotel and restaurant business.</p>	PC-1
3.	<p>What is tourist geography?</p> <p>a) Science that studies the geographical features of tourist sites and destinations.</p> <p>b) Geographical distribution of tourism enterprises and services.</p> <p>c) A field of expertise that studies the geographical aspects of tourism, including climate, landscapes, cultural and natural attractions.</p> <p>d) Department in the travel company responsible for route planning and selection of tourist sites.</p>	PC-1
4.	<p>What is a tour operator?</p> <p>a) A company that provides services for booking hotels and air tickets.</p> <p>b) An employee of a travel company who develops travel programs.</p> <p>c) A company that develops and sells travel packages that include transportation, accommodation, and excursions.</p> <p>d) The department in the travel company responsible for organizing and conducting tourist events.</p>	PC-1
5.	<p>Sanitary (medical) formalities are:</p> <p>a) procedures related to monitoring the health status of tourists;</p> <p>b) procedures related to checking that persons crossing the state border and their animals comply with the established vaccination requirements;</p> <p>c) procedures related to informing tourists about the presence of any diseases in the country of temporary stay.</p>	PC-1
6.	<p>What is a tour guide?</p> <p>a) A specialist who develops and conducts guided tours.</p> <p>b) A personal guide who accompanies tourists and tells them about the history, culture and attractions of the places they visit. c) A hotel employee responsible for organizing and conducting excursions for guests.</p> <p>d) Department of a travel company that deals with the sale and booking of excursions.</p>	PC-2

7.	The duties of travel companies in compliance with sanitary formalities include: a) informing tourists about the possibility of infection in the host country and how to prevent it; b) organizing vaccination procedures for tourists leaving for endemic countries; c) refusing to organize travel to endemic countries.	PC-2
8.	Rules of conduct for tourists during their stay in endemic countries are developed: a) The Governments of the WTO member States; b) the World Health Organization; c) the Governments of the States in whose territory the disease is spread; d) WHO and WTO.	PC-2
9.	What skills are required to work in the tourism industry? a) Organizational and communication skills. b) Knowledge of foreign languages. c) Ability to work with a computer and use specialized programs. d) All of the above.	PC-2
10.	What is hotel management? a) The tourism industry, which includes the provision of hotel services, as well as the management of hotel enterprises and hotels. b) Organization of catering and service of guests in restaurants and cafes. c) A set of events held in hotels to attract visitors. d) The field of activity related to the development and sale of travel packages for vacationers.	PC-3
11.	What is a hotel? a) The building where accommodation and guest services are provided. b) A commercial enterprise that provides temporary accommodation and additional services for tourists and travelers. c) Personal housing that is rented out during the owner's absence. d) A complex of entertainment and sports facilities for guests' recreation.	PC-3
12.	is a person's active achievement of success in professional activities: a) career; b) planning; c) skill. d) activity	PC-3
13.	What is a hotel room? a) A hotel key issued to guests upon check-in. b) The phone number that can be used to contact the hotel administration. c) A room in the hotel intended for temporary accommodation of guests. d) A range of services and facilities provided to guests in the hotel.	PC-3
14.	What is reception? a) Department in the hotel responsible for organizing and conducting entertainment events. b) A place in the hotel where you can buy souvenirs and gifts. c) The department in the hotel responsible for the reception and accommodation of guests, check-in and check-out registration. d) A restaurant or cafe in the hotel where breakfast, lunch and dinner are offered.	PC-3

15.	<p>What is booking?</p> <p>a) The process of pre-booking and reserving a hotel room for certain dates and dates.</p> <p>b) A hotel access control system that allows you to open the doors only to authorized persons.</p> <p>c) The procedure for checking documents and registering guests upon check-in at the hotel.</p> <p>d) Special services and facilities provided to guests when booking a room.</p>	PC-3
16.	<p>Companies in the field of service and tourism are characterized by:</p> <p>a) relatively small size;</p> <p>b) wide scale of manageability;</p> <p>c) high degree of automation of production processes;</p> <p>d) concentration of production on one production site.</p>	PC-4
17.	<p>What is hotel food?</p> <p>a) Visiting restaurants and cafes in the hotel by guests and visitors. b) Ordering and delivery of food to the hotel room at the request of guests.</p> <p>c) Organization and provision of meals for guests in restaurants and cafes of the hotel.</p> <p>d) Providing guests with food services (breakfast, lunch, dinner) in the hotel's restaurants and cafes.</p>	PC-4
18.	<p>For companies operating in the field of service and tourism are more common:</p> <p>a) organic type of organization;</p> <p>b) mechanistic type of organization;</p> <p>c) one-dimensional management teachings;</p> <p>d) synthetic management teachings.</p>	PC-4
19.	<p>What is a conference room?</p> <p>a) A hall in the hotel intended for business meetings and negotiations.</p> <p>b) Specially equipped premises in the hotel for conferences, seminars and presentations.</p> <p>c) A department in the hotel that organizes and conducts contests and entertainment programs.</p> <p>d) A place in the hotel where a car rental service is offered for guests and visitors.</p>	PC-4
20.	<p>What is a travel agency?</p> <p>a) A company that provides various travel services, such as booking hotels, buying air tickets, organizing excursions and tours.</p> <p>b) The department in the hotel responsible for organizing and conducting entertainment programs and events.</p> <p>c) A company engaged in the production and sale of souvenirs and tourist goods.</p> <p>d) The department in the hotel responsible for processing and providing visas and documents for guests and visitors.</p>	PC-4
21.	<p>What is a tourist guide?</p> <p>a) A specialist who guides tourists to places of interest and tells them about the history and culture of the places they visit.</p> <p>b) A local resident who provides services for conducting excursions and showing interesting places to tourists.</p> <p>c) An employee of a travel agency engaged in organizing and conducting group tours.</p>	PC-5

	d) The hotel department responsible for room service and care.	
22.	Prime time is the time of: a) a break between ads b) ads on a TV channel c) during which the radio station or TV channel gathers the maximum total audience.	PC-5
23.	Note the common features between the entrepreneur and the sales manager: a) the sales manager sees his sales area in the same way as the entrepreneur sees his company b) the desire to achieve maximum profit using his skills, knowledge and skills, taking into account the future c) the degree of risk acceptance.	PC-5
24.	What is a tourist route? a) A specially designed travel plan that includes a list of attractions and places that tourists are going to visit. b) A list of hotels and restaurants recommended for tourists to stay and eat. c) The sequence of places and destinations that tourists are going to visit during their trip. d) A department in a travel company that deals with planning and organizing trips for clients.	PC-5
25.	What is a tourist visa? a) A document certifying the identity and citizenship of the tourist. b) An official permit for temporary entry and stay in the country for tourism purposes. c) A map or guidebook with information about tourist sites and attractions. d) A department in a travel company that processes documents for clients' trips.	PC-5
26.	A method of collecting information in which a certain group of people is periodically interviewed for a relatively long time regarding their attitude to a particular issue is: a) an experiment; b) a survey; c) a panel method of research; d) observation.	CC-1
27.	What specific feature characterizes a tourist product: a) persistence B) constancy of qualities C) impalpability	
28.	Marketing of tourist territories belongs to the category: a) non-commercial marketing b) commercial marketing c) recreational marketing	CC-1
29.	Prime time is the time of: a) a break between ads b) ads on a TV channel c) in which the radio station or TV channel gathers the maximum total audience.	CC-1
30.	The market "window" consists of segments : a) in which the needs of customers are not satisfied with the goods available on the market b) for which the product of this company is the most suitable c) in which competition is very weak	CC-1

31.	The role of marketing in modern conditions is: a) in comprehensive market research b) in market analysis and satisfaction of needs through exchange c) in studying the needs of potential	UK-5 customers
32.	What three qualities of a sales manager are important for the client at the initial stage of interaction? a) specialized education, thorough knowledge of all the subtleties of the product, attractive appearance b) interest in the client's problems, competence, accuracy c) strategic thinking, enthusiasm, courage.	CC-5
33.	The main task of the sales manager's field of activity: a) analytics b) communication with the client. c) sales.	CC-5
34.	Note the common features between an entrepreneur and a sales manager: a) the sales manager sees his sales area in the same way as an entrepreneur sees his company b) the desire to achieve maximum profit using his opinions, knowledge and skills, taking into account the future c) the degree of risk acceptance.	CC-5
35.	is a necessary condition for selling a new product/service: a) charismatic sales manager b) long-established relationship with the prospective client c) high awareness of the sales manager about the current market conditions.	UK-5

Open questions

1.	Levels and principles of tourist complex management in Russia.	PC-1
2.	Documents required to enter a country where Russian citizens can enter without a visa.	PC-1
3.	The role of tourism in the global economy. Factors of tourism development.	PC-1
4.	Goals, functions and objectives of tourism.	PC-1
5.	Types and forms of tourism.	PC-1
6.	Current state and trends of tourism development in Russia. General overview.	PC-2
7.	International tourism organizations. Functions and tasks.	PC-2
8.	The role of the state in the development of the tourism industry.	PC-2
9.	Objectives of state policy in the field of tourism.	PC-2
10.	Conceptual framework of tourism under Russian legislation.	PC-3
11.	National tourism organizations.	PC-3
12.	Russian Union of Travel Industry. Functions, tasks, and main areas of activity.	PC-3
13.	Regional tourism organizations. Functions, tasks, and main areas of activity.	PC-3
14.	Association of tour operators "Turpomoshch". Reasons and goals of creation, problems and prospects.	PC-3
15.	Tourist services. Travel product.	PC-3
16.	Tour operator liability insurance. Goals and problems.	PK-4
17.	Tourist complex as an object of management.	PC-4
18.	Tourist resources and tourism infrastructure.	PC-4

19.	Features of interaction between tour operators and tourist infrastructure enterprises.	PC-4
20.	The role of travel agents and tour operators in the market of tourist services	PC-4
21.	Ensuring the safety of tourists. Regulatory framework.	PC-5
22.	Main legislative documents on the regulation of tourist formalities.	PC-5
23.	Tourist formalities. Concept, types.	PC-5
24.	Conditions for preparing a manager for the sales process.	PC-5
25.	What qualities should a sales manager detect when receiving a complaint?	PC-5
26.	What benefits does a sales manager get if a secretary connects them to the right person by phone?	UK-1
27.	Modern requirements for the seller of services.	
28.	The main barriers in the relationship between the seller and the client.	UK-1
29.	Travel Agency commissioned a marketing study. What stages does marketing research involve?	CC-1
30.	Specify the hotel specialists whose joint work is necessary for the results of the conducted marketing research to solve the problem of the hotel.	UK-1
31.	What is included in the concept of territory marketing complex?	CC-5
32.	What is the marketing objective of expanding services?	UK-5
33.	What is the main goal of marketing?	UK-5
34.	List the main quantitative goals of marketing tourist territories.	UK-5
35.	List the main qualitative goals of marketing tourist territories.	UK-5

Practical tasks in the discipline for independent preparation for the exam

Closed questions

36.	A diplomatic passport is issued to: a) The Government of the Russian Federation; b) the President of the Russian Federation; c) the Ministry of Foreign Affairs; d) Municipal authorities.	PC-1
37.	Special types of passports include: a) Diplomatic passport, camouflage passport, seaman's passport; b) Seaman's passport, civil passport, service passport; c) Vatican passport, civil passport, service passport; d) Service passport, diplomatic passport, seaman's passport.	PC-1
38.	Electronic passport is intended for : a) entering the territory of the Schengen states; b) entering the territory of the United States and EU countries; c) citizen's identity cards in the territory of a number of foreign countries; d) identity cards of high-ranking officials in the territory of EU countries.	PC-1
39.	can be used for travel with tourist purposes: a) seafarer's passport; b) general civil passport; c) service and general civil passport; d) diplomatic passport; e) all answers are correct.	PC-1

40.	Sanitary (medical) formalities are: a) procedures related to monitoring the health status of tourists; b) procedures related to checking that persons crossing the state border and their animals comply with the established vaccination requirements; c) procedures related to informing tourists about the presence of any diseases in the country of temporary stay.	PC-1
41.	Vaccination certificate is: a) a mandatory element of a tourist permit; b) a document required for obtaining a visa to enter a number of countries; c) a certificate confirming the vaccination of its owner against certain epidemic diseases.	PC-2
42.	The duties of travel companies in compliance with sanitary formalities include: a) informing tourists about the possibility of infection in the host country and how to prevent it; b) organizing vaccination procedures for tourists leaving for endemic countries; c) refusing to organize travel to endemic countries.	PC-2
43.	Rules of conduct for tourists during their stay in endemic countries are developed: a) The Governments of the WTO member States; b) the World Health Organization; c) the Governments of the States in whose territory the disease is spread; d) WHO and WTO.	PC-2
44.	1. Goal setting in management is: a) the process of selecting and setting goals that determine the life and business development strategy; b) the order of subordination of the lower links to the higher ones, organizing them into a structure; c) creating the conditions required for the project to be completed over the regulatory period. d) determining the development vector	of PC-2
45.	Project strategy in management is: a) the desired performance result achieved as a result of successful implementation of the project under the specified conditions of its implementation; b) directions and basic principles of project implementation; c) profit generation; d) conditions for the implementation	of PC-3
46.	SWOTanalysis as a method of decision-making at the strategic planning stage helps to identify internal and external factors by dividing them into four groups: categories: a) advantages, disadvantages, opportunities, threats; b) strengths, weaknesses, opportunities, threats; c) strengths, weaknesses, advantages, disadvantages. d) the specifics, features, structure, weaknesses	of PC-3
47.	is the active achievement of a person's success in professional activities: a) career; b) planning; c) skill. d)	PC-3 activity

48.	That is one of the main conditions for achieving the goal: a) knowledge; b) money; c) hobbies. d)	in PC-3
49.	, the specifics of management in service and tourism companies are determined by: a) the level of training of personnel; b) long shelf life of the product; c) the characteristics of the product produced; d) a significant amount of fixed assets of companies.	PC-3
50.	The process approach to building a management system is based on: a) focusing managers ' attention on the situation in the internal and external environment of the company; b) on the processes occurring in the management system, management functions; c) on technological production processes occurring in the company; d) on processes occurring in the external environment of the company.	PC-3
51.	Companies in the field of service and tourism are characterized by: a) relatively small size; b) wide scale of manageability; c) high degree of automation of production processes; d) concentration of production on one production site.	PC-4
52.	For organizations in the service and tourism sector, the distribution of rights and responsibilities is more common: a) based on the system of unity of subordination; b) based on the system of double subordination; c) based on the system of multiple subordination; d) based on matrix management systems.	PC-4
53.	For companies operating in the field of service and tourism are more common: a) organic type of organization; b) mechanistic type of organization; c) one-dimensional management teachings; d) synthetic management teachings.	PC-4
54.	1. Goal setting in management is: a) the process of selecting and setting goals that determine the life and business development strategy; b) the order of subordination of the lower links to the higher ones, organizing them into a structure; c) creating the conditions required for the project to be completed over the regulatory period. d) determining the development vector	of PC-4
55.	Project strategy in management is: a) the desired performance result achieved as a result of successful implementation of the project under the specified conditions of its implementation; b) directions and basic principles of project implementation; c) profit generation; d) conditions for the implementation	of PC-4
56.	SWOTanalysis as a method of decision-making at the strategic planning stage	of PC-5

	<p>helps to identify internal and external factors by dividing them into four groups: categories:</p> <p>a) advantages, disadvantages, opportunities, threats; b) strengths, weaknesses, opportunities, threats; c) strengths, weaknesses, advantages, disadvantages. d) specifics, features, structure, weaknesses</p>	
57.	<p>Prime time is the time of:</p> <p>a) a break between ads b) ads on a TV channel c) during which the radio station or TV channel gathers the maximum total audience.</p>	PC-5
58.	<p>Note the common features between the entrepreneur and the sales manager:</p> <p>a) the sales manager sees his sales area in the same way as the entrepreneur sees his company b) the desire to achieve maximum profit using his skills, knowledge and skills, taking into account the future c) the degree of risk acceptance.</p>	PC-5
59.	<p>Marketing research includes:</p> <p>a) systematic and objective identification, collection, analysis, dissemination and use of information to improve the effectiveness of identification and solution of marketing problems (opportunities); b) development of a sample plan and determination of the sample size for market research; c) dissemination and use of information to improve the effectiveness of identification and solution of marketing problems; d) obtaining a numerical estimate of the effectiveness of the analysis of marketing assessments of market conditions or respondents ' reactions to a particular event.</p>	PC-5
60.	<p>In marketing considers the following sources of information for conducting market research:</p> <p>a) information on markets and market conditions; b) information on methods and forms of international trade c) information from periodicals, as well as operational information received from suppliers, trading partners, customers, on recent events taking place in the market; d) primary and secondary information.</p>	PC-5
61.	<p>A method of collecting information in which a certain group of people is periodically interviewed for a relatively long time regarding their attitude to a particular issue is:</p> <p>a) an experiment; b) a survey; c) a panel method of research; d) observation.</p>	CC-1
62.	<p>What specific feature characterizes a tourist product:</p> <p>a) persistence B) constancy of qualities C) impalpability</p>	
63.	<p>Marketing of tourist territories belongs to the category:</p> <p>a) non-commercial marketing b) commercial marketing c) recreational marketing</p>	CC-1
64.	<p>Prime time is the time of:</p>	CC-1

	a) a break between ads b) ads on a TV channel c) in which the radio station or TV channel gathers the maximum total audience.	
65.	The market "window" consists of segments : a) in which the needs of customers are not satisfied with the goods available on the market b) for which the product of this company is the most suitable c) in which competition is very weak	CC-1
66.	The role of marketing in modern conditions is: a) in comprehensive market research b) in market analysis and satisfaction of needs through exchange c) in studying the needs of potential	UK-5 customers
67.	What three qualities of a sales manager are important for the client at the initial stage of interaction? a) specialized education, thorough knowledge of all the subtleties of the product, attractive appearance b) interest in the client's problems, competence, accuracy c) strategic thinking, enthusiasm, courage.	CC-5
68.	The main task of the sales manager's field of activity: a) analytics b) communication with the client. c) sales.	CC-5
69.	Note the common features between an entrepreneur and a sales manager: a) the sales manager sees his sales area in the same way as an entrepreneur sees his company b) the desire to achieve maximum profit using his opinions, knowledge and skills, taking into account the future c) the degree of risk acceptance.	CC-5
70.	is a necessary condition for selling a new product/service: a) charismatic sales manager b) long-established relationship with the prospective client c) high awareness of the sales manager about the current market conditions.	UK-5

Open questions

36.	Police formalities are:	PC-1
37.	The legitimation order is	PC-1
38.	What factors played a major role in the formation of the Russian sanatorium network	PC-1
39.	Tourist services. Tourist product.	PC-1
40.	Tour operator's liability insurance. Goals and problems.	PC-1
41.	Tourist complex as a management object.	PC-2
42.	Tourist resources and tourism infrastructure.	PC-2
43.	Features of interaction between tour operators and tourist infrastructure enterprises	PC-2

44.	Functional type of organizational structure diagram	PC-2
45.	Please explain which of the three management styles (authoritarian, democratic, and liberal) is most suitable for tour industry organizations?	PC-3
46.	Determine the set of functions of the tour company manager (strategic, expert and innovative, administrative, communication, social) depending on the stage of its life cycle, justify your choice.	PC-3
47.	Can you list the incentives that you would classify as economic, socio-psychological, or organizational?	PC-3
48.	Give examples of charismatic leaders you know, and try to explain the strengths and weaknesses of their power.	PC-3
49.	Administrative and legal methods. What can I fire an employee for? Documents required in the field of tourism.	PC-3
50.	How does the character, temperament, type of thinking of a person, type of activity affect stress tolerance?	PC-3
51.	Socio-psychological methods. How to achieve the maximum effect? How to encourage an employee of a travel company?	PC-4
52.	Economic management methods. What are their capabilities and limitations? Which of them are most effective in the field of tourism?	PC-4
53.	What do types of insurance in tourism include?	PC-4
54.	Main stages of selling the service.	PC-4
55.	The process of making a consumer's purchase decision.	PC-4
56.	What psychological resources should a sales manager use when dealing with objections?	PC-5
57.	What are the three components that play a crucial role for a sales manager in starting the market analysis process?	PC-5
58.	Classification of questions to the client to find out their needs and ulterior motives	PC-5
59.	Conditions for preparing a manager for the sales process.	PC-5
60.	What qualities should a sales manager detect when receiving a complaint?	PC-5
61.	What benefits does a sales manager get if a receptionist connects them to the right person by phone?	UK-1

62.	Current requirements for the service provider.	
63.	The main barriers in the relationship between the seller and the client.	UK-1
64.	A travel agency commissioned a marketing study. What stages does marketing research involve?	UK-1
65.	Please indicate the hotel specialists whose joint work is necessary for the results of the conducted marketing research to solve the problem of the hotel.	UK-1
66.	What is included in the concept of territory marketing complex?	UK-5
67.	What kind of marketing task does service expansion relate to?	UK-5
68.	What is the main goal of marketing?	UK-5
69.	List the main quantitative goals of marketing tourist territories.	UK-5
70.	List the main qualitative marketing goals for tourist territories.	UK-5

**7.3.3. List of coursework topics in the discipline
"Organization and management of the international tourism industry"**

1. Human needs for tourism services
2. Assessment of the role of tourism in the development of the region (on the example of...)
3. Tourism as a planetary economic phenomenon
4. Socio-economic needs of tourist organizations
5. Regularities of the functioning of the tourism
6. sector Factors of development and tasks of tourism.
7. Main goals and directions of state policy in the field of tourism
8. Comprehensive regional programs for tourism development in Russia
9. Problems of state regulation of tourism
10. Problems of consumer insurance protection in the field of tourism
11. Assessment of world tourism
12. development Current state of world tourism
13. Forecasts of tourism development in Russia (in the Sverdlovsk region)
14. Information technologies in tourism
15. Problems of investing in tourism
16. Improving the legal form of state regulation of tourism
17. Information support for tourism
18. Tourism as a field of entrepreneurial activity
19. Enterprise management in social and cultural services and tourism
20. International experience in tourism development

7.4. Student's electronic portfolio

The student's electronic portfolio for the discipline contains:

<http://portfolio.usue.ru>

- course work

**Appendix 7
to the work program**

Federal State Budgetary Educational Institution of Higher Education
URAL STATE UNIVERSITY OF ECONOMICS

APPROVED
at the meeting of the Department of
Tourism Business and Hospitality

**METHODOLOGICAL RECOMMENDATIONS FOR IMPLEMENTATION
COURSE PAPER**

**by discipline
Organization and management of the international tourism industry**

INTRODUCTION

Course work of students of the "Tourism" training area is one of the main forms of independent research work and is aimed at systematization, consolidation and expansion of theoretical knowledge, in-depth study and solution of specific issues of theory and practice, development of calculation skills, mastering elements of analytical work.

The course work is a complete development of an actual economic problem for the course being studied and must necessarily include: a theoretical part, where the student must demonstrate knowledge of the basics of the discipline being studied; a practical part, in which it is necessary to show the ability to systematize and analyze statistical information and offer solutions to the problem being studied.

Course work can be performed on the materials of a specific enterprise or on the materials of consolidated socio-economic indicators of a group of enterprises, industries, sectors, regions and the national economy as a whole on a topic issued by the head and approved by the head of the department in accordance with the established procedure.

The course supervisor provides the student with methodological assistance in the selection of literature, development of the course work plan and its content, as well as supervises its implementation.

The defense of the course work by the supervisor is the admission of the student to pass the exam in the discipline under study.

Chapter 1. GENERAL PROVISIONS FOR WRITING A TERM PAPER

1.1. Main objectives of the course work

1. Substantiation of the relevance and significance of the topic of work in theory and practice; determination of the place and role in one of the three aspects (economic, methodological, organizational);
2. Theoretical study of the state of a given problem or task, disclosure of the essence of economic categories, phenomena;
3. Economic analysis of the state of the research object (industry, territory, association, enterprise, etc.) for a certain period, identifying the dynamics of changes in the economic indicators of the research object, their trends for the future and problems that need to be solved or improved;
4. Substantiation of the materials obtained as a result of the research and formulation of conclusions;
5. Ability to present your thoughts, research and results in a competent, coherent and logical manner, summarize calculations, build graphs and diagrams based on economic indicators.

Course work should be based on specific materials collected by the student. The main task is not just to analyze the generalization and use of specific materials, but to formulate and solve real and most relevant theoretical and practical problems.

The sequence diagram for completing the course work is presented in Appendix A.

1.2. Choosing the topic of the course work.

The organization of course work begins with the selection of a topic. The sooner a student does this, the more time and opportunities they will have to study and prepare it.

The structure and quality of the work, its completeness, scientific content, the degree of theoretical elaboration and practical significance and value are determined in addition to the student's ability, knowledge and readiness to process the material that he has at his disposal. The student must be proficient in the subject matter.

When choosing the topic of the course work, the student can be helped by the teacher who leads the subject (an approximate list of topics is provided in Appendix B).

After the topic of the course work is selected, its main aspect is determined, the student, together with the supervisor, must determine the work plan and content of the issues being worked out.

Chapter 2. SCOPE AND CONTENT OF THE COURSE WORK

2.1. Scope of course work

The volume of course work should be 35-45 pages of printed text (Times New Roman), not including appendices: introduction 2-3 pages; first chapter 15-20 pages; second chapter 10-15 pages; third chapter 7-10 pages; conclusion 3-5 pages of text.

2.2. Structure of the course work

Course work includes:

- Title page (Appendix B)
- content
- introduction.
- three chapters.
- conclusion;
- list of references.
- applications.

The structure of the course work is specified by the student when developing its plan and agreed with the supervisor.

Usually, in the course of preparing a paper, a student collects a large amount of material and seeks to include it almost entirely in the course work. Keep in mind that it is better to include calculations, tables, diagrams, diagrams, and graphs made in this process not in their original state, but in the form of analysis results, such as overview tables, summary tables, charts, and graphs.

In order to use the material collected and prepared for the course work as fully as possible, there are several ways. We recommend that you:

first, make extensive calculations for checking any methods, sentences, formulas, information, etc. that have an independent meaning and represent a logically complete whole, briefly describe it in the text, and make it an appendix to the course work.

secondly, you should avoid lengthy citations, rewriting primary sources, and try to present their essence briefly and clearly in your own words, making appropriate references to the bibliography.

Third, you should try to perform an economic analysis of any phenomena, processes, factors, etc. not with the help of verbal descriptions, but with the construction of clear tables, graphs, diagrams.

This increases the visibility, value, and literacy of the work and significantly reduces its volume.

2.3. Content of sections of the course work

When completing the course work, there are two options for developing topics:

the first one is calculated and analytical (typical).

The second one is a problem-based research project.

In the first case, the student chooses any question related to the subject. Then the structure of the course work can be specified as follows:

Introduction. The relevance of the problem is justified, the goal and the tasks that the student should solve or complete in the course of writing the work are determined. The methodological basis of the work, subject and object of research are indicated. The proposed structure of the work is justified and the sources used are characterized.

The first chapter. It contains the theoretical foundations of solving the problem that are currently used; their advantages and disadvantages. An assessment of the role and significance of the selected object in the economy of the present time and in the future is given. Factors influencing economic development indicators and their dynamics are identified and classified. At the end of the chapter, the student should give an assessment of the work performed by them, briefly formulate the results, and make a decision on the further course of the course work.

The second chapter. The article examines the practice of developing a question, analyzes methods, techniques, and the procedure for solving the question. Forms of statistical reporting, their completeness, information base of calculations, document flow are studied. At the end of the chapter, brief conclusions and an assessment of the results are given. Modern requirements for solving the problem are determined and proposals for its improvement are developed, taking into account modern requirements and prospects for economic development, respectively, for the selected object of course work. A practical calculation is performed according to the chosen method, and its effectiveness is evaluated.

Conclusion. Conclusions are drawn and the results of the course work obtained in all chapters are summarized, aspects, directions or ways of further development of the topic of the course work are considered. It also notes the practical focus and value of the work, the scope of its current (or possible future) use: when performing calculations, when compiling reviews and calculations, when improving methodology or statistical reporting, and so on.

Each student chooses a particular type of course work based on: theoretical background and research interests; experience (skills) of research work.

All sections of the paper should be logically linked and reveal the topic of the course work. After the conclusion, the paper provides a list of references. It includes all the literature that is referenced in the work, as well as other sources that were used when writing the work. The list of references should include at least 15 items. At the end of the work, they provide appendices that include some documents, calculations, three-dimensional tables, and other sources of information.

Правила оформления курсовой работы размещены на сайте УрГЭУ

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RECOMMENDED SOURCES

Basic literature.

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Sequence of course work completion

1. The topic of the course work is selected.
2. The list of statistical and calculation materials has been compiled;
3. The training (mandatory) material on the topic has been worked out;
4. Statistical materials are collected for calculations and analysis.
5. Literary sources (monographs, methodological materials, etc.) have been developed.
6. Analysis of statistical material is carried out, calculations, tables, graphs are executed;
7. Periodical literature on the topic (articles, reviews, express information) is selected.
8. Materials of the course work were discussed with the supervisor.
9. Calculations and justification for the work were carried out;
10. Analytical review and list of references are completed;
11. The course work is completed.
12. The course work has been submitted to the supervisor for review.
13. The course work has been reviewed by the supervisor.
14. The report for the defense of the course work has been prepared;
15. Course work on the course is protected before the supervisor and the commission.

Sample design of the title page

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution of Higher Education
Ural State University of Economics
(USUE)

COURSE PAPER
(MASTER'S DEGREE)

Discipline: Organization and management of the international tourism industry

Topic: _____

Institute of Master's Studies

Direction of Training
38.04.02 Management

Profile
Management of international tourism
(in English)

Department of Tourism Business and
Hospitality

Date of Defense: 30.09.2025
Evaluation: _____

Student of Students Student Studen-
tovich

(signature)
Group IDO ZB TOUR-24 Sat

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Candidate of Pedagogical Sciences,
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Ekaterinburg
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