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Информация о владельце: МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
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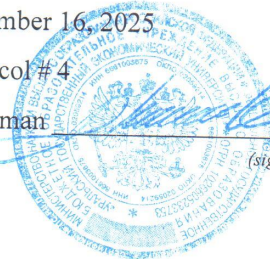
MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

Approved
at the Department meeting

December 5, 2025
Protocol # 4
Head of the Department Markova T.L.

Approved
by the Council for Educational and
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Education

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(signature)



COURSE PROGRAMME

Title	Professional foreign language
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, PhD Markova T.L.	

Ekaterinburg
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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

State Educational Standard of	Higher Education 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

is the formation of communicative language competence necessary for conducting professional activities

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

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

3. SCOPE OF THE DISCIPLINE

Intermediate certification	Hours			Independent work Independent work including preparation of tests and term	credit units
	Just a semester	Contact work .(according to study assignments)			
		papers Total	Practical exercises, including course design e		
Semester 1					
Test	72	20	20	52	2

4. PLANNED RESULTS OF MASTERING MAIN PROFESSIONAL EDUCATIONAL

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-4 is able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	AI-1.UC-4 Know: modern communication technologies; standards of business written communication; principles of drawing up standard business documentation for academic and professional purposes in Russian and foreign languages
	AI-2.UC-4 Be able to: establish contacts and organize communication in accordance with the needs of joint activities; draw up business documentation in accordance with the norms of the Russian language

UC-4 is able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	AI-3.UC-4 Have practical experience in presenting the results of research and project activities at various public events; participating in academic and professional discussions in a foreign language
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

5. TOPIC PLAN

Topic	Hours						
	Name of the topic	Total hours	Contact work (according to study assignments)			Independent work	Control of independent work
			Lectures	Laboratory facilities	Practical exercises classes		
Semester 1		72					
Topic 1.	Current trends in international tourism (UC-4, UC-5)	16			6	10	
Topic 2.	Ecological tourism and sustainable development (UC-4, UC-5)	20			6	14	
Topic 3.	Event tourism and its role in the development of territories (UC-4, UC-5)	18			4	14	
Topic 4.	Impact of international tourism on the development of the territory (UC-4, UC-5)	18			4	14	

6. FORMS OF CONTINUOUS CONTROL AND INTERMEDIATE ATTESTATION SCALE OF EVALUATION

Section/Subject	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control (Appendix 4)			

Topic 1-2	Project (Appendix 4)	A partially regulated task that has a non-standard solution and allows you to diagnose skills, integrate knowledge of various fields, and argue your own point of view.	<p>A) the ability to present facts in a well-reasoned, structured manner in a foreign language</p> <p>B) analyze the situation, set goals and objectives) appropriate use of visual support tools;</p> <p>d) a variety of vocabulary is evaluated.</p> <p>Maximum - 10 points</p>
Topic 3	Case Study (Appendix 4)	The solution of the problem task is proposed to consolidate the material and the practical application of the acquired knowledge	<p>a) the ability to present facts in a reasoned, structured manner in a foreign language</p> <p>b) analyze the situation, set goals and objectives) the appropriate use of visual support tools;</p> <p>d) the ability to work in a team.</p> <p>Maximum - 10 points</p>
Topic 4	Monologue statement (Appendix 4)	A partial regulated task that allows you to diagnose the skills of oral prepared speech	<p>a) the ability доказательно и to present your thoughts and draw conclusions in an evidence-based and logical way,</p> <p>b) observe grammatical, lexical, and syntactic norms in the construction of sentences,</p> <p>c) a variety of vocabulary.</p> <p>Maximum – 10</p>
Intermediate certification (Appendix 5)			

1 semester (For)	Credit card (Appendix 5)	The ticket consists of 2 tasks: 1. A monologue statement on a given topic with the use of an active vocabulary and studied grammatical material; 2. Reading and retelling the original text, answers to the examiner	50-100%
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DESCRIPTION OF ASSESSMENT SCALES

The indicator for evaluating the development of OPOP 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

7.2 Content of practical classes and laboratory work

<p>Topic 1. Current trends in international tourism (UC-4, UC-5) Digitalization of tourism: AI, AR/VR and online platforms. Use AI to create individual tours and personalize offers. New travel formats: "slow tourism", "micro-vacations", seasonal relocations and trips to restore mental health. Combined and hybrid formats (bleisure-tourism, workation and digital normand, wellness tourism). New target audiences and niches (combining business and leisure, astrotourism, health tourism) Geopolitical and economic factors.</p>
<p>Topic 2. Eco-tourism and sustainable development (UC-4, UC-5) Impact of tourist flows on ecosystems. Effectiveness of environmental protection measures in tourism. The impact of tourism on job creation. Formation of ecological culture among tourists and local residents. Ethno-ecological routes and their development. Introduction of "green" technologies in the tourism infrastructure.</p>
<p>Topic 3. Event tourism and its role in the development of territories (UC-4, UC-5) The concept of event tourism. The relationship between event tourism and territorial branding. Classification of festivals and events. Storytelling in territory branding. Evaluation of the effectiveness and monitoring of event tourism.</p>
<p>Topic 4. The impact of international tourism on the development of the territory (UC-4, UC-5) Contribution of tourism to the GDP of the region and the country. Improving the standard of living of the local population. Building tolerance and intercultural dialogue. Infrastructure development of the territory. Interaction and interpenetration of cultures. Creating a positive image of the Territory in the international arena.</p>

7.3. Content of independent work

<p>Topic 2. Eco-tourism and sustainable development (UC-4, UC-5) Make a note of 10-12 points for visitors to the nature park. The rules should cover: movement around the territory, interaction with animals and plants, waste management, Use of fire and equipment. Design your text as an infographic (Canva or Power Point). Compare two national parks / reserves (one Russian and one foreign) by criteria: accessibility for tourists, infrastructure, visiting rules and restrictions, environmental education programs, sources of funding. Present the results as a table and draw conclusions about the strengths and weaknesses of each object.</p>
<p>Topic 3. Event tourism and its role in the development of territories (UC-4, UC-5) Analyze 2-3 Russian festivals, such as VK Fest, Usadba Jazz, and the Taste of the Urals food festival: concept and target audience, program and audience engagement, branding and promotion, and economic and social significance. Based on your case studies , identify 5-7 universal factors for festival success. For each factor, give a rationale (why this is important), give 1-2 examples, and suggest a metric to evaluate (the level of engagement in social networks, an increase in tourist traffic by 15% , etc.)</p>

Topic 4. The impact of international tourism on the development of the territory (UC-4, UC-5)
Choose one successful case of the impact of international tourism on the territory's development: European city (Amsterdam, Prague), Caribbean island (Barbados), Asian resort (Phuket, Pattaya, Phu Quoc). Identify 3-5 key success factors. Evaluate common and distinctive features in the tourism development strategy. Assess the sustainability of the results achieved (risks, vulnerabilities). Create a "best practices matrix". What elements can be moved to other regions?

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 for the implementation of the course work 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 *доступности* 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 RPA.

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. Markova T. L., Nikiforova M. V., Pirozhkova I. S. Grammatika angliyskogo glagola [Grammar of the English verb]. [Electronic resource]: textbook. - Yekaterinburg: USUE, 2022. – 99- Available at: <http://lib.wbstatic.usue.ru/resource/limit/ump/22/p494491.pdf>

2. Markova T. L., Nikiforova M. V., Pirozhkova I. S. Vidovremennye formy angliyskogo glagola [Modern forms of the English verb]. - Yekaterinburg: USUE, 2022. – 126- Available at: <http://lib.wbstatic.usue.ru/resource/limit/ump/22/p494585.pdf>

Additional literature:

2. Pervuchina English for Master's Students. Uchebnoe posobie. Ch.2 [Textbook]. - Yekaterinburg: [USUE Publishing House], 2017. - 71- Available at: <http://lib.usue.ru/resource/limit/ump/17/p489543.pdf>

3. English for Academics. A communication skills course for tutors, lecturers and PhD students ; In collaboration with the British Council. Vook 2:.. - Cambridge: Cambridge University Press, [2015]. - 176

**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:

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 - без is valid for an unlimited period of time.

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 December 22 , 2015. License validity period-no time limit

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

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

Special rooms are classrooms for all types of classes, group and individual consultations, ongoing monitoring and intermediate certification.

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, базам databases of current legislation, and other information resources that serve to present educational information to a large audience.

For conducting занятий 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

1. Identify the key trends in international tourism and briefly describe each trend.
2. How is the development of digital technologies (Big Data, AI, VR/AR) changing the tourist experience and business models in tourism? Provide examples.
3. Explain the concept of «sustainable tourism». Name the key principles and provide examples of their implementation in different countries.
4. What is the difference between ecotourism and mass tourism? Describe the criteria and illustrate them with examples.
5. Provide two or three examples of successful ecotourism development projects in Russia and assess their impact on local communities.
6. What is «bleisure tourism»? Explain its popularity and give examples of countries/cities that are actively developing this format.
7. Characterise gastronomic tourism as a trend. Name destinations where it is particularly well-developed and explain why.
8. Explore the potential of medical and wellness tourism in Asia (using 2/3 countries as examples). What factors are driving its growth?
9. What are the specific features of gastronomic tourism as a trend? Name regions where it has become an economic driver and explain the reasons for their success.
10. What is «slow travel»? How does it differ from traditional tourism, and what are its development prospects?
11. Describe new accommodation formats (capsule hotels, glamping, coliving spaces) and explain why they are gaining popularity. Provide examples of successful projects in different regions of the world.
12. How are modern technologies (VR tours, digital guides, online museums) changing the cultural tourism experience? Provide examples of successful cases of integrating digital solutions into museum and tour activities.
13. How does event tourism (festivals, sporting events) affect the image and economy of territories? Provide two specific examples.
14. What is place branding in tourism? Describe the elements of a strong tourist brand using a specific country/region as an example.
15. What are the advantages of hybrid event formats (offline + online) for the tourism industry? Provide examples.
16. Formulate a forecast for the development of international tourism over the next 5 years, taking into account current economic, technological, and environmental trends. Justify your forecast.
17. Provide three specific examples of successful event-based territorial brands (from Russia and/or other countries).
18. What event formed the basis of the branding, and what economic or image-related effect did it have on the region?
19. What is the role of local communities in shaping and promoting an event brand to attract tourist flows? Provide examples of practices that have proven effective in engaging residents.
20. What is the impact of international tourism on a territory's infrastructure? Describe the positive and negative consequences of infrastructure development driven by tourist flows.
21. What is the issue of seasonality in international tourism, and how does it affect the economies of territories? What are the strategies for reducing seasonal fluctuations in tourist flows?
22. How does tourism affect the cost of living for local populations? How do prices for housing, food, and service change in popular tourist destinations?

23. How does international tourism affect the development of small and medium-sized enterprises (SMEs) in a region? Provide three examples of successful local entrepreneurial initiatives that emerged due to tourist demand.
24. How does international tourism affect the image and reputation of a territory on the global stage? Provide examples of regions whose image has significantly improved thanks to tourism and explain the key success factors.
25. Describe the multiplier effect of international tourism. Provide three examples of economic sectors that experience indirect growth due to increased tourist flows.
26. How does international tourism affect the preservation and commercialisation of cultural heritage?
27. How does international tourism affect a territory's budget formation? What are the main sources of tax revenue from tourism activities?
28. Describe the environmental consequences of growing international tourism for a territory. Name the most pressing environmental issues associated with mass tourism.
29. What is the role of government policy in managing the impact of international tourism on a territory? Name effective regulatory tools (economic, administrative, marketing) and provide examples of their application.
30. What are the prospects for sustainable tourism development as a model of balanced impact on a territory?

7.3.2. Practical tasks in the discipline for independent preparation for the test/exam

Sample practical tasks in the discipline for self - preparation for the test

1. Do the vocabulary test. Choose the correct option (UC-4, UC-5)

1.1. We need to develop a new strategy. = We need a new _____.

- a) appraisal
- b) approval
- c) approach

1.2. Thanks to smart planning, we have _____ another crisis. = Thanks to smart planning, we have thwarted another crisis.

- a) put forth
- b) unveiled
- c) averted

1.3. We shouldn't use the same old strategies. = We should _____ using the same old strategies.

- a) avoid
- b) averse
- c) avert

1.4. You have to market these particular attributes. = You have to market these particular _____.

- a) qualifiers
- b) qualifications
- c) qualities

1.5. The markets _____ (= reached) a three year low yesterday.

- a) halted
- b) hailed
- c) hit

2. Read and retell the text (1200 characters). Answer the questions if there are any (UC-4, UC-5).

Discovering the Heart of Production in Ruhr Valley

Anna Schmidt's trip to Germany's Ruhr Valley began with a powerful first impression: instead of quiet countryside, she saw a landscape transformed by industrial heritage — old steel mills turned into museums, cranes standing like silent giants, and railway lines that once carried coal now hosting cycling trails. This was industrial tourism at its best: not just looking at relics, but understanding how production shaped a region's identity. On the first day, Anna visited the Zeche Zollverein — a former coal mine now listed as a UNESCO World Heritage site. The guided tour showed her the original coke ovens, the conveyor belt system, and the iconic boiler house with its geometric brickwork. The guide, a former miner, explained how thousands once worked there: «This place wasn't just a factory it was our community». Anna watched a demonstration of vintage machinery and even tried sorting coal by hand in an interactive exhibition.

The next morning, Anna explored a working steel plant that opened its doors to tourists. With safety helmets on, she walked through the production line: molten metal glowing orange in ladles, robotic arms welding beams, and giant rollers shaping steel plates. The engineer leading the tour emphasised modern safety standards and environmental controls: «We show everything because transparency builds trust. Visitors see that industry can be clean and efficient». Later in the week, Anna attended a «Factory Dinner» event at a repurposed brewery. Local chefs prepared meals using ingredients from regional farms, while projections showed historic footage of the brewery's original operations. A historian explained how industrial tourism helps revive old sites: «When people touch a rusted gear or taste beer brewed in century-old tanks, they connect with the past in a way textbooks can't offer».

One evening, Anna joined a night tour of the Landschaftspark, a former steelworks now lit with colourful lights. Waterfalls flowed through old blast furnaces, climbers scaled cooling towers, and cyclists rode past blooming gardens in what was once a toxic waste area. «This is adaptive reuse at its finest», said the guide. «We're not just preserving history — we're making it relevant». This journey taught Anna that industrial tourism isn't about nostalgia. It's a dynamic way to showcase technological progress, honour workers's stories, and transform industrial legacies into living spaces for education, culture, and community engagement.

Possible questions

- 2.1.** What was Anna's first impression of the Ruhr Valley, and which elements of industrial heritage did she notice right away?
- 2.2.** What three key objects or structures did Anna see during her guided tour at Zeche Zollverein?
- 2.3.** What modern safety and environmental measures did the engineer mention during Anna's tour of the working steel plant?
- 2.4.** How did the «Factory Dinner» combine local food and industrial history, and what role did projections play in the event?
- 2.5.** How has the Landschaftspark been transformed from its industrial past?