

# **Fundamentals Of Tourism**

Programme originator – Anna Shmytkova

**E-mail: annav1109@mail.ru**

Higher School of Business

## **Aim of the course**

“Fundamentals of tourism» is the introductory tourism course. It provides the foundation for all of the other tourism and hospitality related courses in the degree program. The travel and tourism industry is expanding in many countries around the world, making an understanding of the components of the industry and the system within which it operates increasingly important.

As future managers working within travel, tourism and hospitality, it is essential that you have a comprehensive understanding of the fundamental principles of tourism and the characteristics that differentiate tourism from other industries and fields of study. The impacts of tourism development and planning for sustainable tourism development will also constitute an important part of the curriculum for this course.

The main aim of this course is to introduce students to tourism and to discuss in detail the fundamental ideas that distinguish the study of tourism from other fields.

The key aims of the course are:

1. To establish a core knowledge base of tourism concepts and principles;
2. To understand the various perspectives for defining tourism and tourists;
3. To describe and understand the whole tourism system and its significance when studying tourism;
4. To identify the key elements and structure of tourism industries and their economic contribution on a global scale;
5. To understand the tourism product and the role of attractions in the whole tourism system;
6. To understand tourist motivations;
7. To identify the key socio-cultural, environmental and economic impacts of tourism and a more sustainable approach to tourism development and management

## **Teaching**

The following methods and forms of study are used in the course:

- Lectures
- Seminars
- Writing
- Self-study
- Use of different reference books and Internet resources

At the end of the course the students are supposed to write an essay, make an oral presentation and participate in discussion. Upon the successful completion, the students will gain credits.

### **Course content**

No	Subject	Form of Lesson	Duration	Date
1.	Introduction to the Hospitality and Tourism Industry. Etymology and Definitions of tourism	Lecture	2 hrs	
2.	Evolution of Tourism	Lecture	4 hrs	
3.	Classification of tourism	Lecture	4 hrs	
4.	Ecotourism and Event tourism	Seminar	2 hrs	
5.	Tourism resources	Lecture	4 hrs	
6.	World's top tourism regions	Lecture	2 hrs	
7.	Main attractions of Russia	Seminar	4 hrs	
8.	Current trends in the development of tourism in the world and Russia	Lecture	4 hrs	
9.	Hospitality and Related Services	Lecture	2 hrs	
10.	The Food and Beverage Perspectives	Lecture	2 hrs	

11.	Passenger Transportation	Lecture	6 hrs	
12.	Attractions, Entertainment, Recreation, and Other	Seminar	2 hrs	
13.	World, National, Regional, and Other Tourism Organizations	Lecture	2 hrs	
14.	Travel Agent and Tour Operator	Lecture	2 hrs	
15.	Tourist Motivations	Seminar	4 hrs	
16.	Tourism Product	Lecture	2 hrs	
17.	Economic, Socio-cultural and Environmental impacts of tourism	Lecture	4 hrs	
18.	Future tourism trends	Seminar	2 hrs	

### **Requirements**

During the session students are required to

- attend class lectures;
- participate in seminars;
- write an essay;
- represent the main ideas of essay in oral presentation;
- be prepared to participate in final course discussion.

#### ***1. Essay titles***

##### ***Select ONE topic***

- |                     |                    |
|---------------------|--------------------|
| 1. Agritourism      | 5. Extreme tourism |
| 2. Birth tourism    | 6. Geotourism      |
| 3. Culinary tourism | 7. Event tourism   |
| 4. Cultural tourism |                    |

8. Heritage tourism

9. Medical tourism

10. Religious tourism

11. War tourism

12. Wellness tourism

13. Wildlife tourism

14. Educational tourism

An essay is a prose analysis on one of the prescribed topics given below. For essay students should consult items from the booklist given with the essay title you choose. Students may use other items as well, but ensure that they are books or articles of relevance and equivalent scholarly standard to those on these lists. All recommended readings listed here are indicative rather than exhaustive. Students shouldn't be afraid to add to the list from own literature searches.

An essay will be assessed to the following criteria: range and quality of readings, evidence of investigative effort, relevance to essay question, awareness of relevant historians' interpretations, use of primary evidence, analytical abilities and overall arguments. Recommended essay volume is approximately 2,5-3,000 words.

**2. Test.** At the end of the course students should take the test as well which includes the questions on subjects of the modules.

**3. Seminars.** Participation in seminar work is an important part of students' academic activity. Attendance at seminars is compulsory. Unexcused absences from seminars may lead automatically to exclusion from the final class examination and therefore failure in the class. Students who miss a seminar should contact their teacher immediately to try to make some arrangement.

### **Grade determination**

- Class participation - 10%
- Written essay - 25%
- Oral presentation – 20%
- Participation in discussion – 20%
- Test – 25%

