

New managerial opportunities for tourism organizations

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Course outline

The global economic crisis of the late 2000s challenged the classical ideas of organization management. As a result, a new paradigm of management has been established (and it remains under development). Tourism organizations need react adequately to the changing global socio-economic environment, and the best way for them is to follow new trends highlighted by the above-mentioned paradigm. The course is devoted to the application of new achievements of the management science to the sphere of tourism. The attention is paid to particular, but important aspects of management that permit to develop optimal strategies for the 21st-century tourism firms.

Objective

The course delivers the very "fresh" managerial knowledge and allows a new insight into the major issue of tourism management. The central idea is the utmost importance of the "Management 2.0" concept proposed by Gary Hamel on the basis of the world leading experts' opinion in 2009. Some other developments (by foreign and Russian specialists) such as the Bottger-Barsoux model, new understanding of leadership, the idea of managerial discretion, etc. are also explained. The main goal is growing the leaders of the 21st-century tourism industry that can work efficiently on the both national and international levels.

Student requirements

Basic tourism education (the first grades of BS programs will be enough).

Elementary (mandatory) or advanced (optional) knowledge in economics/management.

Curiosity in socio-economic phenomena.

Some work experience in tourism firms (not mandatory, but will be advantage).

Projected achievements

Knowledge: advanced knowledge in tourism firm management.

Abilities: development of optimal structures of tourism firms.

Skills: new-age managerial thinking.

This course will supply very "fresh" ideas that are rarely included into the classical courses in management.

Main topics

New socio-economic environment for tourism firms

Management 2.0 concept

Bottger-Barsoux model

Higher tasks for modern tourism firms

New-age leadership

Managerial discretion in tourism

Leaders' failures

Dispute resolution and mediation

Innovation management in tourism

Tourism firms and climate change

Course components

Classical lectures

Individual/collective work for practical solutions

Project tasks requiring creative thinking

Course materials

Students can access some basic publications published by the world leading experts on-line.

Review articles (in English) by the leading world specialists are accessible through the bibliographical database "Scopus" (access provided by the Library of the Southern Federal University).

The lecturer's own works are provided on student demand.

Course schedule

One semester. Classes are appointed by the university administration.

Research opportunities

Depending on their willingness, all students attending this course have possibility to join the lecturer's research or to develop the own research program with publications in recognized scientific media as the main outcome.

Lecturer experience

A part of the Dr. Ruban's area of expertise is application of new achievements in the theory of organization management to the sphere of tourism and, particularly, firms specialized in nature-based tourism and recreation. He has published much on the modern theory of organization management, the Management 2.0 concept, and innovations. He has also supervised student research in this field.