



# Course Syllabus

## 1. Course Title:

Area studies and tourist destinations

## 2. Academic Level:

Master

## 3. ECTS Credits:

7 ECTS

## 4. Semester:

3, autumn semester

## 5. School/Department:

Higher School of Business

## 6. Location:

Higher School of Business, 43 23 Line St., Rostov-on-Don

## 7. Instructor:

Senior lecturer Ksenya Kushnir, email: labtourism@yandex.ru, kskushnir@sfedu.ru

## 8. Language of Instruction:

English

## 9. Course Description:

The course "Area studies and tourist destinations" belongs to the compulsory part of the program (2nd course; 3rd semester). This course provides the base of knowledge that the following courses subsequently build upon: Undergraduate practical course, Implementation and defense of the final qualifying work.

## 10. Course Aims:

This course provides an introduction to the international and regional tourism destinations. It shows the importance of tourism regional geographic studies and to assess the specific features of cultural, natural, social and economic development of countries and regions in the context of the world's development. It also introduces, explains and provides theoretical and practical knowledge of tourism regional geographic studies.

The course is aimed at teaching to think critically about practical issues from a tourism regional geographic point of view.

### 11. Specific entry requirements (if any):

Pre-requisite courses: Theory and methodology of research and teaching in hospitality industry.

### 12. Course Content:

Module 1. Tourism world macro-regions. Tourist zoning.

Module 2. International Tourism Development: Factors and Indicators.

Module 3. Mapping World Heritage.

Module 4. Country tourism branding and cross-territorial tourism cooperation.

Module 5. Country Image and Integrated Country Profile.

### 13. Intended Learning Outcomes:

To use a practical apparatus and algorithm for creating tourist projects in country study.

To design objects based on professional activity with using modern technologies.

To able to: apply theoretical and practical research methods in the assessment and design of tourist programs in different countries and regions.

To able to: find, analyze and use the obtained scientific information in the field of country study for the designing of tourist programs, taking into account the national specifics.

### 14. Learning and Teaching Methods:

lecture, seminar, project supervision, demonstration, practical classes, discussion

### 15. Methods of Assessment/Final assessment information:

Exam

### 16. Reading List:

1. Mkrtychyan T. Yu. Country Geography of English-Speaking Countries [Electronic resource]: a textbook for students of the Institute of Philology, Journalism and Intercultural Communication / Mkrtychyan T. Yu., Razuvaeva T. N. - Rostov-on-Don: SFedU, 2018. - 214 p.

2. Komarova A.I., Oks I.Yu., Kolosovskaya V.V. ENGLISH LANGUAGE. COUNTRY STUDIES 2nd ed., Rev. and add. Textbook for universities - M.: Yurayt Publishing House, 2019. -- 473 p.

Online resources

1. Report of the World Tourism Organization from 2021 - <https://www.e-unwto.org/doi/epdf/10.18111/9789284422456>

2. List of UNESCO World Heritage Sites by country - <https://whc.unesco.org/ru/list/>

3. Travel & Tourism Competitiveness Index [http://reports.weforum.org/travel-and-tourism-competitiveness-report-2019/rankings/?doing\\_wp\\_cron=1618165130.2420020103454589843750](http://reports.weforum.org/travel-and-tourism-competitiveness-report-2019/rankings/?doing_wp_cron=1618165130.2420020103454589843750)

4. Official website of the Federal Agency for Tourism of the Russian Federation - <http://www.russiatourism.ru/>

5. The official website of the United Nations - <http://www.un.org/ru/index.html>

6. Websites of electronic libraries <http://elibrary.ru>, <http://scholar.ru>, <http://biblioclub.ru>

7. Tourist portal - <http://www.impression.ru/>

8. Official website of the World Tourism Organization (UNWTO) - <http://www2.unwto.org/ru>

9. Official website of the World Travel and Tourism Council - (WTTC) <https://www.wttc.org/>

10. Official website of the European Tourism Commission (ETC) - <http://www.etc-corporate.org/>

Modern professional databases and information reference systems

1. Database Web of Science.

2. Reference information system "Consultant Plus".