



Course Syllabus

1. Course Title:

Excursion business

2. Academic Level:

Master

3. ECTS Credits:

7 ECTS

4. Semester:

Autumn semester 2023

5. School/Department:

Higher School of Business

6. Location:

43 23 Line, Rostov-on-Don / MS Teams

7. Instructor:

Prof. Anna Shmytkova, shmytkovaa@sfedu.ru

8. Language of Instruction:

English

9. Course Description:

The discipline is a complex scientific discipline that reveals the theory and methodology of excursion activities, the history of excursion business and generalizes the practice of tourist and excursion institutions, the functions performed by the excursion.

10. Course Aims:

- formation of an idea about the history of the development of the excursion business in Russia;
- study of issues related to the excursion method and the methodology of the excursion business;
- acquisition of skills and abilities to develop a new excursion;
- application of techniques and methods of conducting excursions;
- adaptation of innovative technologies for excursions.

11. Specific entry requirements (if any):

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12. Course Content:

Module 1 Methodology for conducting excursions. Essence and functions of an excursion. Subject, content and classification of excursions. Show in an excursion. Methodological techniques of a show. The story on the tour. Methodological techniques of a story. Combination of show and story on the tour. Methodology for conducting excursions.

Module 2 Development of a new excursion. Technology of preparing a new excursion. Drawing up an itinerary for an excursion. Technique of conducting excursions. Personality of a guide. Skills of a guide. Speech of a guide. Extra-verbal means of communication.

13. Intended Learning Outcomes:

As a result of studying the discipline, students will form the following competencies: the ability to create of new excursion products and to organize sales and promotion of excursion products.

14. Learning and Teaching Methods:

- modular technology that allows students to be trained with a targeted program of action on a completed block of information with the recommendations of a teacher for independent work;
- traditional lecture system, the use of illustrative teaching methods, individual student work with information sources;
- the use of audio-visual teaching aids, individual work of a student with electronic educational resources;
- point-rating assessment of knowledge in the discipline.

15. Methods of Assessment/Final assessment information:

essays, excursion analysis, project, test.