Course Syllabus

1. Course Title:

Fundamentals of Tourism

2. Academic Level:

Bachelor

3. ECTS Credits:

5 ECTS

4. Semester:

Spring 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

English

9. Course Description:

The objective of the discipline is to familiarize students with the basic models and concepts and the fundamental principles of tourism. To implement the competency-based approach, a number of classes are conducted in an interactive form. In the framework of extracurricular independent work, students generalize the knowledge, perform tasks that consolidate and develop the acquired knowledge, skills. Observations and results are discussed in practical exercises.

10. Course Aims:

- to study the basic models and concepts of tourism
- to consider different classifications of tourists
- to understand the tourism system and its significance
- to identify key elements and structure of tourism
- to explore tourist motives
- to identify key socio-cultural, environmental and economic consequences of tourism and a sustainable approach to tourism development and management

11. Specific entry requirements (if any): -

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12. Course Content:

Module 1 Basic models and concepts of tourism
Travel Motivations. Factors that Influence Travel Motivations. The Concept of Tourist Flows. The Meaning and classifications of tourists.
Module 2 The main trends in the development of tourism in the world
Current state of tourism in Russia Federation. Current trends in the global tourism industry. Hospitality Industry. Transport infrastructure in tourism. The social, economic, cultural and ecological impacts of tourism.

13. Intended Learning Outcomes:

As a result of studying the discipline, students will form the following competencies: ability to conduct research on the tourism market and to organize sales and promotion of tourism 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, sociological survey, analytical work, test.