



Course Syllabus

1. Course Title:

Theory and methodology of research and teaching in hospitality industry

2. Academic Level:

Master

3. ECTS Credits:

9 ECTS

4. Semester:

1, autumn semester

5. School/Department:

Higher School of Business

6. Location:

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

7. Instructors:

Associate professor Diana Kozlova, email: dakozlova@sfedu.ru
Senior lecturer Ksenya Kushnir, email: labtourism@yandex.ru, kskushnir@sfedu.ru
Senior lecturer Anna Shmutkova, email: shmytkovaa@sfedu.ru, annav1109@mail.ru

8. Language of Instruction:

English

9. Course Description:

The course "Theory and methodology of research and teaching in hospitality industry" belongs to the compulsory part of the program (1st course; 1st semester). The course "Theory and methodology of research and teaching in hospitality industry" refers to the part of the program formed by the participants of educational relations (1st course; 1st semester)

10. Course Aims:

The aim of the course is to introduce students to the classical and the modern theoretical and practical achievements in tourism industry. It provides the methodology of researching natural resources, historical

and social and economic resources, territorial patterns of development of the tourism industry, study the theory and methodology of teaching in tourism.

11. Specific entry requirements (if any):

Pre-requisite courses or modules: Technological innovations in tourism and hospitality industry.

12. Course Content:

Module 1. Research methods in tourism
Module 2. Methodological foundations of tourism
Module 3. Theory and methodology of research and teaching in tourism

13. Intended Learning Outcomes:

The course is aimed at mastering the following professional competences:

- To be able to carry out a critical analysis of problem situations based on a systematic approach, to develop an action strategy;
- To be able to plan and apply approaches, methods and technologies of scientific and applied research in the chosen field of professional activities;
- To be able to carry out pedagogical activities in the main professional educational programs and additional professional programs.

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. Nurutdinova A.R. Masters Degree: education and research: tutorial: uchebn oe posobie. 1/A.R. Nurutdinova; The Ministry of Education and Science of the Russian Federation; Казанский National Research Technological University - Kazan: TORTU Press, 2017. - 160 с. <http://biblioclub.ru/index.php?page = book & id = 560996>
2. S.I. Zmeyov Andragogika: theories of founders, history and technology. Andragogy: Foundations of Theory, History and Technology/S.I. Zmeyov - Москва: PER SE, 2007. - 272 с. <http://biblioclub.ru/index.php?page = book & id = 233526>

Online resources

1. Database Web of Science.
2. Reference information system "Consultant Plus".
3. Russian official statistical data: <https://rosstat.gov.ru/storage/mediabank/ykmb3eKg/munst.htm>
<https://rosstat.gov.ru/folder/10705>
4. Russia Tourism Open Data: <http://opendata.tourism.gov.ru/opendata/6>
5. Tourism and travel agencies according to Rosstat <https://rosinfostat.ru/turizm/#i-4>