

Документ подписан простой электронной подписью

Информация о владельце:

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(ЭЛЕКТРОННЫЙ ДОКУМЕНТ)

Abstract of Discipline

Наименование дисциплины	European experience in organization of green tourism
Содержание	Covers a range of issues related to territorial location, recreational attractiveness, the richness of the natural environment and the possibilities of careful development for recreation and recreation, etc.
Реализуемые компетенции	PC-3 is able to develop and apply tourist service technologies using technology and information and communication technologies; PC-4 is able to organize the process of customer service on the basis of legal acts, taking into account the needs of consumers and the use of customer-oriented technologies
Результаты освоения дисциплины (модуля)	Competence code PC-3 To know: - history of development of the hospitality industry, principles of classification of services and their characteristics; - basic concepts in the field of hospitality, necessary for the analysis of the development of the market of hotel services in modern conditions; - classification of hospitality industry enterprises; To be able: - set and solve problems of assortment policy and define its strategy; - develop a new service; - use information technology tools to solve professional problems. To master: - highly motivated to work professionally in the tourism industry; - basic skills of working with information in global computer networks; - technology for developing a tourist product that meets the needs of the consumer at a high level; - the ability to develop and apply tourist service technologies using technological and information and communication technologies; Competence code PC-4 To know: - basic needs and psychophysiological capabilities of a person, their relationship with the social activity of the individual; - the theory of the service organization; - the specifics of the emergence of professional relationships between consumers and hotel service specialists. To be able: - apply all types of services and progressive types of services; - organize activities in the field of hospitality; - identify the characteristics of the consumer, work in the "contact zone". To master: - skills of conflict-free professional activity in interaction with business partners, colleagues and clients; - the ability to organize the process of customer service on the basis of legal acts, taking into account the needs of consumers and the use of customer-oriented technologies
Трудоемкость, з.е.	4 c.u.
Форма отчетности	Credit - 6 semester
The list of basic and additional literature necessary for the development of the discipline	
Основная литература	1.D.A. Bessarab, L.V. Stefan, I.N. Bessarab. Ecological tourism in foreign Europe. - M.: TetraSystems, 2018. -- 304 p.

Дополнительная литература	1. Ivlieva, OV Theory and practice of ecological tourism: textbook / OV Ivlieva; South Federal University. - Rostov-on-Don; Taganrog: Publishing House of the Southern Federal University, 2020. - 86 p.
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