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Methodical recommendations for practical lessons on the discipline
«Корпоративная культура в туризме / Corporate Culture in Tourism»

Direction of training / specialty: 43.03.02 Tourism / International Tourism

(for full-time education)

(ELECTRONIC DOCUMENT)

Pyatigorsk, 2021

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1. EXPLANATORY NOTE

Discipline «Корпоративная культура в туризме / Corporate Culture in Tourism» mastered by students within 108 hours. Part of this time (40,5 hours) is allocated to independent or extracurricular work of students, another part (40,5 hours) is classroom forms of work (lectures and practical classes), which are organized directly by the teacher.

Practical lesson is the most important form of knowledge assimilation. Its three structural parts are obvious: the pre-seminar (preparation for the lesson), the seminar itself (discussion of the topic in the group) and the final part (post-seminar work of students to eliminate the gaps in knowledge that have been discovered).

Not only the seminar, but also the preceding and concluding parts of it are necessary links in an integral system of assimilation of the topic brought up for discussion.

The seminar is a means of checking knowledge, practicing the skills of independent study of materials in the discipline, working with literature, the ability to logically and consistently present the material learned. Speaking at a seminar, students should show the ability to highlight the main provisions, illustrate their application, and also draw practically significant conclusions from theoretical provisions.

For all the topics of the seminars, a list of the most important questions necessary for assimilation is given, as well as a list of basic and additional literature necessary for study.

For better assimilation of the material, it is necessary to keep a summary in a separate notebook. Such a synopsis can be in the form of an answer plan for each question of the topic, and in some cases, a short answer (with links to the relevant source: normative material or literature).

At the seminar, much attention is paid to considering not only theoretical issues, but also to the implementation of practical tasks aimed at developing teamwork skills. For each seminar lesson, the student selects materials from the methodological literature, the media, the Internet.

If the listener has not prepared for the seminar or missed it for some reason (including illness), he is obliged to report on this topic to the teacher leading the lesson in the group after hours. If you have any difficulties in studying the course, you must visit the consultation of the teacher leading the lesson, in accordance with the schedule of consultations that is available at the Department of T&HB.

In preparation for seminars on all topics, students should study:

- the basic literature recommended in the plan of seminars;
- additional literature recommended in terms of seminars;
- Internet sources.

2. PLAN OF PRACTICAL CLASSES

Practical Class № 1. Professional ethics as a science.

Purpose: to study professional ethics as a science.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Differentiation of the concepts "ethics, morality, morality".
2. Categories of ethics.
3. The main directions of ethics.

Guidelines: the student shall have an idea of concepts ethics, morality, morals, to know categories of ethics. To write out value of terms: "ethics", "morals", "morality", "debt", "advantage", "conscience", "justice". To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What do the terms "ethics", "morals", "morality" express?
2. Whether the theoretical contents of the terms "ethics", "morals", "morality" match their daily use?
3. What integrates different ethical doctrines?

Practical Class № 2. Basic Ethical Teachings

Purpose: to study basic Ethical Teachings.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Basic ethical religious teachings.
2. Basic ethical philosophical teachings.

Guidelines: the student must know main stages of development of ethics. The student must know the meaning of the terms: religion, psychology. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Ethical views of Renaissance (Dante, J. Bruno, Erasmus Roterodamus, etc.).
2. Ethics of Modern times and the age of Enlightenment (R. Descartes, F. Bacon, J. Locke, G. Leibniz, D. Yum, etc.)
3. Ethical aspects of the Western European philosophy (A. Schopenhauer, F. Nietzsche, Kant, G. Hegel, Feuerbach and др)
4. Ethics of the Russian philosophy of 19-20 centuries (F.M. Dostoyevsky, L.N. Tolstoy, V.S. Solovyov, K.E. Tsiolkovsky, P.A. Florensky, S. Bulgakov, D. Merezhkovsky, etc.).

Practical Class № 3. Morality as a subject of ethics.

Purpose: to study Morality as a subject of ethics.

Organizational form of the lesson: conversation, round table.

Issues for discussion:

1. The origin and essence of morality.
2. Different approaches to the study of morality.
3. The structure of morality.

4. Functions of morals.

Guidelines: the student must know structure of morality, different approaches to the study of morality. The student must know the meaning of the term: morality. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What is morality?
2. What are the functions of morality?
3. The relationship of morality and religion.

Practical Class № 4. Content of professional ethics.

Purpose: to study the concept of «professional ethics».

Organizational form of the lesson: conversation.

Issues for discussion:

1. The content of professional ethics.
2. Principles of personal, professional and global ethics.
3. Social functions of professional ethics.

Guidelines: the student must know the content of professional ethics. The student must know the meaning of the terms: professional ethics, communication. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. List the main social functions of professional ethics.
2. What is the concept of professional ethics?
3. What types of professional ethics exist?

Practical Class № 5. Ethics of entrepreneurship.

Purpose: to study ethics of entrepreneurship.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Formation of the ethics of business as a scientific discipline.
2. Structure of business ethics.
3. Conditions for the formation of civilized ethics.
4. Modern concepts of business ethics.

Guidelines: the student must know structure of business ethics, modern concepts of business ethics. The student must know the meaning of the terms: business communication, business ethics. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Ethical code of the entrepreneur.
2. What is a business ethic?
3. List the basic principles of business ethics.

Practical Class № 6. Ethical basis of professional activity.

Purpose: to study ethical basis of professional activity.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Fundamentals of professional activity.
2. The importance of ethics in professional work.
3. Summary.

Guidelines: the student must know fundamentals of professional activity. The student must know the meaning of the terms: professional activity, summary. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What is a professional activity?
2. Role of ethics in career?

Practical Class № 7. Professional ethics and etiquette in the sphere of tourism.

Purpose: study to professional ethics and etiquette in the sphere of tourism.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Levels of competence.
2. Professional competence of the hotel business worker.
3. Structure of professionalism.
4. Stages of professionalism.

Guidelines: the student must know structure of professionalism, professional competence of the hotel business worker. The student must know the meaning of the terms: professional competence, professionalism. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What are the levels of professional competence?
2. What professional competencies are needed in the hotel industry?

Practical Class № 8. Ethics specialist in the sphere of tourism.

Purpose: learn professional ethics in the sphere of tourism.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Requirements for professional behavior of workers in the contact area.
2. Ethics specialist in the sphere of tourism.

Guidelines: the student must know the code of professional ethics, apply professional ethics in their field of activity. The student must know the meaning of the terms: code of professional ethics, specialist. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What are the features of ethics in the hotel industry?
2. Professional ethics of the front office of a hotel company.

Practical Class № 9. Specificity of the organization of oral forms of business communication.

Purpose: to study specificity of the organization of oral forms of business

communication.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Business communication: types and forms.

Guidelines: the student must know types and forms of business communication.

Control questions:

1. Specificity of the organization of oral forms of business communication (business conversation, business telephone conversation).

Practical Class № 10. Specificity of the organization of oral forms of business communication.

Purpose: to study specificity of the organization of oral forms of business communication.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Specificity of the organization of oral forms of business communication (negotiations and business meetings).

Guidelines: The student must know the meaning of the terms: business communication, business conversation, negotiations. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Business negotiations as the main form of business communication?

Practical Class № 11. The problem of ethical relations in the team.

Purpose: to study problem of ethical relations in the team.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Socio-psychological characteristics of the working group.
2. Professional maturity of the working group.

Guidelines: the student must know moral and psychological climate of the team, the concept of corporate culture. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What types are of relationships in the system leader – subordinate?
2. Classification of personality psychotypes.

Practical Class № 12. The problem of ethical relations in the team.

Purpose: to study problem of ethical relations in the team.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Moral and psychological climate of the team.
2. The concept of corporate culture.

Guidelines: The student must know the meaning of the terms: psychotype, leadership. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Anti-stress leadership and submission.

Practical Class № 13. Managerial ethics.

Purpose: to study management ethics.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Ethics and etiquette in the "leader-subordinate" system.
2. The concept of corrective behavior of the manager.
3. Managerial ethics.
4. The choice of the optimal leadership style.

Guidelines: the student must know traditional classification of leadership styles, managerial ethics. The student must know the meaning of the terms: managerial ethics, authoritarian, democratic, liberal. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Traditional classification of leadership styles: authoritarian, democratic and liberal.
2. What is managerial ethics?
3. Features of interaction chief-subordinate.

Practical Class № 14. Ethics of partnership relations in the sphere of tourism.

Purpose: to study the ethics of partnership relations in the sphere of hotel services.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Prerequisites for conflict in the process of communication.
2. Rules of conduct in conflict.

Guidelines: the student must know ethics of partnership relations in the sphere of hotel services, methods of relieving psychological stress in conflict. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What is a conflict behavior strategy?
2. Methods of relieving psychological stress in conflict.

Practical Class № 15. Ethics of partnership relations in the sphere of tourism.

Purpose: to study the ethics of partnership relations in the sphere of hotel services.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Ethics of partnership relations in the sphere of hotel services.
2. Prevention of stress in business communication.

Guidelines: The student must know the meaning of the terms: conflict, stress.

To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Rules of conduct in conflict.

Practical Class № 16. Etiquette as a social phenomenon.

Purpose: to acquaint with the main stages of development of ethics.

Organizational form of the lesson: conversation, round table.

Issues for discussion:

1. The history of world etiquette.
2. The requirements of modern etiquette.
3. Features of nonverbal communication in different countries.

Guidelines: the student must know main stages of development of ethics. The student must know the meaning of the terms: debt, advantage. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What of social disagreements and contradictions of modern Russian reality are presented to you by the most serious? Offer ways of their permission.
2. Ethics of Old Russian philosophy (V. Monomakh).
3. Ethical views in the Ancient World (China, India).

Practical Class № 17. Features of business etiquette.

Purpose: to study the features of business etiquette.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Types of receptions and visits.
2. Concept of presentation.
3. Features of business etiquette.
4. The rules of communication at the table.

Guidelines: the student must know rules of business etiquette, apply presentation concept. The student must know the meaning of the terms: table etiquette, of business etiquette. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Call the main features of business etiquette.
2. Rules of business etiquette.
3. What is etiquette at the table?

Practical Class № 18. Ethics and etiquette of a businessperson.

Purpose: to study the ethics and etiquette of a businessperson.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Image of a modern businessman.
2. Gifts among business people.
3. Culture clothing businessman.

Guidelines: the student must about the rules for presenting yourself in a business space. The student must know the meaning of the terms: image, businessperson. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. The image of a businessman.
2. Business Cards.

3. LIST OF RECOMMENDED LITERATURE:

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2018. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2017. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2017.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2016.- 160 p.

List of educational and methodological support for independent work of students in discipline:

1. Methodical recommendations for the implementation of practical work in the discipline «Профессиональная этика и этикет в международном туризме/ Professional ethics and etiquette in international tourism» in the direction of training 43.03.02 Tourism
2. Methodical recommendations for students on the organization and conduct of independent work in the discipline «Профессиональная этика и этикет в международном туризме/ Professional ethics and etiquette in international tourism» for students in the direction of training 43.03.02 Tourism.

The list of resources of the information and telecommunication network «Internet», necessary for mastering the discipline:

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system «University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks