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**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN
FEDERATION**

**Federal state Autonomous
educational institution of higher education
"NORTH CAUCASUS FEDERAL UNIVERSITY»
Institute of service, tourism and design (branch) of NCFU in Pyatigorsk**

**Guidelines for students
on the organization and carrying out independent work
on discipline " Fundamentals of tourism»
for students of the direction of training 43.03.02 " Tourism»
Focus (profile): "Tourism activities»**

Pyatigorsk, 20__

**Methodical instructions are intended for practical work on the discipline "organization of tourism" of students of the direction of training: 43.03.02 "Tourism", orientation (profile)
" International tourism»**

**Methodical instructions contain the necessary theoretical material on the studied topic,
tasks for the work, a list of recommended literature.**

Protocol no. _ _ _ from " _ " _ _ _ 201_ g.

**Head of department
tourism and hospitality _____ I. V. Ogarkova**

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Introduction

The discipline "Basics of tourism" is mastered by students in 1 semester. Part of this time (135 hours) is allocated to classroom forms of work (lectures and seminars), which are held with the direct participation of the teacher. The second part of the standard hours (40.5 hours) is allocated for independent, or extracurricular, work of students.

Practical training is the most important form of learning. Three structural parts are obvious: the preliminary part (preparation for the lesson), the seminar itself (discussion of the topic in the group) and the final part (post-Seminary work of students to eliminate the gaps in knowledge). Not only the seminar, but also the preliminary and concluding parts of it are the necessary links of the whole system of assimilation of the topic submitted for discussion.

Practical training is a means of testing knowledge, practicing skills of independent study of materials on the discipline, working with literature, the ability to logically and consistently present the learned material. Speaking at the seminar, students should show the ability to highlight the main provisions, to illustrate their application, as well as to draw practical conclusions from the theoretical provisions.

The list of the most important questions necessary for mastering, and also the list of the main and additional literature necessary for studying is given to all subjects of seminar occupations.

For better assimilation of the material it is necessary to keep a note in a separate notebook. This summary can be in the form of a plan of answers 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 the consideration of not only theoretical issues, but also the implementation of practical tasks aimed at the formation of skills in the team. For each seminar the student selects materials from methodical literature, mass media, the Internet.

If the student has not prepared for the seminar session or missed it for some reason (including illness), he is obliged to report on this topic to the teacher leading the class in the group during extra-curricular time. In case of difficulties in studying the course, it is necessary to visit the consultation of the teacher leading the class, in accordance with the schedule of consultations, which is available at the Department of Tigd.

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

- the special literature recommended in the plan of seminars;
- additional literature recommended in the plan of seminars;
- Internet source.

Practical lesson №1. The history of the development of tourism

Purpose: to learn in Detail about the travels of modernity, antiquity, travel in order to set records.

Formed competence: CC-2-is Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on the existing legal norms, available resources and limitations; CC-6 is Able to apply the legislation of the Russian Federation, as well as the norms of international law in the implementation of professional activities.

Relevance of the topic:

the Relevance of the topic is that the changes taking place in the last decade in the socio-economic development of the country and regions show that currently more than half of the gross domestic product is produced in the service sector. The service sector is one of the most promising and rapidly developing sectors of the modern economy.

Theoretical part: Special attention is paid to the development of domestic, national, tourism. In this regard, the characteristic of the existing material and technical base of tourism in Russia and the analysis of the current state of the main segments of the tourism industry of the Russian Federation are relevant: the transport network, the enterprises of hotels and restaurants, various tourist organizations.

Questions and tasks:

1. The main tourist resources.
2. The impact on the development of tourism has a change in the paradigm of public consciousness.
3. The relationship between the factors influencing the development of tourism.
4. Social function of tourism.
5. Global code of ethics for tourism. Freedom of tourist movements.
6. The subject of tourism and the object of tourism.

References recommended for use on this topic:

Main literature

- 1.Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
- 2.Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

- 1.Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute

of Economics, management and law, 2011. - 192 p.

2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).

3. Matyukhina, Yu. a. tourism industry [Electronic resource]: studies. a manual / Y. A. Matyukhin. ? 2nd ed., revised. ? Moscow: Flint, 2013. 312 PP.

Educational and methodical literature

1. Methodical instructions on performance of practical works on discipline "organization of tourism" for students in the direction of preparation 38.03.02 Management // Novoselova N. N./ Pyatigorsk, 2017
2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management // Novoselova N. N./ Pyatigorsk, 2017

Internet resources

1. <http://www.complexdor.ru> - site database of normative and technical documentation
2. <http://www.twirpx.com> - site search literature
3. <http://www.pitportal.ru> – information portal Website
4. <http://www.libgost.ru> - website of the library of state Standards and normative documents
5. www.hotelnews.ru – website for collecting information in the hospitality industry

Practical lesson № 2. Concept, types and forms of tourism

Purpose: to Study modern forms of tourism, including extreme tourism.

Formed competence: UK-2-is Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on the existing legal norms, available resources and limitations; CC-6 is Able to apply the legislation of the Russian Federation, as well as the norms of international law in the implementation of professional activities.

Relevance of the topic: in many countries, tourism plays a significant role in the formation of the gross domestic product, the creation of additional jobs and employment, activation of the foreign trade balance. Tourism has a huge impact on such key sectors of the economy as transport and communications, construction, agriculture, production of consumer goods and others, i.e. acts as a kind of catalyst for social and economic development.

Theoretical part: there Are many classifications of tourism. They differ in the very concepts of this phenomenon, the principles of construction. The classification of types of tourism serves as a basis for the development of targeted and regional programs using elements of national culture, sectoral economic standards differentiated for different regions of the country, for diverse development of territories, protection of ecosystems, effective stimulation of traditional local crafts, solving problems of improving the living standards of the population, etc. It makes it possible to more accurately determine the place of the tourism industry among other sectors of the economy, to calculate the contribution that can provide tourism in the production of GDP, therefore, a more purposeful approach to the creation of effective systems of management of the economy in General and tourism in particular.

Questions and tasks:

1. Types of tourism for the "purpose of visit" are most in demand in the Stavropol territory.
2. Indicate the main factors contributing to and, conversely, hindering the development of international tourism in the CMS.
3. The main functions of the state administration in the field of tourism.
4. Form of tourism.

References recommended for use on this topic:

Main literature

- 1.Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
- 2.Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher

education: bachelor's degree).

3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute of Economics, management and law, 2011. - 192 p.

2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).

3. Matyukhina, Yu. a. tourism industry [Electronic resource]: studies. a manual / Y. A. Matyukhin. ? 2nd ed., revised. ? Moscow: Flint, 2013. 312 PP.

Educational and methodical literature

1. Methodical instructions on performance of practical works on discipline "organization of tourism" for students in the direction of preparation 38.03.02 Management // Novoselova N. N./ Pyatigorsk, 2017

2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management // Novoselova N. N./ Pyatigorsk, 2017

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2. <http://www.twirpx.com> -site search literature

3. <http://www.pitportal.ru> – information portal Website

4. <http://www.libgost.ru> - website of the library of state Standards and normative documents

5. www.hotelnews.ru – website for collecting information in the hospitality industry

Practical lesson 3. Tourism resources. Objects of tourist interest.

Purpose: To study the organization of youth tourism in Russia.

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: Tourism enterprise (company) is an independent business entity that organizes its activities in the field of tourism in order to meet social needs and make a profit. It has the right to engage in any economic activity not prohibited by law, independently formulate its program, choose service providers and consumers of its products, freely manage the profit remaining after taxes and other obligatory payments.

Theoretical part: The tourist enterprise is in a highly differentiated environment. The internal environment consists of various components and is represented by functional areas common to all types of firms (human resources department, accounting, sales department, marketing service, etc.). The external environment is what surrounds the enterprise and affects it (consumers, competitors, partners and suppliers, government and other state institutions and organizations, public and professional associations, representative offices of foreign states, unions and other consumer associations).

Questions and Tasks:

1. Stages includes the establishment of a tourism enterprise.
2. The objectives of the possible activities of a tourism enterprise.
3. Development of the tour.
4. Organization of youth tourism in Russia.
5. Requirements for the quality of the tourism product.

References recommended for use on this topic:

Main literature

1. Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
2. Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute of Economics, management and law, 2011. - 192 p.
2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel;

Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).

3. Matyukhina, Yu. a. tourism industry [Electronic resource]: studies. a manual / Y. A. Matyukhin. ? 2nd ed., erased. ? Moscow: Flint, 2013. 312 PP.

Educational and methodical literature

1. Methodical instructions on performance of practical works on discipline "organization of tourism" for students in the direction of preparation 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

Internet resources

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2. <http://www.twirpx.com> -site search literature
3. <http://www.pitportal.ru> – information portal Website
4. <http://www.libgost.ru> - website of the library of state Standards and normative documents
5. www.hotelnews.ru – website for collecting information in the hospitality industry

Practical lesson №4. Tourism industry and its components

Purpose: To learn how to organize an exotic vacation for tourists.

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: Relevance: tourism is a fast-growing industry. Meeting the growing needs of customers in high-quality travel services is the most important task in the field of accommodation, catering, transportation.

Theoretical part: The intangibility of services means that, unlike tangible goods, they cannot be seen, tasted, sensed, heard or smelled until they are acquired. In an effort to reduce uncertainty, customers analyze the external attributes or evidence of service quality. They get an idea of the level of service by office location, interior, equipment, staff, seller of the service, information provided and price. Therefore, the task of the seller of the service is to increase the degree of tangibility of the service to one degree or another.

Questions and Tasks:

1. Social tourism in Russia.
2. Social tourism abroad.
3. Organization of exotic vacation tourists.
4. What are the methods of serving tourists in their activities catering?
5. Ecology and tourism

References recommended for use on this topic:

Main literature

1. Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
2. Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute of Economics, management and law, 2011. - 192 p.
2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-

M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).

3. Matyukhina, Yu. a. tourism industry [Electronic resource]: studies. a manual / Y. A. Matyukhin. ? 2nd ed., erased. ? Moscow: Flint, 2013. 312 PP.

Educational and methodical literature

1. Methodical instructions on performance of practical works on discipline "organization of tourism" for students in the direction of preparation 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

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3. <http://www.pitportal.ru> – information portal Website
4. <http://www.libgost.ru> - website of the library of state Standards and normative documents
5. www.hotelnews.ru – website for collecting information in the hospitality industry

Practical lesson 5. International legal regulation of tourism

Purpose: To study the state of the tourism business and its prospects in different regions of Russia.

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: Tourism is an important part of international cultural and economic, humanitarian cooperation and, of course, occupies a central place in the modern world economy. Today, the role of international tourism is increasing, its active development at the present stage has already acquired a global character, while having a significant impact on the national economy of many countries of the world. Tourism is one of the few actively and dynamically developing certain types of international and domestic business. In general, for the rapid growth rate, tourism, namely, international tourism, was ultimately recognized as the most important economic phenomenon of the last century.

Theoretical part: Tourism can make a significant contribution to resolving economic issues, various problems of employment, poverty, climate, etc. Performing a huge number of functions (cultural, social, humanitarian, etc.), modern international tourism as a result has contributed and today contributes to the active development of many countries of the world. It has become an important means of raising their various backward regions. The active development of international tourism exchange has become an important factor in the processes of cultural and economic integration that initially arise within any particular areas. Modern regional tourist organizations actively use certain geographical conditions of the regions, customs and traditions of peoples, national minorities, especially modern transport links directly in the formation of tourist services, including travel routes

Questions and Tasks:

1. Give examples of government participation in the regulation of tourism in Russia and in your region.
2. WTO: structure and functions.
3. The protection and use of cultural - historical and natural heritage in tourism.
4. Factors for the development of international tourism

References recommended for use on this topic:

Main literature

1. Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
2. Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the

Institute of Economics, management and law, 2011. - 192 p.

2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).

3. Matyukhina, Yu. a. tourism industry [Electronic resource]: studies. a manual / Y. A. Matyukhin. ? 2nd ed., erased. ? Moscow: Flint, 2013. 312 PP.

Educational and methodical literature

1. Methodical instructions on performance of practical works on discipline "organization of tourism" for students in the direction of preparation 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

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4. <http://www.libgost.ru> - website of the library of state Standards and normative documents
5. www.hotelnews.ru – website for collecting information in the hospitality industry

Practical lesson 6. State regulation of tourism in Russia

Purpose: To study the main types and features of travel insurance.

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: Often, tourism in various countries turned out to be the lever, the use of which made it possible to improve the country's national economy. In many countries, tourism plays a significant role in the formation of gross domestic product, the creation of additional jobs, providing employment and enhancing the foreign trade balance. Tourism has a huge impact on such key sectors of the economy as transport and communications, construction, agriculture, production of consumer goods and others, i.e. acts as a kind of catalyst for socio-economic development. Tourism has become one of the most profitable businesses in the world.

Theoretical part: Regulation of tourism development is a multi-level system, which includes: coordination and promotion of tourism development on a global scale through the World Tourism Organization with the participation of international financial organizations; coherence of tourism policy at the interstate level is achieved through regional tourism organizations and special bodies of interstate associations (for example, the EU); At the national and regional levels, regulation is also carried out through specially created bodies and public associations of tourism organizations.

Thus, the subjects of tourism regulation are specially authorized state bodies, as well as public tourism organizations, the process of forming a state policy for tourism development should be based on their active interaction.

Questions and Tasks:

1. Federal laws on tourism.
 2. The state of the tourism business and the prospects for the development of tourism in Russia.
 3. The state of the tourism business and the prospects for the development of tourism in the Stavropol Territory.
- The state of the tourism business and the prospects for the development of tourism on the CMS.

References recommended for use on this topic:

Main literature

1. Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
2. Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute of Economics, management and law, 2011. - 192 p.
2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).
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5. www.hotelnews.ru – website for collecting information in the hospitality industry

Practical lesson 7. Organizational and legal basis of a tourist enterprise

Purpose: To study the external and internal design of travel agencies.

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: The relevance of the topic lies in the fact that during the trip a tourist is faced with various kinds of formalities, the fulfillment of which is a prerequisite when he crosses the state border. These formalities are the objects of legal regulation of various branches of state law.

Theoretical part: The topic is determined by the importance of passing tourist formalities - the procedures for checking the correctness of registration of exit documents by border guards, observing customs, currency, health rules for tourists crossing the state border.

Questions and Tasks:

1. Features of the formation of a tourist enterprise.
2. The development of new tourist destinations.
3. Description of constituent documents.
4. External and internal design of travel agency.

References recommended for use on this topic:

Main literature

1. Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
2. Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute of Economics, management and law, 2011. - 192 p.
2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).
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2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management // Novoselova N. N./ Pyatigorsk, 2017

Internet resources

1. <http://www.complexdor.ru> - site database of normative and technical documentation
2. <http://www.twirpx.com> -site search literature
3. <http://www.pitportal.ru> – information portal Website
4. <http://www.libgost.ru> - website of the library of state Standards and normative documents
5. www.hotelnews.ru – website for collecting information in the hospitality industry

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: The problem of personnel management in the tourism sector is always relevant, along with the problem of poor-quality service, the standards of which do not meet generally accepted international standards.

Theoretical part: Tourist activity is an organized activity for the provision of tourist services. This is the activity of travel agencies, operators and some other entities that are involved in the process of promotion or production of tourism services.

Questions and Tasks:

1. The role of staff in the provision of services.
2. The motivation of the staff of tourism organizations as a means of stimulating sales.
3. The culture of communication of travel agency employees with customers.
4. The appearance of the staff.
5. Conflicts: their ways of resolving.

References recommended for use on this topic:

Main literature

1. Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
2. Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

Additional literature

1. Demchenko, S. G. Problems and prospects of regional tourism development in Russia [Text] / S. G. Demchenko, I. S. Kabirov. - Kazan: publishing house 'Knowledge' of the Institute of Economics, management and law, 2011. - 192 p.
2. Orel V. P. Technology and organization of tourism enterprises: Textbook / V. P. Orel; Under the General editorship of Professor E. I. Bogdanov. - M.: research center INFRA-M, 2013. - 176 p.: 60x90 1/16. - (Higher education: bachelor's degree).
3. Matyukhina, Yu. a. tourism industry [Electronic resource]: studies. a manual / Y. A. Matyukhin. ? 2nd ed., erased. ? Moscow: Flint, 2013. 312 PP.

Educational and methodical literature

1. Methodical instructions on performance of practical works on discipline "organization of tourism" for students in the direction of preparation 38.03.02 Management / /

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2. Methodical recommendations for students on the organization of independent work on discipline "organization of restaurant activity" for students in the direction of training 38.03.02 Management / / Novoselova N. N./ Pyatigorsk, 2017

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Practical lesson 9. Forms and styles of service at a tourist enterprise

Purpose: To study the socio - psychological characteristics of tourist activities

Formed competencies: UK-2- Able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on existing legal norms, available resources and restrictions; OPK-6 Able to apply the legislation of the Russian Federation, as well as international law in the implementation of professional activities of the creation and development of new organizations (lines of activity, products).

Relevance of the topic: Among the problems raised by tourism, the most important is the problem of service and hospitality. The range of professions needed in the tourism industry is very large. However, the main feature of everyone who works in the field of tourism is constant communication with people with all its positive and negative aspects.

Theoretical part: Travel agency customer service has common features specific to the service industry. However, depending on the set of services provided, their quality, distinctive properties (domestic, outbound, inbound tours) forms and styles of tourist services may vary. The following forms of customer service for travel agencies can be distinguished:

- individual tours;
- group tours.

Questions and Tasks:

1. Forms of tourist services.
2. Socio-psychological characteristics of tourism activities.

References recommended for use on this topic:

Main literature

- 1.Yegorenkov, L. I. Introduction to tourism technology [Text]: studies.-method. manual / L. I. Yegorenkov. - Moscow: Finance and statistics, 2014. - 304 p.
- 2.Shimova O. S. Fundamentals of sustainable tourism: a Textbook / O. S. shimova. - M.: research center INFRA-M; PL.: New. knowledge, 2013. - 190 p.: Il.; 60x88 1/16. - (Higher education: bachelor's degree).
3. Bogdanov E. I. Economics of tourism industry: Textbook / E. I. Bogdanov, E. S. Bogomolova, V. P. Orlovskaya; edited by Prof. E. I. Bogdanov. - M.: research center Infra-M, 2013. - 318 p.: 60x90 1/16. - (Higher education: bachelor's degree).

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