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Информация о владельце:

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Pyatigorsk Institute (branch) NCFU

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Director	of	the	Pyatigorsk	Institute
(branch)	NCF	FU		
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# THE WORKING PROGRAM OF THE DISCIPLINE (MODULE) EUROPEAN EXPERIENCE IN ORGANIZATION OF GREEN TOURISM (ELECTRONIC DOCUMENT)

Direction of training / specialty 43.03.02 Tourism / International tourism Graduate qualification: Bachelor Full-time form of education Year of start of training 2021
Studied in the 6th semester

## 1. The purpose and objectives of mastering the discipline

The program of the discipline "European experience in organization of green tourism" for bachelors of the direction 43.03.02 "Tourism".

**Target** study discipline -mastering the competencies that a student should have in the field of ecological tourism.

**Tasks**mastering the discipline are:

- study of the specifics of the organization and conduct of sports and recreational activities;
- study of the possibility of creating new types of sports and health-improving services in institutions of a sanatorium-resort, recreational-health-improving and tourist-local history profile in order to strengthen the health and social adaptation of the individual;
- acquaintance with foreign experience of health tourism and recreation.

## 2. Place of discipline in the structure of the educational program

"European experience in organization of green tourism" is an obligatory part. Its development takes place in the 6th semester.

## 3. Relationship with prior disciplines

"European experience in organization of green tourism" is based on the basic knowledge gained in undergraduate courses: "Physical culture and sports", "Life safety", "Elective courses in physical culture and sports", "Technology organization of tourist activities", "Basic of Tourism", "Regional Geography of Tourism", "Types and Trends of Tourism"

## 4. Relationship with subsequent disciplines

The discipline "European experience in organization of green tourism" lays the foundation of knowledge serving as a solid information base for studying such discipline "Organization of sanatorium and resort activities."

## 5.The list of planned learning outcomes in the discipline (module), correlated with the planned results of mastering the educational program

**5.1.** Competencies name

The code Formulation:				
General cultural competences				
PC-3	can develop and apply technologies for tourism services using technology and information and communication technologies			
PC-4	knows how 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.			

## **5.2.**Knowledge, abilities, skills and (or) experience of activities that characterize the stages of the formation of competencies

Planned learning outcomes for discipline (module), characterizing the stages of formation of competencies	Formed competencies
<ul> <li>Know: <ul> <li>the history of the development of the hospitality industry, the principles of classification of services and their characteristics;</li> <li>basic concepts in the field of hospitality, necessary to analyze the development of the hotel services market in modern conditions;</li> <li>classification of enterprises in the hospitality industry</li> </ul> </li> <li>Be able to:</li> </ul>	PC-3 can develop and apply technologies for tourism services using technology and information and communication technologies;

- to set and solve the tasks of the assortment policy and determine its strategy;
- develop a new service;
- use information technology tools to solve professional problems

### Own:

- high motivation for professional work in the field of tourism;
- basic skills of working with information in global computer networks:
- technology for the development of a tourism product that meets the needs of the consumer at a high level;
- the ability to develop and apply technologies of tourist services using technological and information and communication technologies

### **Know:**

- basic needs and psychophysiological capabilities of a person, their relationship with the social activity of an individual;
- theory of service organization;
- features of the emergence of professional relationships between consumers and hotel service specialists.

### Be able to:

- - apply all types of services and progressive types of services;
- organize activities in the field of hospitality;
- to identify the characteristics of the consumer working in the "contact zone"

### Own:

- 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

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 customeroriented technologies.

## 6. The volume of the discipline / module

Volume of classes: Total 81 h. 4 C. e.

Including classroom 36 h.

Of them:

Lectures 12 h.

Laboratory work - h.

Practical lessons 24h.

Independent work 45 h.

Test 6 semester

7... The content of the discipline, structured by topics (sections) with an indication of the number of astronomical hours of occupations allotted to them

## 7.1 Thematic plan of the discipline

No. p/p	Section (topic) of the discipline	Implemented competence		Contact work of students as a teacher, hours (astr)		S.	
			Lectures	Workshops	Laboratory works	Group consultations	Independent work, hours
		6 semester					
	Section 1. European experience in org	ganization of green tourisi	n. His	story ar	nd mod	lernity	,
1.	Subject, methods and objectives of the discipline "European experience in organization of green tourism".	PC-3 can develop and apply technologies for tourism services using technology and information and communication	1.5	1.5	-	-	3
2.	The place of discipline in the system of sciences.	technologies; PC-4 is able to organize	1.5	1.5			3
3.	Conceptual and categorical apparatus.	the process of customer service on the basis of legal acts, taking into	1.5	1.5			3
4.	The history of the emergence and development of ecological tourism.	account the needs of consumers and the use of customer-oriented technologies.	1.5	1.5			3
	6	semester		II.			
	Section 2. Indust	try of ecological recreation	1				
5.	The main directions of development of ecological tourism in Russia		1.5	1.5	-	-	3
6.	The main directions of development of ecological tourism in the region	PC-3 can develop and apply technologies for	1.5	1.5	-	-	3
7.	Social functions and principles of ecological tourism.	tourism services using technology and information and communication	1.5	1.5	-	-	-
eight ·	The concept of development of ecological tourism in the Russian Federation.	technologies;	1.5	1.5	-	-	3
9.	Social functions and principles of ecological tourism.		1.5	1.5	-	-	3

10.	Social functions and principles of ecological tourism. Promotion of healthy lifestyles		1.5	1.5	•	-	3
eleve n.	Regulatory framework for the development of ecological tourism.	use of customer- oriented technologies.	1.5	1.5	-	•	3
12.	Program and regulatory framework for the development of ecological tourism.		1.5	1.5	-	•	3
thirt een.	Infrastructure for ecological recreation.		1.5	1.5	•	•	3
14.	Organization of sports and health services for various social groups.		1.5	1.5	•	•	3
	Total for 6 semester				-	-	45
		Total	12	24	-	-	45

## 7.2Name, content and interactive forms of lectures

No	The names of the subjects of the discipline, their summary	Volume	Form of
•		of	conducting
		hours	
	6 semester	T	
Sect	ion 1. Sports and health tourism. History and modernity	1.5	-
on	Topic 1. Subject, methods and objectives of the discipline	1.5	-
e.	"European experience in organization of green tourism".		
	The specificity of the object and subject of the discipline in		
	comparison with other sciences. The place of discipline in the		
	system of sciences. Basic concepts and terms.		
2.	Topic 2. Place of discipline in the system of sciences. The	1.5	Lecture-
	specificity of the object and subject of the discipline in		visualization
	comparison with other sciences. The place of discipline in the		
	system of sciences.		
3.	Topic 3. Conceptual and categorical apparatus. Basic	1.5	-
	concepts and terms. The ambiguity of definitions.		
	Description of concepts.		
4.	Topic 4. The history of the emergence and development of	1.5	-
	ecological tourism. A brief historical overview of the		
	development of ecological tourism in Russia and abroad.		
	6 semester	1	
	ion 2. Industry of ecological recreation	15	4.5
5.	Topic 5. Social functions and principles of ecological	1.5	Lecture-
	tourism. Social signs and concepts of sports and recreational		visualization
	activities in the context of tourism. Health tourism and its		
	features in the recreational and health field. Development of		
	mass ecological tourism among various groups of the		
	population. Promotion of healthy lifestyles.	1.5	
6.	Topic 6. The main directions of development of ecological	1.5	-
	tourism in the region. Characteristics of the current state of		
	active tourism in Russia. The main types of ecological tourism.		
	The main types and types of ecological tourism in the region.		

	Development of new types of ecological tourism in the region.		
7.	Topic 7. Social functions and principles of ecological	1.5	Lecture-
	tourism. Social signs and concepts of sports and recreational		visualization
	activities in the context of social tourism. Health tourism and its		
	features in the recreational and health field.		
eig	Topic 8: Concept for the development of ecological tourism	1.5	
ht.	in the Russian Federation The main provisions of the	1.5	
	concept. The role and significance of the concept in the context		
	of solving national problems.		
9.	Topic 9. Development of the fitness industry. Fitness centers	1.5	-
	and their role in providing sports and health services to tourists.		
	Fitness centers at KMV.		
10.	Topic 10. Social functions and principles of ecological	1.5	-
	tourism. Promotion of healthy lifestyles	1.7	
ele	Topic 11. Normative foundations for the development of	1.5	-
ve	<b>ecological tourism.</b> Basic provisions, instructions for organizing and conducting sports and recreational activities.		
n. 12.	Topic 12. Program and normative documents of the	1.5	_
12.	organization of sports and health services. Program and	1.5	_
	regulatory support of sports and recreation services: tourist		
47.0	competitions, walking tours, hikes, etc.	1.7	
thi	<b>Topic 13. Infrastructure of ecological recreation.</b> Sports and	1.5	-
rte en.	recreation complexes, health resort complexes, hotel facilities		
14.	<b>Topic 14</b> Organization of sports and health services for	1.5	Lecture-
17.	various social groups. Organization and holding of	1.5	visualization
	competitions and sports events, walking tours, hikes for		
	children. Organization and conduct of sports events, walking		
	, 2		
	implementation of health services for people with disabilities.		
	Total for 6 semester	12	9
	Total	12	9

7.3 Name and forms of laboratory studiesThis type of work is not provided for in the curriculum.7.4 Name of practical lessons

	7011 (unite of practical respons		
Topi	The names of the subjects of the discipline, their summary	Clock	Interactive form
c no.		volume	
	6 semester		
	Section 1. Sports and health tourism. History an	d modernity	
	Practical task No. 1. Subject, methods and objectives of the discipline "European experience in organization of green tourism".	1.5	-
	Practical task number 2. Place of discipline in the system of sciences.	1.5	Round table
	Practical task number 3. Conceptual and categorical apparatus.	1.5	

Practical task number 4. The history of the emergence	1.5	
and development of ecological tourism.		
6 semester		•
Section 2. Industry of ecological recreat	tion	
Practical task number 5. Social functions and principles	1.5	
of ecological tourism.		
Practical task number 6. The main directions of	1.5	Round table
development of ecological tourism in the region.		
Practical task number 7. Social functions and principles of ecological tourism.	1.5	
Practical task number 8. The concept of the development of ecological tourism in the Russian Federation	1.5	Round table
Practical task number 9. Development of the fitness industry.	1.5	
Practical task number 10. Social functions and principles of ecological tourism.	1.5	
Practical task No. 11. Regulatory framework for the development of ecological tourism.	1.5	
Practical task No. 12. Program and normative	1.5	
documents of the organization of sports and health services.		Round table
Practical task No. 13. Infrastructure of ecological recreation.	1.5	
<b>Practical task number 14</b> Organization of sports and health services for various social groups.	1.5	
Total for 6 semester	24	6
Total	24	6

7.5 Technological map of the student's independent work

Codes implemente d competenci es	activities	The final product independent work	Assessment tools and technologies	The CPC	volume of hours, in Contact work as a teacher	
PC-3, PC- 4	Preparation for practical exercises	Abstract of materials	Interview	15	5	twenty
	Preparation of a general discussion for a round table on topics No. 2,6,8,12,14	Message	Report	twenty	5	25
		35	10	45		
			Total	35	10	45

- 8. Fund of assessment tools for intermediate certification of students in the discipline
- 8.1 List of competencies with an indication of the stages of their formation in the process of mastering the EP. Valuation funds fund passport

The code assessed competenc e	Stage formation of competence (topic number)	Assessment tools and technologies	A type control (current/ intermediate accurate)	View Control (oral/ writing)	Name evaluative facilities
PC-3, PC- 4	No. 1-14	Interview	current	oral	Interview questions
PC-3, PC- 4	No. 2,6,8,12,14	Report	current	oral	List of discussion topics for the round table

## 8.2 Description of indicators and criteria for assessing competencies at various stages of their formation, description of assessment scales

Descriptors

Levels of

competence	Indicators	2 points	3 points	4 points	5 points
formation		1	1	1	1
PC-3 can deve	elop and apply	technologies	for tourism s	services using tech	nology and
	d communication				
				ne basis of legal acts	taking into
				nted technologies	, 8
	Knows:	Little knows:	Knows	Knows well:	
	- the history of the	- the history of	satisfactorily:	- the history of the	
	emergence and	the emergence	- the history of the	emergence and	
	development of	and	emergence and	development of	
	ecological tourism;	development of	development of	ecological tourism;	
	- the role of	ecological	ecological	- the role of ecological	
	ecological tourism	tourism;	tourism;	tourism in the modern	
	in the modern	- the role of	- the role of	tourism industry.	
	tourism industry.	ecological	ecological tourism		
		tourism in the modern tourism	in the modern tourism industry.		
		industry.	tourisiii ilidusti y.		
	Is able to:	Poorly able to:	Satisfactory is	Good at:	
	- analyze the	- analyze the	able to:	- analyze the knowledge	
	knowledge gained;	knowledge	- analyze the	gained;	
Base	- to organize sports	gained;	knowledge	- to organize sports and	
	and recreational	- to organize	gained;	recreational activities.	
	activities.	sports and	- to organize		
		recreational	sports and		
		activities.	recreational activities.		
	Owns:	Poorly owns:	Has a	Good command of:	
	- the technique of	- the technique	satisfactory	- the technique of	
	promoting new	of promoting	command of:	promoting new sports	
	sports and health	new sports and	- the technique of	and health services;	
	services;	health services;	promoting new	- the skills of organizing	
	- the skills of	- the skills of	sports and health	hiking trips.	
	organizing hiking	organizing	services;		
	trips.	hiking trips.	- the skills of		
			organizing hiking		
	Knows:		trips.	Kne	ows:
	- the history of the				e history of the
	emergence and				ergence and
E14-1	development of				elopment of
Elevated	ecological tourism;				ogical tourism;
	- the role of			-	the role of
	ecological tourism			ecol	ogical tourism
	in the modern			in	the modern

	tourism industry				torrigon in directory
	tourism industry;				tourism industry;
	- centers of				- centers of
	ecological tourism.				ecological tourism.
	Is able to:				Is able to:
	- analyze the				- analyze the
	knowledge gained;				knowledge gained;
	- to organize sports				- to organize sports
	and recreational				and recreational
	activities;				activities;
	- independently find				- independently find
	and use various				and use various
	sources of				sources of
	information.				information.
	Owns:				Owns:
	- the technique of				- the technique of
	promoting new				promoting new
	sports and health				sports and health
	services;				services;
	- the skills of				- the skills of
	organizing hiking				organizing hiking
	trips;				trips;
	- a methodology for				- a methodology for
	the development of				the development of
	sports and				sports and
	recreational				recreational
	activities.	T 1441 2	<b>T</b> 7	T7 37	activities.
Base	Know:	Little knows:	Knows	Knows well:	
	-security features	- security	satisfactorily:	- security features	
	during various	features during	- security features	during various	
	excursions; - knows	various	during various	excursions; -	
	the rules of labor	excursions; -	excursions; -	knows the rules of	
	protection and	knows the rules	knows the rules of	labor protection	
	industrial safety of	of labor	labor protection	and industrial	
	the guide;	protection and	and industrial	safety of the	
	- 6 first aid in	industrial safety	safety of the	guide;	
	emergency	of the guide;	guide;	- 6 first aid in	
	situations;	- 6 first aid in	- 6 first aid in	emergency	
	-the rules of safety	emergency	emergency	situations;	
	when working at a	situations;	situations;	-the rules of safety	
	computer and	-the rules of	-the rules of	when working at a	
	during excursions;	safety when	safety when	computer and	
		working at a	working at a	during excursions;	
		computer and	computer and		
		during <sub>.</sub>	during excursions;		
		excursions;			
				~ -	
	Be able to:	Poorly able to:	Has a	Good command	
	- Ensure the safety	- Ensure the	satisfactory	of:	
	of customer service	safety of	command of:	- Ensure the safety	
	tourist services.	customer	- Ensure the	of customer	
	- Observe the	service	safety of customer	service	
	requirements of	tourist services.	service	tourist services.	
	labor protection and	- Observe the	tourist services.	- Observe the	
	safety measures in	requirements of	- Observe the	requirements of	
	the divisions of	labor protection	requirements of	labor protection	
	enterprises in the	and safety	labor protection	and safety	
	chosen field of	measures in the	and safety	measures in the	
	activity;	divisions of	measures in the	divisions of	
	- instruct tourists on	enterprises in	divisions of	enterprises in the	
	the rules of conduct	the chosen field	enterprises in the	chosen field of	
	on excursions;	of activity;	chosen field of	activity;	
	- apply the rules of	- instruct	activity;	- instruct tourists	
	labor protection and	tourists on the	- instruct tourists	on the rules of	
	industrial safety of	rules of conduct	on the rules of	conduct on	
	the guide;	on excursions;	conduct on	excursions;	
1	- to organize and	<ul> <li>apply the rules</li> </ul>	excursions;	- apply the rules	
	provide peerl:41	of lobor	onnly the1		
	provide people with the first;	of labor protection and	<ul> <li>apply the rules of labor protection</li> </ul>	of labor protection and industrial	

	- to organize the transportation of the victims.  Own: -the skills of transportation of victims; -the skills of exact observance of TB in accordance with the job description of the guide; first aid skills	industrial safety of the guide; - to organize and provide people with the first; - to organize the transportation of the victims.  Poorly owns: -the skills of transportation of victims; -the skills of exact observance of TB in accordance with the job description of the guide; first aid skills	and industrial safety of the guide; - to organize and provide people with the first; - to organize the transportation of the victims.  Has a satisfactory command of: -the skills of transportation of victims; -the skills of exact observance of TB in accordance with the job description of the guide; first aid skills.	safety of the guide; - to organize and provide people with the first; - to organize the transportation of the victims.  Good command of: -the skills of transportation of victims; -the skills of exact observance of TB in accordance with the job description of the guide; first aid skills.	
Elevated	Know: -security features during various excursions; - knows the rules of labor protection and industrial safety of the guide; - 6 first aid in emergency situations; -the rules of safety when working at a computer and during excursions;				Know: -security features during various excursions; - knows the rules of labor protection and industrial safety of the guide; - 6 first aid in emergency situations; -the rules of safety when working at a computer and during excursions;
	Be able to: - Ensure the safety of customer services tourist services Observe the requirements of labor protection and safety measures in the divisions of enterprises in the chosen field of activity; - instruct tourists on the rules of conduct on excursions; - apply the rules of labor protection and industrial safety of the guide; - to organize and provide people with the first; - to organize the transportation of the victims.  Own: -the skills of				Be able to: - Ensure the safety of customer services tourist services Observe the requirements of labor protection and safety measures in the divisions of enterprises in the chosen field of activity; - instruct tourists on the rules of conduct on excursions; - apply the rules of labor protection and industrial safety of the guide; - to organize and provide people with the first; - to organize the transportation of the victims.  Own: -the skills of

transportation of	transportation of
victims;	victims;
-the skills of exact	-the skills of exact
observance of TB in	observance of TB in
accordance with the	accordance with the
job description of	job description of
the guide;	the guide;
first aid skills	first aid skills

## **Description of the grading scale**

Within the framework of the rating system, the progress of students in each discipline is assessed during the current control and intermediate certification.

Current control

Rating assessment of student knowledge

No. p/p	Activity of students	The timing fulfillment	Quantity points
	6 semester		
one.	Interview Topics 1-3	5 week	15
2.	Interview Topics 4-6	10 week	twenty
3.	Interview Topics 7-9	16 week	twenty
	Total for 6 semester		55
	Total		55

The maximum possible score for the entire current control is set equal to 55. The current control event is considered passed if the student received for it at least 60% of the maximum score set for this control. The rating score given to the student for the current control event, handed over by the student within the timeframe established by the control events schedule, is determined as follows:

Control task performance level	Rating score (in% of the maximum point for the control task)	
Great	one hundred	
Good	80	
Satisfactory	60	
Unsatisfactory	0	

Intermediate certification in the form of an exam provides for a mandatory examination procedure and is estimated at 40 points out of 100. If the student's rating score in the discipline at the end of the semester is 60, then the program automatically adds 32 bonus points and gives the grade "excellent". A student's positive answer on the exam is assessed by rating points in the range from 20 to 40 ( $20 \le \text{Sex} \le 40$ ), a score of less than 20 points is considered unsatisfactory.

The scale of correspondence of the rating score of the exam to the 5-point system

Discipline rating score	Score on a 5-point system
35 - 40	Fine
28 - 34	Good
20 - 27	Satisfactorily

The final grade for the discipline studied in one semester is determined by the sum of the points gained for the work during the semester and the points received when passing the exam:

Scale of recalculation of the rating score by discipline

in the assessment on a 5-point system

Discipline rating score	Score on a 5-point system
88 - 100	Fine

72 - 87	Good	
53 - 71	Satisfactorily	
<53	Unsatisfactory	

## 8.3 Typical control tasks or other materials necessary to assess knowledge, skills, abilities and (or) experience of activities that characterize the stages of formation of competencies

The test procedure is not carried out as a separate control event; the student's knowledge is assessed based on the results of the current control.

# 8.4 Methodological materials defining procedures for assessing knowledge, skills, abilities and (or) experience of activities, characterizing the stages of formation of competencies

The current control of students is carried out by teachers conducting practical classes in the discipline in the following forms: interview.

Admission to practical classes occurs if there is a synopsis of the corresponding lecture and a synopsisindependently studied literature on the topic. For a practical lesson, the student must prepare answers to questions, complete tasks on the topic of the lesson.

A student receives the maximum number of points if he actively participates in the work, owns the material, is able to logically and clearly express thoughts, creatively approaches the solution of the main issues of the topic, shows independence of thought.

The reasons for the decrease in the assessment are:

- poor knowledge of the topic and basic terminology;
- passivity of participation in group work;
- lack of ability to apply theoretical knowledge to solve practical problems;
- untimely provision of completed works.

The criteria for evaluating the results of independent work are given in the Foundation for Evaluating Means by Discipline.

### **9.** Methodical instructions for students on mastering the discipline

At the first stage, it is necessary to familiarize yourself with the work program of the discipline, which considers the content of the topics of practical lessons, topics and types of independent work. For each type of independent work, certain reporting forms are provided

For the successful mastering of the discipline, it is necessary to perform the following types of independent work, using the recommended sources of information.

P/		Recomm	ended sources of in	formation (source	number)
p No.	Types of independent work	The main	Additional	Methodical	Internet resources
one.	Independent study of	one	one	1-2	1-4
	literature on topics No. 1-14				
2.	Preparing a message for the	one	one	-	1-4
	round table				

## 10. Educational-methodical and informational support of the discipline

## 10.one. Recommended reading

### 10.1.1.List of main literature:

1. Tourism and orienteering: textbook. manual [text] /VF Gorbatov [and others]; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

## 10.one. 2... List of additional literature:

1. Geography of tourism: a textbook for teaching university students in the areas of training "Service", "Tourism", "Hotel business" [text]/ V. I. Kruzhalin [and others]. - M .: Federal Agency for Tourism, 2017 .-- 328 p.

## 10. 2... List of educational and methodological support for independent work

- 1. Methodical instructions for practical training in the discipline "European experience in organization of green tourism" for students of direction 03.03.02 Tourism.
- 2. Methodical recommendations for independent work in the discipline "European experience in organization of green tourism" for students of direction 03.03.02 Tourism.

## 10.1.3. The list of resources of the information and telecommunication network "Internet" necessary for mastering the discipline

- 1. http://biblioclub.ru EBS "University Library Online";
- 2. www.elibrary.ru Scientific electronic library e-library;
- 3. www.library.stavsu.ru Electronic library and electronic catalog of the NCFU scientific library;
- 4. www.window.edu.ru Information system "Single window of access to educational resources".

# 11. The list of information technologies used in the implementation of the educational process in the discipline, including the list of software and information reference systems

- 1.Information software GARANT
- 2. Reference and legal system ConsultantPlus.

## 12. Description of the material and technical base required for the implementation of the educational process in the discipline

- educational, lecture halls;
- multimedia equipment for lecturing and conducting seminars;
- computer class with Internet access.