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Информация о владельце:

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**MINISTRY OF SCIENCE AND HIGH EDUCATION OF RUSSIAN FEDERATION  
FEDERAL STATE AUTONOMOUS EDUCATIONAL  
INSTITUTION OF HIGHER EDUCATION  
"NORTH CAUCASIAN FEDERAL UNIVERSITY"**

Pyatigorsk Institute (branch) NCFU

**APPROVED**

Director of the Pyatigorsk Institute  
(branch) NCFU

\_\_\_\_\_ T.A. Shebzukhova  
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**WORK PROGRAM OF THE DISCIPLINE)**  
History of International tourism

(ELECTRONIC DOCUMENT)

Direction of training / specialty 43.03.02 Tourism / International tourism  
Graduate qualification: Bachelor  
Full-time form of education  
Start year of study 2021  
Studied in semester 2

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

The program of the discipline "History of International Tourism" for bachelors of the direction 43.03.02 Tourism...

#### **The purpose of studying the discipline:**

The goals of mastering the discipline "History of International tourism»Mastering the discipline is the formation of students' knowledge and ideas about the complex and diverse international space; about the main centers of tourism, the history of their emergence and development; ways of their placement and functioning in the tourist and recreational space; the essence and specifics of the organization of excursion activities in the stated directions.

#### **The tasks of mastering the discipline are:**

- formation of a system of knowledge on the world cultural and historical heritage;
- disclosure of the characteristics of each subregion of the world in terms of its international tourism and recreational potential
- · systematization of information about tourist resources from the point of view of their cultural and historical identity and significance in international tourism;
- · formation of spatial ideas about the world socio-cultural world systems;
- disclosure of the market potential of international tourist sites and their role in the organization of recreation and tourism;
- · study of the methodology for creating and conducting excursions;
- · formation of skills for creating tours of an international profile;
- disclosure of the skills of competent communicative behavior with the consumer for products of an international profile;
- · formation of the foundations of the civic identity of the individual;
- the formation of a value perception of the world as a single and holistic one with a variety of cultures, nationalities, religions.

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

Discipline "History of International tourism»Refers to the part formed by the participants in the educational relations of the disciplines of Block B1.B (B1.B.01) for the preparation of masters in the direction of preparation 43.03.02 Tourism. Its development takes place in the 2nd semester.

### **3. Relationship with prior disciplines**

Discipline "History of International tourism»Relies on the basic knowledge gained in the following disciplines: "Foreign language", "Tourism regional studies", "Geography of tourism", "Fundamentals of balneology and SPA", "Business foreign language", "Legal regulation in tourism", "Organization of tourist activities", "Foreign language in the field of professional communication."

### **4. Relationship with subsequent disciplines**

The discipline "History of International tourism" lays the foundation of knowledge serving as a solid information base for the following disciplines: "Tourism resource studies".

### **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**

<b>Code</b>	<b>Formulation:</b>
<i>Professional competence</i>	
<b>UK-5</b>	Able to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts
<b>PC-5</b>	Able to find, analyze and process scientific information in the field of tourism

## 5.2. Knowledge, abilities, skills and (or) experience of activity, characterizing the stages of formation of competencies

Planned learning outcomes for the sub-discipline (module), characterizing the stages of the formation of competencies	Formed competencies
<p>Know:</p> <ul style="list-style-type: none"> <li>- organizational foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</li> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities;</li> <li>- structure and directions of development of the international and Russian market of tourist services; theoretical foundations of design; marketing solutions for the design of the tour.</li> </ul>	<p><b>UK-5-</b> Able to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts</p>
<p>Be able to:</p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design;</li> <li>- evaluate the preferences of consumers of a tourist product; use the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects; apply regulatory and legal documents in project activities in tourism</li> </ul>	
<p>Own:</p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators;</li> <li>- the skills of using the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects that meet the requirements of the tourism industry; drawing up the necessary regulatory and technical documentation; project development skills taking into account tourist and recreational resources</li> </ul>	
<p>Know:</p>	<p><b>PC-5-</b> Able to find, analyze and process</p>

<ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements;</li> <li>- features of the organization of tourist activities in Russia in domestic, inbound and outbound tourism; modern foundations of industrial and technological activities of tourist enterprises</li> </ul>	scientific information in the field of tourism
<p>Be able to:</p> <ul style="list-style-type: none"> <li>- draw up contractual documentation for all contractors of tourism activities;</li> <li>- to competently determine the necessary structure and content of the tourist product;</li> <li>- apply, adapt and develop modern technologies of services in tourism, use international systems for booking services in tourism</li> </ul>	
<p>Own:</p> <ul style="list-style-type: none"> <li>- skills of analysis and preparation of contractual documentation;</li> <li>- the basics of tour rating and the mechanism for building relationships between tour operators and counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad;</li> <li>- skills in the development and implementation of industrial programs and strategies in tourism</li> </ul>	

## 6. The volume of the discipline / module

	Astr.	
	hours	
Scope of classes: Total	<u>81 h.</u>	3 c.e.
Including classroom	<u>h</u>	
Of them:		
Lectures	<u>12 h.</u>	
Laboratory work	- h.	
Practical work	<u>12 h.</u>	
Independent work	<u>30 h</u>	
Control	<u>27 h</u>	
Exam 2 semester		

## 7. The content of the discipline, structured by topics (sections), indicating the number of academic hours allocated for them and types of classes

### 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.)				Independent work, hours
			Lectures	Practical lessons	Laboratory works	Group consultations	
2 semester							
Section 1. Basics of international tourism							
1	International tourism as a branch of specialization. Basic concepts of international tourism as a system.	UK-5, PK-5	6	-	-	-	-
2	Features of the development of international tourism. Factors influencing the development of international tourism.		-	-	-	-	3.75
3	Tourist markets and services in international tourism. Tourist complex in international tourism.		-	-	-	-	3.75
4	The role of the Federal Agency for Tourism in promoting existing and creating new areas of international tourism. International regulation of tourist activities.		3	6	-	-	3.75
5	Contractual relations between the subjects of international tourism. Features of tour operator activities in international tourism.		3	6	-	-	3.75
6	Recreational zoning and tourism. Development of international tourism.		-	-	-	-	3.75
Section 2. Geography of international tourism							
7	Geography of international and domestic tourism in European countries. International tourism in Asia and the Middle East.	UK-5, PK-5	-	-	-	-	UK-5,
eight	International and domestic tourism in America. International and domestic tourism in Africa, Australia and Oceania		-	-	-	-	3.75
nine	Development of international tourism in Russia. Legal framework for the regulation of international tourism.		-	-			3.75

<b>Total for 2 semester</b>	<b>12</b>	<b>12</b>	<b>-</b>	<b>-</b>	<b>30</b>
<b>Total</b>	<b>12</b>	<b>12</b>	<b>-</b>	<b>-</b>	<b>30</b>

## 7.2 Name and content of lectures

<b>No. them es</b>	<b>The names of the subjects of the discipline, their summary</b>	<b>Volum e of hours (astr.)</b>	<b>Interactive form of holding</b>
	<b>2 semester</b>		
<b>Section 1. Basics of international tourism</b>			
1	<p><b>Topic 1. International tourism as a branch of specialization. Basic concepts of international tourism as a system.</b></p> <p>International tourism as a social phenomenon. International tourism as a result of the movement of people along various tourist routes. The history of the emergence and development of international tourism. Types of international tourism. Classification of international tourism for travel purposes. Classification according to the characteristics of the subject of international tourism. Classification by transport used. Seasonality classification. A classification based on a mix of resources used. Classification by role in foreign exchange transfers. Classification of tourists. Classification signs and their characteristics. Classification of countries participating in international tourist exchange. Countries of active and passive tourism. A systematic approach to the definition of tourism. The main components of international tourism. Subjects of international tourism: visitors, tourists, sightseers. Classification of tourism: types, categories, forms and types. Tourist destination: typology and characteristics. Distinctive features of tourism in the destination "big city". Life cycle stages and assessment of the attractiveness of tourist destinations.</p>	6	Lecture-conversation
4	<p><b>Topic 4. International regulation of tourist activities.</b></p> <p>Legal framework for the regulation of international tourism.</p> <p>International acts regulating tourist activities. The main policy documents on the rights and obligations of tourists: the Tourism Charter and the Tourist Code. The principles of tourism development, proclaimed by the Hague Declaration on Tourism, and their implementation in the practice of tourism activities. The World Code of Ethics in Tourism as the Basis for the Formation of Relations in the Tourism Sector. The concept of sustainable tourism development and its importance for the modern tourism industry.</p> <p>International tourist law. The world tourist organization (WTO). The main international conventions on the legal regulation of international</p>	3	-

	tourism: International Covenant on Economic, Social and Cultural Rights (1966); Universal Declaration of Human Rights (1984); The Manila Declaration on World Tourism of the WTO, (1980); Tourism Charter (Tourist Code, 1985); The Hague Declaration on Tourism (1989);		
5	<b>Topic 5. Contractual relations between the subjects of international tourism. Features of tour operator activities in international tourism.</b> The main documents regulating the relationship between the subjects of international tourism at the international and national levels. Service provider contracts. Agreement between the tour operator and the travel agent. Agreement between the tour operator / travel agent (seller) and the tourist. Organization of interaction between the subjects of the international tourist market. The place and role of the tour operator in the tourist complex. The value of tour operator activity in the formation of a tourist product. Classification of tour operators by type and place of activity. Proactive and receptive tour operators. Features of their functioning in international tourism. Selection and study of foreign tourist markets. Creation of an attractive tourist product. Documentation for the created tour. Internal and external sales channels in international tourism. Own sales offices. Counterparty network. Varieties of agent networks. Selection of sales partners. Traditional and non-traditional forms of selling tourism products in international tourism.	3	Lecture-conversation
<b>Total for 2 semester</b>		<b>12</b>	<b>2</b>
<b>Total</b>		<b>12</b>	<b>2</b>

### 7.3 Name and forms of laboratory studies

This type of work is not provided for in the curriculum.

### 7.4 Name of practical lessons

No. discipline themes	Name of topics for practical lessons	Volume of hours (astr.)	Interactive form of holding
<b>2 semester</b>			
<b>Section 1. Basics of international tourism</b>			
4	<b>Practical lesson number 1...</b> International regulation of tourist activities.	3	Round table
4	<b>Practical lesson number 2.</b> Legal framework for the regulation of international tourism.	3	-
5	<b>Practical lesson number 3.</b> Contractual relations between the subjects of international tourism.	3	-
5	<b>Practical lesson number 4...</b> Features of tour operator activities in international tourism.	3	-
<b>Total for 2 semester</b>		<b>12</b>	<b>1</b>
<b>Total</b>		<b>12</b>	<b>1</b>

### 7.5 Technological map of the student's independent work

Codes implement ed competenc ies	Activity of students	The final product of independent work	Assessment tools and technologies	The volume of hours, including		
				CPC	Contact work with the teacher	Total
UK-5, PK-5	2 semester					
	Independent study of literature on topics number 1-9	Abstract of materials	Interview	26	2.5	28.5
	Preparation for practical exercises on topics No. 4, No. 5	Abstract of materials	Interview	1.08	0.12	1,2
	Preparation for a practical lesson (round table) on topic number 4	Message	Report	0.27	0.03	0.3
	Total for 2 semester			27.35	2.65	30
Total			27.35	2.65	30	

## 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 EP HE. Valuation funds fund passport

Code assessed competence	Stage formation of competence (topic number)	Assessment tools and technologies	View control (current/ intermediate accurate)	Type of control (oral/ writing)	Name evaluative funds
UK-5, PK-5	1-9	interview	current	oral	Interview questions
	4	report	current	oral	List of discussion topics for the round table
	1-9	exam	intermediate	oral	Exam questions

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

Levels of competence formation	Indicators	Descriptors			
		2 points	3 points	4 points	5 points
UK-5- Able to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts					
Base	Know: - organizational	Little knows: - organizational	Partly knows: - organizational	In general he knows:	



	<p>foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</p> <ul style="list-style-type: none"> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities;</li> <li>- structure and directions of development of the international and Russian market of tourist services; theoretical foundations of design; marketing solutions for the design of the tour.</li> </ul>	<p>foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</p> <ul style="list-style-type: none"> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities</li> </ul>	<p>foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</p> <ul style="list-style-type: none"> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities;</li> <li>- structure and directions of development of the international and Russian market of tourist services; theoretical foundations of design; marketing solutions for the design of the tour.</li> </ul>	<p>- organizational foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</p> <ul style="list-style-type: none"> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities;</li> <li>- structure and directions of development of the international and Russian market of tourist services; theoretical foundations of design; marketing solutions for the design of the tour.</li> </ul>	
	<p>Be able to:</p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design;</li> <li>- evaluate the preferences of consumers of a tourist product; use the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects; apply regulatory and legal documents in project activities in tourism</li> </ul>	<p><b>Poorly able to:</b></p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design</li> </ul>	<p><b>Partially able to:</b></p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design;</li> <li>- evaluate the preferences of consumers of a tourist product; use the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects; apply regulatory and legal documents in project activities in tourism</li> </ul>	<p><b>In general, he is able to:</b></p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design;</li> <li>- evaluate the preferences of consumers of a tourist product; use the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects; apply regulatory and legal documents in project activities in tourism</li> </ul>	

	<p><b>Own:</b></p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators;</li> <li>- the skills of using the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects that meet the requirements of the tourism industry; drawing up the necessary regulatory and technical documentation; project development skills taking into account tourist and recreational resources</li> </ul>	<p><b>Poorly owns:</b></p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators</li> </ul>	<p><b>Partially owns:</b></p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators;</li> <li>- the skills of using the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects that meet the requirements of the tourism industry; drawing up the necessary regulatory and technical documentation; project development skills taking into account tourist and recreational resources</li> </ul>	<p><b>Generally owns:</b></p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators;</li> <li>- the skills of using the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects that meet the requirements of the tourism industry; drawing up the necessary regulatory and technical documentation; project development skills taking into account tourist and recreational resources</li> </ul>	
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<b>Elevated</b>	<p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</li> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities;</li> <li>- structure and directions of development of the international and Russian market of tourist services; theoretical foundations of design; marketing solutions for the design of the tour.</li> </ul>				<p><b>Fully knows:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of legal and economic relations between participants in tourism activities; the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities;</li> <li>- methods of research, forecasting trends and assessing changes in the conjuncture of the tourist market, business technologies, the results of professional activities;</li> <li>- structure and directions of development of the international and Russian market of tourist services; theoretical foundations of design; marketing solutions for the design of the tour.</li> </ul>
	<p><b>Be able to:</b></p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design;</li> <li>- evaluate the preferences of consumers of a tourist product; use the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects; apply regulatory and legal documents in project activities in tourism</li> </ul>				<p><b>Fully able to:</b></p> <ul style="list-style-type: none"> <li>- identify, analyze and forecast development trends and stability of market processes;</li> <li>- analyze the level of market monopolization and the level of competition for tourism products using scientific methods; identify priority areas in design;</li> <li>- evaluate the preferences of consumers of a tourist product; use the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects; apply regulatory and legal documents in project activities in tourism</li> </ul>

	<p><b>Own:</b></p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators;</li> <li>- the skills of using the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects that meet the requirements of the tourism industry; drawing up the necessary regulatory and technical documentation; project development skills taking into account tourist and recreational resources</li> </ul>				<p><b>Fully owns:</b></p> <ul style="list-style-type: none"> <li>- the skills of analyzing the state and predicting the dynamics of market indicators of the conjuncture of the tourist market and business technologies used in tourist enterprises, the results of professional activities;</li> <li>- analytical methods for assessing the effectiveness of tourism enterprises based on a comprehensive marketing analysis of the tourism market, competition and factors of the external and internal environment of tour operators;</li> <li>- the skills of using the main factors of attractiveness, including the availability of natural and other resources when creating tourism projects that meet the requirements of the tourism industry; drawing up the necessary regulatory and technical documentation; project development skills taking into account tourist and recreational resources</li> </ul>
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**PC-5 - Able to find, analyze and process scientific information in the field of tourism**

<b>Base</b>	<p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of organizing the</li> </ul>	<p><b>Little knows:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of</li> </ul>	<p><b>Partly knows:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of organizing the</li> </ul>	<p><b>In general he knows:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of organizing the</li> </ul>	
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	<p>activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements;</p> <p>- features of the organization of tourist activities in Russia in domestic, inbound and outbound tourism; modern foundations of industrial and technological activities of tourist enterprises</p>	<p>organizing the activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements</p>	<p>activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements;</p> <p>- features of the organization of tourist activities in Russia in domestic, inbound and outbound tourism; modern foundations of industrial and technological activities of tourist enterprises</p>	<p>activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements;</p> <p>- features of the organization of tourist activities in Russia in domestic, inbound and outbound tourism; modern foundations of industrial and technological activities of tourist enterprises</p>	
	<p>Be able to:</p> <p>- draw up contractual documentation for all contractors of tourism activities;</p> <p>- to competently determine the necessary structure and content of the tourist product;</p> <p>- apply, adapt and develop modern technologies of services in tourism, use international systems for booking services in tourism</p>	<p><b>Poorly able to:</b></p> <p>- draw up contractual documentation for all contractors of tourism activities;</p> <p>- competently determine the necessary structure and content of the tourist product</p>	<p><b>Partially able to:</b></p> <p>- draw up contractual documentation for all contractors of tourism activities;</p> <p>- to competently determine the necessary structure and content of the tourist product;</p> <p>- apply, adapt and develop modern technologies of services in tourism, use international systems for booking services in tourism</p>	<p><b>In general, he is able to:</b></p> <p>- draw up contractual documentation for all contractors of tourism activities;</p> <p>- to competently determine the necessary structure and content of the tourist product;</p> <p>- apply, adapt and develop modern technologies of services in tourism, use international systems for booking services in tourism</p>	
	<p>Own:</p> <p>- skills of analysis and preparation of contractual documentation;</p> <p>- the basics of tour rating and the mechanism for building relationships between tour operators and counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad;</p> <p>- skills in the development and implementation of industrial programs and strategies in tourism</p>	<p><b>Poorly owns:</b></p> <p>- skills of analysis and preparation of contractual documentation;</p> <p>- the basics of touring and the mechanism for building relationships between tour operators and counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad</p>	<p><b>Partially owns:</b></p> <p>- skills of analysis and preparation of contractual documentation;</p> <p>- the basics of tour rating and the mechanism for building relationships between tour operators and counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad;</p> <p>- skills in the development and implementation of industrial programs and strategies in tourism</p>	<p><b>Generally owns:</b></p> <p>- skills of analysis and preparation of contractual documentation;</p> <p>- the basics of tour rating and the mechanism for building relationships between tour operators and counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad;</p> <p>- skills in the development and implementation of industrial programs and strategies in tourism</p>	

<b>Elevated</b>	<p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements;</li> <li>- features of the organization of tourist activities in Russia in domestic, inbound and outbound tourism; modern foundations of industrial and technological activities of tourist enterprises</li> </ul>				<p><b>Fully knows:</b></p> <ul style="list-style-type: none"> <li>- organizational foundations of the tourism industry, the structure of the tourism industry, features of legal and economic relations between participants in tourism activities;</li> <li>- the concept, types and technologies of organizing the activities of tour operators, travel agents and contractors of tourism activities, features and composition of the tourism product and its constituent elements;</li> <li>- features of the organization of tourist activities in Russia in domestic, inbound and outbound tourism; modern foundations of industrial and technological activities of tourist enterprises</li> </ul>
	<p><b>Be able to:</b></p> <ul style="list-style-type: none"> <li>- draw up contractual documentation for all contractors of tourism activities;</li> <li>- to competently determine the necessary structure and content of the tourist product;</li> <li>- apply, adapt and develop modern technologies of services in tourism, use international systems for booking services in tourism</li> </ul>				<p><b>Fully able to:</b></p> <ul style="list-style-type: none"> <li>- draw up contractual documentation for all contractors of tourism activities;</li> <li>- to competently determine the necessary structure and content of the tourist product;</li> <li>- apply, adapt and develop modern technologies of services in tourism, use international systems for booking services in tourism</li> </ul>
	<p><b>Own:</b></p> <ul style="list-style-type: none"> <li>- skills of analysis and preparation of contractual documentation;</li> <li>- the basics of tour rating and the mechanism for building relationships between tour operators and</li> </ul>				<p><b>Fully owns:</b></p> <ul style="list-style-type: none"> <li>- skills of analysis and preparation of contractual documentation;</li> <li>- the basics of tour rating and the mechanism for building relationships between tour operators and</li> </ul>

	counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad; - skills in the development and implementation of industrial programs and strategies in tourism				counterparties of tourism activities, operational information about the current state of individual participants in tourism activities in Russia and abroad; - skills in the development and implementation of industrial programs and strategies in tourism
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### Description of the grading scale

#### Current control

Rating assessment of knowledge is not provided.

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 ( $20 \leq \text{Sex} \leq 40$ ), 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
<b>35 - 40</b>	Fine
<b>28 - 34</b>	Good
<b>20 - 27</b>	Satisfactorily

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

#### Exam questions (2 semester)

#### Questions to check the level of training

#### Know:

1. Distribute the listed countries and regions to the following parts of the world (Europe, Asia, Africa, North America, Central and South America, Middle East (west Asia and northeast Africa), Oceania (islands in central and southwestern Pacific Ocean located to the north and east of Australia)). Angola, Argentina, Bahamas, Belgium, Brazil, Vatican, Haiti, Guinea, Greece, Egypt, Israel, Canada, Cyprus, Costa Rica, Luxembourg, Malta, Morocco, Mexico, Nicaragua, New Zealand, United Arab Emirates, Papua, New Guinea, Siberia, Solomon Islands, Tunisia, Turkey.
2. What functions are inherent in tourist recreation?
3. What is the level of tourism development in the world?
4. Give a definition of "tourist"
5. What organizations are involved in tourism?
6. What is the impact of tourism on the economy of the region?
7. What factors influence the development of tourism?
8. What factors influence the expansion of the geography of tourism?
9. What is the environmental impact of tourism?

10. What is a tourist route? Describe the types of tourist routes.
11. What is a tourist voucher?
12. What indicators characterize inbound and international tourism in a particular country?
13. How to choose a trip?
14. How to choose a travel agency?
15. How to make an excursion on your own?
16. Show on a geographic map the tourist regions and sub-regions of the world.
17. Draw on a contour map the main tourist flows in Europe, America and the Asia-Pacific region.
18. Name the reasons why, in most of the world's tourist macroregions, intraregional exchange prevails over interregional. How does their ratio change?
19. Which country in the world is the leader in the number of tourist arrivals?
20. Which nation is the most traveling in the world?
21. What are the features of the spatial distribution of tourist flows for the purpose of recreation and entertainment?
22. Develop a tourist itinerary for a group of Russian students in one of the countries in the world.
23. What are incentive tours and what is their geography?
24. What specialized tourism exhibitions and exchanges do you know?
25. Mark the largest spa centers in the world on a contour map. Give them a brief description.
26. How can you explain the growth in demand of Western tourists for spa treatment in countries of Central and Eastern Europe?
27. What are the main tourist centers in France. What is their tourist specialization?
28. Show on a geographic map the main centers of pilgrimage in the world. What are the most revered shrines of the three world religions?

**Be able to,  
own:**

29. Types of visas. Schengen visas. Schengen countries.
30. Documents required for obtaining visas.
31. Accreditation of the travel agency at the embassy.
32. Registration of Schengen visas.
33. Advertising and its functions. Types of advertising in tourism.
34. The role of advertising in international tourism.
35. The role of PR in the promotion of a tourist product. Advertising media.
36. Promotion of the sale of a tourist product.
37. International tourism exhibitions. Stages of exhibition work.
38. The role of exhibition events in the promotion of the tourist product.
39. Work at the exhibition stand. Stand design for participation in international exhibition.
40. Features of advertising in tourism.
41. Sources of risk in international tourism.
42. Normative documents regulating measures to ensure safety of tourists.
43. The main directions to ensure the safety of tourists.
44. Ensuring the safety of tourists on international transport routes.
45. Natural and man-made disasters during travel and ways preventing them.
46. Epidemiological and bacteriological safety of tourists.
47. Insurance of tourists traveling abroad.



48. Well-known insurance companies and their activities.
49. Sanitary formalities in international tourism.
50. Tourist insurance programs of the leading Russian insurers.
51. The role of the franchise in travel insurance.
52. Influence of tourism on the solution of social problems of society.
53. Forecasts of the development of international tourism.

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

The exam procedure is carried out in accordance with the Regulations on the current monitoring of progress and intermediate certification of students in educational programs of higher education - bachelor's programs, specialist programs, master's programs - at NCFU.

The exam ticket includes 3 questions. The student has 30 minutes to prepare to answer the exam ticket.

**Current student certification** conducted by a teacher leading lectures and practical classes in the discipline. 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, knows how 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.

The criteria for evaluating the results of independent work are given in the Foundation for Evaluation Means for the discipline "History of International tourism".

#### ***nine.* 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 classes, topics and types of independent work. For each type of independent work, certain reporting forms are provided

To successfully master the discipline, you must perform the following types of independent work, using the recommended sources of information:

P / p No.	Types of independent work	Recommended sources of information (source number)			
		The main	Additional	Methodical	Internet resources
1.	Independent study of literature on topics number 1-9	1-3	1-2	1-3	1-3
2.	Preparation for practical exercises on topics No. 4, No. 5	1-3	1-2	1-3	1-3
3.	Preparation for a practical lesson (round table) on topic number 4	1-3	1-2	1-3	1-3

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

#### **ten.1. Recommended reading**

##### **ten.1.1. List of main literature:**

1. Alexandrova, A. Yu. International tourism. Textbook / A.Yu. Alexandrova. - M.: KnoRus, 2016. -- 460 p.

2. Mozhaeva, N. G. Organization of the tourism industry and the geography of tourism. Textbook / N.G. Mozhaeva, G.V. Fishmonger. - M.: Forum, Infra-M, 2020.-- 336 p.
3. Senin, V. S. History of International tourism. Textbook / V.S. Senin. - M.: Finance and statistics, 2019.-- 400 p.

**10.1.2. List of additional literature:**

1. Dekhtyar, GM Standardization and certification in tourism / GM. Dekhtyar. - Moscow: Lights, 2016.-- 368 p.
2. Kosolapov, A.B. Geography of Russian domestic tourism (+ CD-ROM) / A.B. Kosolapov. - M.: KnoRus, 2018.-- 999 p.

**ten.2.The list of educational and methodological support for independent work:**

1. Methodological instructions for the implementation of practical (seminar) work on the discipline "History of International tourism" for students of the field of study 03.03.02 Tourism.
2. Methodological instructions for students on the organization and conduct of independent work in the discipline "History of International tourism" for students of the direction of preparation 03.03.02 Tourism.
3. Methodological instructions for the implementation of term papers on the discipline "History of International tourism" for students of the field of study 03.03.02 Tourism.

**ten.3.The list of resources of the information and telecommunication network "Internet" necessary for mastering the discipline:**

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

**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:**

*Information Technology:* not provided.

*Information reference systems:* not provided.

**List of software and information reference systems:**

1. Basic software package Microsoft Office 2010. Paid license. Contract No. 01-ea / 13 dated 25.02.2013. End of support (update) - 2020-10.
2. Operating system: Microsoft Windows Professional 7. Paid license. Contract No. 01-ea / 13 dated 25.02.2013. End of support (update) - 2023-01.

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

1) Classroom for lecture-type classes, classroom for seminar-type classes (practical work), classroom for group and individual consultations, classroom for monitoring and intermediate certification - building 3, auditorium. No. 334, an auditorium equipped with specialized furniture and technical teaching aids, serving to present educational information to a large audience: a portable laptop, a projector, personal computers (12 pcs.), A magnetic marker board, a flipchart. Teaching and visual aids in the form of thematic presentations corresponding to the work programs of the disciplines. Connection to the Internet, access to the corporate network of the university.