MINISTER OF SCIENCE AND HIGHER EDUCATION OF THE 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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THE WORKING PROGRAM OF THE DISCIPLINE (MODULE)

Tourist and recreational design / Project development in tourism and recreation

(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 the 8th semester

Pyatigorsk 2021

1. The purpose and objectives of mastering the discipline The program of the discipline "Project development in tourism and recreation" is intended for bachelors of the direction 43.03.02 "Tourism / International Tourism". The purpose of this discipline is to master the competencies that a student should have in the field of tourism and recreation design. The objectives of mastering the discipline "Project development in tourism and recreation" are: - study of the specifics of project activities in tourism and recreation; - familiarization with the main stages of development and implementation of the project; - mastering the possibility of creating new tourism products and services.

2. Place of discipline in the structure of the educational program "Tourism and Recreational Design" refers to the disciplines of the basic part. Its development takes place in the 8th semester.

3. Relationship with previous disciplines The discipline "Tourist and recreational design / Project development in tourism and recreation" is based on the basic knowledge obtained in the study of disciplines Fundamentals of research work Fundamentals of project activities, Research methods in tourism Research methodology, GIS technology in tourism, Organization of excursion activities, Organization of restaurant activities in International Tourism, Organization of hotel activities, Wellness tourism, Organization of animation activities in Tourism, Research practice

4. Relationship with subsequent disciplines Discipline "Tourism and recreation is the basic platform for further passing design and technological practice

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

Code	Formulation:
UK-2	Able to determine the range of tasks within the framework of the set goal and choose the best ways to solve them, based on the current legal norms, available resources and restrictions

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 stages of formation of competencies	Formed competencies
Know: - basic concepts and categories of design; - theoretical foundations of design; - regulatory and technical base of tourist and recreational design.	УК-2 Able to determine the range of tasks within the framework of the set goal and choose the best ways to solve them, based on the current legal norms, available resources and restrictions
Be able to: - search for legal and regulatory documents governing the solution of the task - analyze legal and regulatory documents, identify rules and algorithms for solving the task - search for information about the methods (methods) of solving the problem	
Own: - the skills of applying the theoretical foundations of design in tourism activities; - skills in applying basic design methods in tourism; - skills in applying the regulatory and technical framework in project activities.	

6. The volume of the discipline / module
Scope of studies:
Total 81 h. 3 c.u.
Including classroom 40.5 hours.
Of them: Lectures - 13.5 h.
Laboratory work - h.
Practical lessons -27 hours
 Independent work - 13.5 hours
Control - 27h

7. The content of the discipline, structured by topics (sections) with an indication of the number of academic hours allocated for them and types of classes 7.1 Thematic plan of the discipline

№	Section (topic) of the discipline	Implemented competence	Lectures	Practical lessons	Laboratory works	Group consultations	Independent work, hours
8 semester							
Section 1. Content and organization of tourist and recreational project activities.							
1	Subject, methods and objectives of the discipline "Tourism and recreational design".	УК-2 Able to determine the range of tasks within the framework of the set goal and choose the best ways to solve them, based on the current legal norms, available resources and restrictions я ний	1,5	1,5	-	-	-
2	The concept of tourist and recreational design.		1,5	1,5	-	-	-
3	Tourist and recreational activities as a design object.		1,5	1,5	-	-	1,5
4	Tourist and recreational design in the tourist policy of the Russian Federation and regional policy.		1,5	1,5	-	-	1,5
Section 2. Development of a tourist and recreational project.							
5	Research methods in tourism and recreation design	Able to determine the range of tasks within the framework of the set goal and choose the best ways to solve them, based on the current legal norms, available resources and restrictions	1,5	1,5	-	-	1,5
6	Theoretical foundations for the development of a tourist and recreational project. Design as a process: main stages. Project life cycle		1,5	1,5	-	-	1,5
7	Business planning is the basis of tourist and recreational design		1,5	1,5	-	-	1,5
8	Tourist and recreational project presentation.		1,5	1,5	-	-	1,5
Section 3. Management of a tourist and recreational project.							
9	The human factor in tourist and recreational design.	Able to determine the range of tasks within the framework of the set goal and choose the best ways	1,5	1,5	-	-	1,5
10	Management functions of a tourist and recreational project.			1,5	-	-	1,5

No.	Topic name	Description					
11	Project quality management concept.	to solve them, based on the current legal norms, available resources and restrictions		3	-	-	1,5
	Раздел 4. Технологии разработки и реализации туристско-рекреационных проектов.						
12	Innovative approaches to the development of tourist and recreational projects.			3	-	-	2,0
13	Technologies for the development of projects as new regional tourist and recreational products and services.			3	-	-	3,0
14	Promotion of a tourist and recreational project.		1,5	3	-	-	2,0
	Total for the 8th semester		13,5	27	-	-	13,5
	Total		13,5	27	-	-	13,5

7.2 Name and content of lectures

Topic no.	Name of discipline topics, their summary	Clock volume	Interactive form
	8th semester		
	Section 1. Content and organization of tourist and recreational project activities.		
1	Subject, methods and objectives of the discipline "Tourism and recreational design". 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 of tourist recreation	1,5	-
2	The concept of tourist and recreational design. Design goals and objectives. Features of tourist and recreational design. Basic concepts and terms of tourist recreational design. The structure of the project and its main components.	1,5	-
3	Tourist and recreational activities as a design object. Tourist and recreational resources as objects of research and design. Tourist and recreational design as an innovative activity of tourist enterprises.	1,5	
4.	Tourist and recreational design in the tourist policy of the Russian Federation and regional policy. Strategies for the development of tourist activities in the Russian Federation. Legal and regulatory framework for tourist activities and tourist and recreational design. Tourist and recreational design in the concept of sustainable development. The structure and content of the regional program for the support and development of the tourist region	1,5	
	Section 2. Development of a tourist and recreational project.		
	Research methods in tourism and recreation design Methods	1,5	-

5.	of scientific knowledge: general theoretical methods in design Specific research methods used in tourism business. Methods of management and marketing, business, financial and economic activities in tourist and recreational design.		
6.	Theoretical foundations for the development of a tourist and recreational project. Design as a process: main stages. Project structure. Process approach to tourism and recreation design. Tourist system. Description of the design stages.	1,5	-
7.	Business planning is the basis of tourist and recreational design. Business planning is the backbone of a market economy. The structure of the business plan for a tourist and recreational project.	1,5	-
8.	Tourist and recreational project presentation. Concept, relevance and objectives of the project presentation. Participants - their role and functions. Presentation structure. Presentation organization technology	1,5	
Section 3. Management of a tourist and recreational project.			-
9.	The human factor in tourist and recreational design. Functions of the main members of the project team. Taking into account the motivation of employees in the implementation of the project. Conflict management and methods of its resolution.	1,5	-
	Total	13,5	

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

7.4 Name of practical classes

Topic no.	Name of discipline topics, their summary	Clock volume	Interactive form
8th semester			
Section 1. Content and organization of tourist and recreational project activities.			
1	Subject, methods and objectives of the discipline "Tourism and recreational design". 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 of tourist recreation	1,5	-
2	The concept of tourist and recreational design. Design goals and objectives. Features of tourist and recreational design. Basic concepts and terms of tourist recreational design. The structure of the project and its main components.	1,5	-
3	Tourist and recreational activities as a design object. Tourist and recreational resources as objects of research and design. Tourist and recreational design as an innovative activity of tourist enterprises.	1,5	
4.	Tourist and recreational design in the tourist policy of the Russian Federation and regional policy. Strategies for the development of tourist activities in the Russian Federation. Legal and regulatory framework for tourist activities and tourist and recreational design. Tourist and recreational design in the concept of sustainable development. The	1,5	

	structure and content of the regional program for the support and development of the tourist region		
Section 2. Development of a tourist and recreational project.			
5.	Research methods in tourism and recreation design Methods of scientific knowledge: general theoretical methods in design Specific research methods used in tourism business. Methods of management and marketing, business, financial and economic activities in tourist and recreational design.	1,5	-
6.	Theoretical foundations for the development of a tourist and recreational project. Design as a process: main stages. Project structure. Process approach to tourism and recreation design. Tourist system. Description of the design stages.	1,5	-
7.	Business planning is the basis of tourist and recreational design. Business planning is the backbone of a market economy. The structure of the business plan for a tourist and recreational project.	1,5	-
8.	Tourist and recreational project presentation. Concept, relevance and objectives of the project presentation. Participants - their role and functions. Presentation structure. Presentation organization technology	1,5	
Section 3. Management of a tourist and recreational project			-
9.	The human factor in tourist and recreational design. Functions of the main members of the project team. Taking into account the motivation of employees in the implementation of the project. Conflict management and methods of its resolution.	1,5	-
10.	Management functions of a tourist and recreational project. Forms of management of a tourist and recreational project. Control over the implementation of the project. Managing changes that affect the successful implementation of the project. Types and sources of changes. Cost and financing management. Risk management. Accounting and cost analysis. Project analysis.	1,5	-
11.	The concept of project quality management. Quality management through a system of control over the implementation of requirements and standards. Methods and techniques of project quality management.	3	-
	Section 4. Technologies for the development and implementation of tourist and recreational projects.		
12.	Innovative approaches to the development of tourist and recreational projects. Innovations in tourist and recreational design. Creating an innovative strategy. Innovative marketing. Involvement of customers (consumers) in co-innovators.	3	
13.	Technologies for the development and implementation of projects as new regional tourist and recreational products and services. Tourist and recreational problems of the region. The territorial aspect. The main stages of the regional project development. Innovative approaches to the development of tourist and recreational projects. Characteristics and analysis of new tourist and recreational products and services.	3	-

14.	Promotion of a tourist and recreational project. The role of marketing in the promotion of a new tourist product or tourist service. Tourist advertising in the marketing complex. Internet technologies in the promotion of projects. Territorial branding. Regional system of promotion of a tourist and recreational project.	3	
	Итого	**27,0**	

7.5 Technological map of the student's independent work

Codes of implemented competencies	Type of activity of students	The final product of independent work	Assessment tools and technologies	The volume of hours, including		
				SRS	Contact work with the teacher	Total
			8 семестр			
UK -2	Preparation for practical classes on topics 1-14	Summary of materials	Interview	9,45	0,105	10,5
UK -2	Preparation for the presentation of the project on the topic 8	Presentation	Interview	2,7	0,3	3,0
				12,15	**1,35**	**13,5**
				12,15	**1,35**	**13,5**

8. The fund of evaluation funds for conducting intermediate certification of students in the discipline

8.1 A list of competencies indicating the stages of their formation in the process of mastering the OP HE. Passport of the evaluation funds fund

Codes of implemented competencie	The stage of competence formation (№ темы)	Assessment tools and technologies	Type of control (current / full-time period)	Type of control (oral/written)	Name of the evaluation tool
UK -2	1-14	Interview	Current	Oral	Interview questions
UK -2	8	Presentation	Current	Oral	Project presentation

UK -2	1-14	Interview	The interval is accurate	Oral	Questions for the exam

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

Levels of competence formation	Indicators	Descriptors			
		2 points	3 points	4 points	5 points
The CC-2 is able to determine the range of tasks within the framework of the set goal and choose the best ways to solve them, based on existing legal norms, available resources and limitations					
Basic	To know: - basic concepts and categories of design - theoretical foundations of design;	- separate concepts and categories of design - separate theoretical foundations of design;	- some theoretical foundations of design; - some methods and principles of design in tourism;	- almost all the basic theoretical foundations of design; - basic methods and principles of design in tourism	
	Be able to: - to search for legal and regulatory documents regulating the solution of the task - analyze legal and regulatory documents, identifies rules and algorithms for solving the task	- to search for individual legal and regulatory documents regulating the solution of the task - analyze individual legal and regulatory documents, identifies rules and algorithms for solving the problem	- to search for some legal and regulatory documents regulating the solution of the task - analyze some legal and regulatory documents, identifies rules and algorithms for solving the problem	- to search for legal and regulatory documents regulating the solution of the task - analyze legal and regulatory documents, identifies rules and algorithms for solving the problem	
	- skills of applying the theoretical foundations of design in the tourist activity; - skills in applying basic design methods in tourism;	- individual skills of applying the theoretical foundations of design in tourism activities; - individual skills in the application of basic design methods in tourism;	- some skills of applying the theoretical foundations of design in tourism activities; - some skills of applying basic design methods i.	- skills of applying the theoretical foundations of design in tourism activities; - skills in applying basic design methods in tourism;	
	To know:				:

Elevated	- basic concepts and categories of design				- basic concepts and categories of design
	theoretical foundations of design; - regulatory and technical base of tourist and recreational design.				theoretical foundations of design; - regulatory and technical base of tourist and recreational design.
	Be able to: - to search for legal and regulatory documents regulating the solution of the task - analyze legal and regulatory documents, identifies rules and algorithms for solving the task - to search for information about the methods (methods) of solving the task				Be able to: - to search for legal and regulatory documents regulating the solution of the task - analyze legal and regulatory documents, identifies rules and algorithms for solving the task - to search for information about the methods (methods) of solving the task
	Own: - skills of applying the theoretical foundations of design in the tourist activity; n applying basic design				Own: - skills of applying the theoretical foundations of design in the tourist activity; n applying basic design

№ п/п	methods in tourism; - skills of applying the regulatory and technical framework in project activities.				methods in tourism; - skills of applying the regulatory and technical framework in project activities.

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

Current control

№ п/п	Type of activity of students	Deadlines for completion	Quantity Points
	7 семестр		
1.	Interview on the following topics 1-5	5 week	15
2.	Interview on the following topics 6-9	10 week	20
3.	Interview on the following topics 10-14	16 week	20
	Итого		55

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

The level of completion of the control task	**ting score (in % of the maximum score for the control task)**
Excellent	**100**
Good	**80**
Satisfactory	**60**
Unsatisfactory	**0**

Intermediate attestation in the form of an exam provides for a mandatory examination procedure and is evaluated with 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 an excellent grade. The student's positive response to the exam is evaluated by rating points in the range from 20 to 40 (20 S Sekz☐40), a score of less than 20 points is considered unsatisfactory.

The scale of compliance of the rating score of the exam with the 5-point system

Rating score for the discipline	**Rating according to the 5-point system**
35 – 40	Excellent
28 – 34	Good
20 – 27	Satisfactory

The final grade for the discipline studied in one semester is determined by the sum of the points scored for the work during the semester and the points obtained during the exam:

The scale of conversion of the rating score for the discipline
into an assessment according to the 5-point system

Rating score for the discipline	Rating according to the 5-point system
88 – 100	Excellent
72 – 87	Good
53 – 71	Satisfactory
<53	Unsatisfactory

Intermediate certification in the form of a course work (project)

The maximum amount of points for the course work (project) is set at 100 points and is translated into a 5-point rating system in accordance with the scale:

The scale of compliance of the rating score with the 5-point system

Rating score for the discipline	Rating according to the 5-point system
88-100	Excellent
72-87	Good
53-71	Satisfactory
< 53	Unsatisfactory

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 (semester) Questions (task, task) to check the level of training Know the features, essence and functions of design in the tourism industry, the main design methods 1. Tourist and recreational design: purpose, objectives. 2. Project: purpose and key attributes. 2. Types of cycles of tourist and recreational activities. 3. Designing cycles of recreational activities in various types of tourism. 4. State standards and tourist design. 5. Tourist formalities in the process of tourist design. 6. Concept, functions and types of tour operators. 7. Concept, functions and types of travel agents. 9. Tourist product and its structure. 10. Tourist service and its structure. 11. Tourist and recreational activities as a design object. 12. Social functions of tourist and recreational design. 13. Principles of structural-modular tourist and recreational design. 14. Structural-modular process of tourist and recreational design. 15. Business planning in the design of tourism products and travel services. 16. Management strategies for tourism design. 17. Marketing component of tourism design. 18. Business planning as a feasibility study of the project. 19. Model or paradigm of the project life cycle. 20. Organizational forms of tourism and recreation project management.

Be able to, Own to develop projects with the aim of creating new types of tourism products, to exercise control over the implementation of the project; skills in designing a tourist product, skills in promoting and implementing projects.

1. Features of interaction between tour operators and travel agents.
2. Designing the organizational structure of a tourist enterprise.
3. Planning and control over the implementation of the project.
4. Design and personnel policy of the company.
5. Technological documents for the design of tourist services, products.
6. Tourist routes and tours as the basis of a tourist product.
7. Consumer properties of the tourist product.
8. Strategies for tourism product management.
9. Specificity of designing a tourist product.
10. Internal and external environment of the company as a component of design
11. Design of facilities for short-term recreation.
12. Methodology for organizing and designing the tour.
13. Design technologies in cultural and educational tourism.
14. Design technologies in business tourism.
15. Design technologies in medical tourism.
16. Design technologies in ecological tourism.

17. Design technologies in rural tourism.
18. Design technologies in ethnographic tourism.
19 design technologies in pilgrim tourism
20.Modern technical equipment of tour operators and travel agents.
21. Internet technologies in design.
22. Innovative technologies in tourist and recreational design ..
23. Design and organization of tourist and recreational areas.
24. Designing specialized tourist and recreational areas
25. Designing excursion programs in various types of cultural tourism.
26. Designing summer sports tours.
27. Designing winter mountain skiing tours.
28. Designing health and wellness tours
29. Designing tourist services in spa treatment.
30. Designing festival tours.
31. Designing hobby tours
32. Designing family tours.
33. Assessment of the recreational needs of the population in various types of recreation.
34. Assessment of the potential of the tourist and recreational region.
35. Assessment of the natural and balneological resources of the resort.
36. Innovative design technologies in various types of tourism.
37. Analysis of tourist and recreational properties of territories as the basis for design.
38. Risk management technologies in the context of the project.
 39. Evolutionary and radical innovation of tourism projects.
40. Formation of the monitoring system as a form of control over the project

8.4 Methodological materials defining procedures for assessing knowledge, abilities, skills and (or) experience of activities that characterize the stages of formation of competencies The examination 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 - in NCFU, the Regulations on the monitoring of progress and intermediate attestation of students in educational programs of higher education - postgraduate programs, residency programs - at NCFU. The exam ticket includes: 3 questions. To prepare for the ticket is given: 30 minutes. When checking, assignments are assessed: - the ability to study and generalize literary sources; - the ability to collect, analyze and process information; - the ability to identify practical tasks; - Ability to draw conclusions and formulate recommendations; - project design skills. When presenting and defending a project, the following are assessed: relevance, novelty of the project idea; the quality of the illustrated material presented; the ability to present the essence of your project; the ability to argue and defend one's own point of view, to conduct a scientific discussion, to correctly respond to comments. The current control of students is carried out by teachers conducting practical classes in the discipline in the following forms: interview. Admission to practical training occurs if there is a synopsis of the corresponding lecture and a synopsis of independently 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, 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; - 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 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

10. Educational-methodical and informational support of the discipline 10.1. The list of basic and additional literature necessary for mastering the discipline

10.1.1. List of main literature: 1. Ivanova N.V. Tourist and recreational design [Electronic resource]: textbook for bachelors / Ivanova NV, Malshina NA - Electron. text data.— Saratov: IP Er Media, 2016.— 141 pages .— Access mode: http://www.iprbookshop.ru/51621.— EBS "IPRbooks", by password

10.1.2. List of additional literature: 1. Korabeynikov I.N. Technologies of tourist and recreational design and development of territories [Electronic resource]: textbook / IN. Korabeynikov, Yu.E. Kholodilina. - Electron. text data. - Orenburg: Orenburg State University, EBS ASV, 2016 .-- 103 p. - 978-5-7410-1415-8. - Access mode: http://www.iprbookshop.ru/61895.html 2. Project management. Fundamentals of project management: [textbook] / M.L. Razu, A.M. Lyalin, T.M. Bronnikov and others; ed. M.L. Once; State un-t management. - 3rd ed., Rev. and add. - M.: KNORUS, 2011 .-- 768 p. 3.Novikov, V.S. Innovations in Tourism [Text]: a tutorial for students. universities, training. by special "Socio-cultural service and tourism" / V.S. Novikov. - 3rd ed., Isp. and add. - M .: 4.Kuskov, A.S. Tourism resource studies: a textbook for students. universities, training. by special "Socio-cultural service and tourism", "Tourism" / A.S. Pieces. - M .: Academy, 2008 .-- 207 p.

10.2. The list of educational and methodological support for independent work of students in the discipline 1. Methodical instructions for practical training in the discipline "Tourism and recreational design" for bachelors of the direction 43.03.02 "Tourism". 2. Methodical recommendations for independent work in the discipline "Tourism and recreational design" for bachelors of the direction 43.03.02 "Tourism".

10.3. 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 The use of information technology, information and reference systems and software is not provided.

12. Description of the material and technical base required for the implementation of the educational process in the discipline In the discipline "Tourist and recreational design" the requirements for the auditorium fund are usual. To organize the educational process in this discipline, it is necessary to use an audience equipped with a multimedia system. In addition, if it is necessary to demonstrate to students practical examples of project development, it is necessary to use a computer class with the Internet. To ensure independent work of students, no additional equipment is required. Independent work is carried out in the library or on the Internet. For conducting interactive training sessions (lectures and practical), specialized multimedia classrooms No. 331,333,334 are used, equipped with an interactive whiteboard and projectors. In the learning process, a library fund is used, the qualitative and quantitative composition of which meets the regulatory requirements and includes textbooks, educational and teaching aids, reference books, periodicals in electronic and paper forms.