



Core Course Syllabi Handbook

for

**Master`s Degree in Tourism,
Strategy & Leadership**

ECTS COURSE SYLLABI

Course Code	Course Title Destination Development	ECTS Credits 6
Department	Semester 3	Prerequisites None
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study Two	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

Acquire the basic theoretical knowledge and understanding of tourism destination development; to teach destination development analysis and planning methodology, efficient business models and strategy building methodology in the context of the destination`s development. Students will acquire the skills needed to develop original programs and auxiliary programs dedicated to destination development strategy and model formation.

Students will understand, assess and contextualize destination development stakeholder approaches, cluster formation potentials and limitations, public-private partnership mechanisms applicability, planning, monitoring and development forecasts for tourism destinations.

Learning Outcomes:

After completion of the course students will be able to:

- 1) Analyse a tourist destination by applying key academic concepts that can be used to explain the evolution and development of tourist destinations.
- 2) Identify and explain the role of key stakeholders who are involved in developing tourism in a destination.

- 3) Evaluate current issues that are influencing the development of tourism in a tourist destination.
- 4) Create a tourism strategy for the future development of a tourist destination.

Course Contents:

- International and Russian best practices gained in tourism destination development. Basic principles and trends in tourism destination development. Tourism destination development stakeholders.
- Tourist cluster formation and development. Tourism destination development main plan. Inter-company cooperation in the tourism sector and hospitality industry.
- Tourism destination infrastructure and competitiveness development. Investment attraction and public-private partnership mechanisms.
- Destination development and various types of tourism. Best practices gained in tourism type-specific destination development.
- Tourism destination planning, monitoring and development forecasts. Targeted tourism development programs.

Learning Activities and Teaching Methods:

Lectures, workshops, case study analysis and discussion, academic paper discussion, in-class exercises, student presentations, problem-solving discussions, guest lectures, analysis of national, regional, and municipal strategic documents on tourism development.

Assessment Methods:

Learning outcome (1) and (2) assessed by an essay
Learning outcome (3) assessed by case study analysis and oral presentation
Learning outcome (4) assessed by the creation of a tourism strategy for a destination

Key Competences:

Communication & Presentation:	Assessed
Creativity:	Assessed
Critical Thinking:	Developed
Data Collection & Interpretation:	Assessed
Employability:	Developed
Interactive & Group:	Developed
Management & Leadership:	N/A
Managing Tasks & Solving Problems:	Assessed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Ed. F. Dimanche and L. Andrades.	Tourism in Russia: a management handbook	Emerald	2015	978-1786351548
Weaver, D.; Lawton, L.	Tourism Management (Fifth Edition)	Wiley	2014	978-1118644812
Innerhofer E., Fontanari M., Pechlaner H.	Destination Resilience: Challenges and Opportunities for Destination Management and Governance	Routledge	2018	978-1138572683
Mason P.	Tourism Impacts, Planning and Management. Third Edition	Routledge	2016	978-1138016293
Goeldner, C.; Ritchie, J.R.	Tourism: Principles, Practices, Philosophies (Twelfth Edition)	Wiley	2012	978-1118071779
Kolodiy N.A.	<u>in Russian</u> : Economics of sensations and experiences in tourism and management [Electronic resource]: a handbook for MSc Programmes	Moscow: Yurait Publishing House	2018	978-5991662499



ECTS COURSE SYLLABI

Course Code	Course Title Events Management	ECTS Credits 6
Department	Semester 3	Prerequisites None
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study Two	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

Explain the economic and socio-cultural significance and impacts of events to a tourist destination (at national, regional and local levels) and to analyse the different stages and business strategies that are involved in successfully planning, organizing, implementing and managing an event. The module will emphasize the event organizer`s responsibility in relation to the law as it relates to events and health and safety regulations.

Learning Outcomes:

After completion of the course students will be able to:

- 1) Explain the different types of events that a tourist destination can organise or host and evaluate which type of event will be most suitable to organise in different types of tourist destination.
- 2) Critically evaluate the economic and socio-cultural impacts of events at a local, regional and national level.
- 3) Design an event that can be organised in a specific tourist destination to ensure that the event conforms to best practice in event planning and management.
- 4) Conduct a risk assessment for an event that identifies the hazards that could affect the health & safety of participants at the event; design the control measures that are recommended to be implemented to reduce the risk of the hazards occurring.

Course Contents:

- The evolution of events as a sector of economic activity.
- A typology of events that includes MICE and special events.
- The economic and socio-cultural impacts of events at a local, regional and national level
- Event planning, organizing and management to include:
 - research for the event;
 - defining the concept of the event;
 - writing the business plan for the event
 - venue selection;
 - project management techniques;
 - creative event design;
 - using technology in events;
 - making events accessible for people with special needs;
 - complying with legal regulations;
 - marketing the event;
 - financial budgeting;
 - human resource management;
 - working with stakeholders;
 - legal regulations that relate to the organization of the event.
- Health & safety management of events and undertaking a risk assessment.

Learning Activities and Teaching Methods:

Lectures, workshops, case study analysis and discussion, academic paper discussion, in-class exercises, student presentations, guest lectures, visits to event venues and to actual events.

Assessment Methods:

Learning outcomes (1) and (2) assessed by an essay.
Learning outcome (3) assessed by a written report and oral presentation.
Learning outcome (4) assessed by a risk assessment pro-forma and oral presentation.

Key Competences:

Communication & Presentation:	N/A
Creativity:	Assessed
Critical Thinking:	N/A
Data Collection & Interpretation:	N/A
Employability:	Developed
Interactive & Group:	N/A
Management & Leadership:	N/A
Managing Tasks & Solving Problems:	Assessed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Bowdin, G.A.J., Allen, J., O'Toole, W., Harris, R. & McDonnell, I.	Events Management.	Butterworth-Heinemann, Elsevier	2011	978-1-85617-818-1
Dowson, R. & Bassett, D.	Event planning and management: a practical handbook for PR and events professionals. 2 nd Ed	Kogan Page	2018	978-0749483319
Goldblatt, J.J.	Special Events: a new generation and the next frontier	Wiley	2014	978-1-118-62677
Hind, D. W. G., Disimulacion, M.A., Fernandez, K., Lin, K-W, E., and Sharma, A.	The APIEM Certified Event Manager	Prasetiya Mulya Publishing	2019	To be published
Piekarz, M. J., Jenkins, I. S., and Mills, P.F.	Risk and Safety Management in the Leisure, Events, Tourism and Sports Industries	CABI	2015	978-1-78064-44938

ECTS COURSE SYLLABI

Course Code -	Course Title Innovations and Service	ECTS Credits 10
Department	Semester 2, 3	Prerequisites Strategic Management and Marketing in Tourism
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study Two	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

Show the importance of innovations as the key point of competitiveness in touristic field. Gain an understanding that the sales object of touristic service providers at the time of the booking process is just a performance promise (value proposition). Explain that the market success of touristic service providers is mainly dependent on a customer-service-orientation of the service provider and its employees.

Learning Outcomes:

After completion of the course students will be able to:

- 1) Manage, plan and assess touristic services systematically.
- 2) Define and recognize innovations in touristic activity.
- 3) Design, innovate and manage services and innovations in touristic enterprises.
- 4) Assess the efficiency of innovations applied in touristic enterprises.

5) Use the innovations to strengthen touristic enterprises' competitiveness.

Course Contents:

- Specifications of services and consequences on production and marketing
 - phase oriented perspective on the service production;
 - instruments and methods to the management of quality along the whole touristic value-added chain;
 - CRM in the touristic service field (complaints management, key customer management, database marketing);
 - capacity management;
 - mass customization;
 - branding of touristic services;
- Innovations as a system object of learning.
- Innovations in entrepreneurship.
- Content and functions of innovative activity.
- Planning of innovative activity for service and touristic enterprises
 - strategic planning in innovative management;
 - innovative activity management in service and touristic enterprises;
- Innovations as a method of competitiveness.
- Scientific and technical competitiveness.
- Trends for innovations in tourism and service.

- Efficiency analysis of innovative activity in service and touristic enterprises
 - quality and quantity evaluation of innovation efficiency;
 - financing of innovative projects.

Learning Activities and Teaching Methods:

Lectures, analysis and discussion, in-class exercises and presentations, seminars, case studies, discussion.

Assessment Methods:

Learning outcome (1) student research project/ seminar paper.
Learning outcome (2) oral presentation.
Learning outcome (3) design of innovation plan.
Learning outcome (4) written report and oral presentation.
Learning outcome (5) student research project.

Key Competences:

Communication & Presentation:	N/A
Creativity:	N/A
Critical Thinking:	Developed
Data Collection & Interpretation:	Developed
Employability:	Assessed
Interactive & Group:	N/A
Management & Leadership:	Assessed
Managing Tasks & Solving Problems:	Developed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
A.Kazancev, V. Kisilev, O. Rudenskiy	NBIC- technologies: Innovative civilizations XXI century	NIC Infra-M	2012	978-5-16-005468-1
A. Barishev, K.Baldin, I. Perederaev	Innovations: text book	Dashkov&Co	2012	978-5-394-00515-2
V.Poletaev	Business in Russia: innovations and modernization project: Monography	NIC Infra-M	2013	978-5-16-006073-6
Bezuidenhout, M.; Jooste, K.; Muller, M. E.; Muller, M.	Health Care Service Management	Juta and Company Ltd	2006	9780702171635
Dierdonck, R.; Gemmel, P.; van Looy, B.	Services Management: An Integrated Approach	Pearson Education	2013	9780273673538
Grönroos, C.	Service Management And Marketing: Customer Management In Service Competition	Wiley India Pvt. Limited	2007	9788126512874
Haksevever, C.; Render, B.	Service Management: An Integrated	FT Press	2013	9780133088779

	Approach to Supply Chain Management and Operations			
Kandampully, J.	Services Management: The New Paradigm in Hospitality	Pearson Prentice Hall	2007	9780131916548
Normann, R.	Service Management: Strategy and Leadership in Service Business	Wiley	2010	9780471928850



ECTS MODULE SYLLABI

Course Code	Course Title Law and Safety Management in Tourism	ECTS Credits 4
Department	Semester 2	Prerequisites None
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study One	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

Examine legal regulations and safety management in tourism. Understand the responsibilities of different stakeholders in the tourism industry in relation to the law and safety management. Apply tourism focused research methodologies, quality management standard and analytical tools vital to successful event safety planning. Utilise the students` problem solving skills to analyse and evaluate case studies in tourism law.

Learning Outcomes:

After completion the course students will be able to:

1. Understand legislative regulations in tourism.
2. Analyse situations in tourism which require a legal resolution and apply relevant legislation to that situation in order to address the problem.
3. Identify the risks that might result in health and safety problems for a tourism organization and design control measures to reduce the impacts of such risks.
4. Analyse effective systems for the safety management of tourism organisations and tourists.
5. Assess the use of security technologies to reduce the impact of risks on tourism organizations and tourists.

Course Contents:

- Knowledge of the law and legal regulations that relate to the tourism industry.
- Legal liability, permits and communication with public authorities.
- The basic court procedures, negotiation, mediation, civil rights issues and
- Contract law.
- Consumer protection in tourism.
- Legal regulations in hotel industry and its related areas.
- Legal regulations Quality management in tourism.
- Risk analysis in the planning and implementation of tourism: risks for a tourist (visitor); risks for organizers; risks for social groups and companies; risks for a state; risks for the natural environment.
- Ways to ensure safety in tourism.
- Case studies on developing emergency and event risk assessment template.

Learning Activities and Teaching Methods:

Lectures, workshops, case study analysis and discussion, academic paper discussion, in-class exercises, presentations, practical exercises.

Assessment Methods:

Learning outcomes (1) and (2) assessed by analysis and evaluation of a tourism law case study.
 Learning outcome (3) assessed by a risk assessment pro-forma and oral presentation.
 Learning outcome (4) and (5) assessed by a written report.

Key Competences:

Communication & Presentation:	Assessed
Creativity:	N/A
Critical Thinking:	Assessed
Data Collection & Interpretation:	N/A
Employability:	Developed
Interactive & Group:	N/A
Management & Leadership:	N/A
Managing Tasks & Solving Problems:	Assessed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Bgatov, A.P.	Security in Tourism	Forum	2007	978-5-91134-175-6

Chudnovsky A.D.	Business safety in the tourism and hospitality industry	ID FORUM: SIC Infra- M	2016	978-5-8199-0502-9
Bobkova, A.G., Kudrevatyh, S.A., Pisarevskiy, E.L.	Tourism Security	Federalnoe Agenstvo po Turizmu	2014	978-5-4365-0128-4
Silvers, J.R.	Risk Management for Meetings and Events	New York: Taylor	2007	13: 978-0750680578 10: 0750680571
Kuskov, A.S., Sirik, N.A.	Legal Aspects of Tourism	Moscow : RUSYNS	2017	978-5-406-06220-3



ECTS COURSE SYLLABI

Course Code	Course Title Principles of Tourism Management	ECTS Credits 6
Department	Semester One	Prerequisites None
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study One	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The purpose of this module is to provide an understanding of the key factors that contribute to the supply and demand for tourism at a regional, national and international level. Based upon the analysis of the supply and demand factors for tourism in a specific destination the students will be required to create a new tourism product that can be offered in that destination

Learning Outcomes:

After completion of the module students will be able to:

- 1) Analyse and assess the tourism market for a tourism destination and choose a new strategic direction and package tour product for that destination.
- 2) Evaluate the tourism service providers in a specific destination and create a database of suppliers for a new package tour product.
- 3) Create a business plan for a new package tour product in a specific destination based upon the findings in (1) and (2) above.

Course Contents:

- A typology of tourists and current tourism markets.
- The factors that contribute to the demand for tourism at a local, regional, national and international level.
- The factors that contribute to the supply of tourism at a local, regional, national and international level.
- General framework of cooperation with the suppliers who provide services in tourism (accommodation, transportation, catering etc).
- Tourism product trends in regional, national and international tourism.
- The key principles of creating a package tour.
- Cost calculation and price strategy of a package tour
- Promotional strategy and key tactics for a new package tour.

Learning Activities and Teaching Methods:

The above subject content will be developed through lectures, e-documents, workshops and by each student creating a business plan for a package tour.

Assessment Methods:

Learning outcome (1) assessed by a written report and an oral presentation.
Learning outcome (2) assessed by a project teamwork and an oral presentation.
Learning outcome (3) assessed by a business plan for a new package tour.

Key Competences:

Communication & Presentation:	Assessed
Creativity:	Developed
Critical Thinking:	Assessed
Data Collection & Interpretation:	Developed
Employability:	Developed
Interactive & Group:	Developed
Management & Leadership:	Assessed
Managing Tasks & Solving Problems:	Developed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Dimanche F., Andrades L.	Tourism in Russia. A Management Handbook	London: Emerald Group Publishing Limited	2015	978-1-7856-0342-6
Ветитнев А.М., Войнова Я.А.	Организация санаторно-курортной деятельности: учебное пособие	М.: Федеральное агентство по туризму	2014	978-5-4365-0140-6
Осипова О.Я.	Транспортное обслуживание туристов	М.: Издательский центр «Академия»	2008	978-5-7695-5014-0
Коллектив авторов; под ред. Е.Л. Писаревского	Основы туризма : учебник	М.: Федеральное агентство по туризму	2014	978-5-4365-0134-5
Е.А. Сигида, И.Е. Лукьянова	Инвалидность и туризм: потребность и доступность: монография	М.: ИНФРА- М	2017	978-5-16-010152-1
Коллектив авторов; под ред. А.Ю. Александровой	Статистика туризма: учебник	М.: Федеральное агентство по туризму	2014	978-5-4365-0136-9
Уокер Джон Р.	Управление гостеприимством. Вводный курс	М.: ЮНИТИ- ДАТА	2012	5-238-00990-9



ECTS COURSE SYLLABI

Course Code	Course Title Strategic Management and Marketing in Tourism	ECTS Credits 6
Department	Semester 1	Prerequisites None
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study One	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

Enable students to think critically about the application of strategic management and the marketing process to tourism organizations and to equip them with the knowledge and ability to create effective strategic management and marketing plans for a tourism organization. Through this course students will investigate the multi-functional nature of strategic analysis and marketing and relate these concepts to organizations within the tourism industry. Students will develop a long-term strategic awareness of the tourism industry through the application of macro and micro analytical tools.

Learning Outcomes:

After completion of the course students will be able to:

- 1) Critically analyse and evaluate the external and internal environments of tourism organisations and the impact they may have on an organisation's performance.

- 2) Critically analyse and evaluate the strategic options faced by a tourism organisation and identify a preferred strategy for implementation.
- 3) Develop a marketing plan for a tourism organisation based upon reliable information and research.

Course Contents:

- The importance of mission, vision, values, objectives and stakeholders.
- Macro Environment, what is it and how to evaluate it.
- Micro Environment, what is it and how to evaluate it.
- Financial Analysis.
- Analysis of portfolios and product life cycles.
- Developing strategic choices.
- Methods of expansion and growth.
- Market segmentation.
- Target marketing.
- Creating a positioning strategy.
- Designing the marketing mix.
- Digital marketing.
- Experiential Marketing.

Learning Activities and Teaching Methods:

Lectures which provide the relevant conceptual, theoretical and research material relating to strategic management and marketing. Workshops which provide opportunities for tourism case study analysis. Independent reading and reviewing current theory and research material in relation to the strategic management and marketing of tourism organisations.

Assessment Methods:

Learning outcomes (1) and (2) will be assessed by a tourism case study analysis. Learning outcome (3) will be assessed by the creation of a marketing plan for a tourism organization.

Key Competences:

Communication & Presentation:	Developed
Creativity:	Developed
Critical Thinking:	Assessed
Data Collection & Interpretation:	Developed
Employability:	Assessed
Interactive & Group:	Developed
Management & Leadership:	Assessed
Managing Tasks & Solving Problems:	Developed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Evans, N.	Strategic Management for Tourism, Hospitality & Events. 2 nd Ed	Routledge	2015	978-0-415-837248
Fyall, a., Legohere, P., Frochot, I., and Wang, Y.	Marketing for Tourism and Hospitality Collaboration, Technology and Experiences	Routledge	2019	978-113812194
Morrison, A. M.	Marketing and Managing Tourism Destinations	Routledge	2018	1-138-89729-8



ECTS COURSE SYLLABI

Course Code	Course Title Sustainability in Tourism	ECTS Credits 6
Department	Semester 3	Prerequisites None
Type of Course Core	Field Tourism	Language of Instruction Russian, English
Level of Course 7	Year of Study Two	Lecturer(s)
Mode of Delivery Face-to-Face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

Set out the critical issues that make up the sustainability agenda. It will explain how human activity is affecting the global environment and changing climatic patterns and explore the increasing impact on tourism management in both the public and private sector. An integrated approach will be taken to the concepts and strategies underlying the sustainable management of tourism. The course will focus on the design of solutions to appropriately evaluate the environmental, social and economic impacts of tourism activities. This course will address current and future policy and best practice expectations for tourism businesses and provide expertise in the tools and processes available to manage tourism sustainably activities at global, European, national, regional and local levels.

Learning Outcomes:

After completion of the course students will be able to:

- 1) Explain the complex impacts of human activity on the social, environmental and economic systems that underpin tourism and, in particular, their own regional and local realities and future developments.
- 2) Critically evaluate the environmental, economic and socio-cultural impacts of tourism development at a national and regional level.
- 3) Critically evaluate the environmental, economic and socio-cultural impacts of tourism development at a community level.
- 4) Design management strategies to measure the sustainability impacts of a tourism business and design policies and programmes to create sustainable tourism businesses.
- 5) Know the basics of environmental, economic and socio-cultural legislation of country

Course Contents:

- Sustainability: Key policy developments.
- Strategy Policy and planning: the role of government.
- Political economy of tourism development.
- Future proofing through tourism planning.
- Climate change mitigation strategies.
- Environmental management: Fishbanks - an interactive online game.
- Geo Parks and protecting wild spaces.
- Sustainable cities for tourism.
- Integrating culture and heritage.
- Community led tourism.
- Sustainable (ethical) marketing.
- Sustainable supply chain management.
- Corporate Social Responsibility in tourism.
- Environmental and social impact assessments.
- Understanding customer expectations: responsibility, inclusivity and accessibility.

Learning Activities and Teaching Methods:

The lectures are designed to be highly interactive with discussions and activities based on a variety of teaching materials and methods including videos, films, small group work, case studies and role plays. It includes guest lectures from both the academic community and also local communities and sustainable tourism practitioners as well as visits to key government bodies and sustainable tourism projects.

Assessment Methods:

Learning outcome (1) assessed by an essay.
 Learning outcomes (2) and (3) assessed by completing a sustainability assessment of a local tourism development.
 Learning outcome (4) assessed by a business plan and oral presentation.
 Learning outcome (5) assessed by the development and presentation of a case study.

Key Competences:

Communication & Presentation:	Developed
Creativity:	N/A
Critical Thinking:	Assessed
Data Collection & Interpretation:	N/A
Employability:	Developed
Interactive & Group:	N/A
Management & Leadership:	Developed
Managing Tasks & Solving Problems:	Developed

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Mowforth, M. and Munt, I.	Tourism and Sustainability: Development, globalisation and new tourism in the Third World. 4 rd ed.	Routledge	2015	0-415-13763-2 (hbk) 0-415-13764-0 (pbk)
Kopnina, H.	Sustainability	Routledge	2015	978-0-415-52986-0
Sharpley, R.	Tourism and Development: Concepts and Issues (Aspects of Tourism)	Channel view publications	2014	9781845414726
Shimova O.S.	Sustainable tourism	Minsk, RIPO	2014	978-985-503-358-6
Uskova, T.V.	Management of sustainable development of the region	Vologda: ISEDT RAS	2009	978-5-93299-150-3

Shimova O.S	The basics of sustainable tourism	Tutorial. Moscow	2016	978-5-16-005291-5
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