Документ подписан простой электронной подписью Информация о владельце: ФИО: Ястребов Олег Алек**андровича State Autonomous Educational Institution of Higher Education** Должность: Ректор Дата подписания: 24.05.2024 12:08:17 Уникальный программный ключ: са953a0120d891083f939673078ef1a989dae18a **RUDN University** 

#### **Higher School of Management**

educational division (faculty/institute/academy) as higher education programme developer

## COURSE SYLLABUS

#### RESEARCH AND DEVELOPMENT

course title

## **Recommended by the Didactic Council for the Education Field of:**

43.04.02 Tourism

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

#### **Business Processes in Tourism and Hospitality**

higher education programme profile/specialisation title

## **1. COURSE GOAL**

The goal of <u>Research and Development</u> course is to develop master's students' skills of scientific communication, public speaking, independent research work necessary for the successful preparation and defence of a master's thesis. Research and Development involves introducing active forms of training master's students' professional competencies within the framework of scientific research.

## 2. REQUIREMENTS FOR RESEARCH AND DEVELOPMENT OUTCOMES

Mastering the Research and Development course is designed for students to acquire the following competencies (part of competencies):

Competence	List of competences ind	Competence Formation Indicators		
Competence	<b>Competence Descriptor</b>	(within this course)		
GC-1	Able to conduct research,	GC-1.5. Able to analyze ways to solve worldview		
	critical analysis of	problems, moral and personal character based on		
	problem situations based	the use of basic philosophical ideas and categories		
	on a systematic approach,	in their historical development and socio-cultural		
	develop an action	context.		
	strategy.	context.		
GC-4	Able to apply modern	GC-4.4. Able to build a strategy of oral and written		
	communication	communication in Russian and foreign languages		
	technologies in the state	taking into account the stylistic features of official		
	language of the Russian	and informal letters and sociocultural differences in		
	Federation and foreign	correspondence format;		
	language(s) for academic	GC-4.5. Able to use dialogue for cooperation and		
	and professional	academic communication taking into account the		
	interaction.	interlocutors' personality, their communicative		
		speech strategy and tactics, degree of formality of		
		the situation;		
		GC-4.6. Able to form and argue their own		
		assessment of the main ideas of the participants in		
		the dialogue (discussion) in accordance with the		
		needs of the joint activities.		
GC-6	Able to identify and	GC-6.1. Able to control the amount of time spent on		
	implement priorities for	specific activities;		
	own activities and ways to	GC-6.2. Able to develop tools and methods of time		
	improve them based on	management when performing specific tasks,		
	self-assessment	projects, goals;		
		GC-6.3. Able to analyze own resources and their		
		limits (personal, situational, temporary, etc.) to		
		successfully complete the task;		
		GC-6.4. Able to distribute tasks into long-,		
		medium- and short-term ones justifying the		
		relevance and analysis of resources for their		
		implementation.		
GPC-2	Able to carry out strategic	GPC-2.1. Able to carry out strategic management of		
	management of tourism	tourism activities at various management levels;		

Table 2.1. List of competences that students acquire when writing a research work

CDC (	activities at various management levels	GPC-2.2. Able to use basic methods and techniques of analysis, modelling and strategic planning of tourism activities at various management levels; GPC-2.3. Able to manage the process of organizational diagnostics and organizational design of the tourism enterprise activities.
GPC-6	Able to plan and apply approaches, methods and technologies of scientific and applied research in the chosen field of professional activity	<ul><li>GPC-6.1. Able to plan scientific and applied research in professional activity;</li><li>GPC-6.2. Able to apply approaches, methods and technologies of scientific and applied research in professional activity;</li><li>GPC-6.3. Able to present the results of scientific and applied research in professional activity in the form of scientific articles and reports at scientific conferences.</li></ul>
PC-2	Able to manage project development, justification and implementation, introduce changes in the tourism sector	<ul> <li>PC-2.1. Able to design objects of professional activity taking into account modern technologies and tourism innovations;</li> <li>PC-2.2. Able to organize, coordinate and control activities for business plan development in tourism as a technology for justifying projects and making business decisions;</li> <li>PC-2.3. Able to carry out resource planning for tourism projects, monitor the project implementation process, promptly identify deviations in the implementation of business plans in the tourism sector and manage activities to eliminate them.</li> </ul>
PC-5	Able to apply scientific concepts of research and modelling to justify strategic decisions to develop the tourism sector at various management levels	
PC-9	Able to apply international experience in managing resources and quality of services of tourism organizations	PC-9.1. Able to develop management decisions based on objective results of analysis of international experience in the activities of tourism organizations.

# 3. RESEARCH AND DEVELOPMENT IN HIGHER EDUCATION PROGRAMME STRUCTURE

Research and Development refers to the variable component of B2 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning

outcomes for the <u>Research and Development</u> course.

Table 3.1. The list of the higher education programme component	nents that contribute to the
achievement of the expected learning outcomes for the Research	h and Development course.

Competence Code	Competence Descriptor	outcomes for the Research and Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
GC-1	Able to conduct research, critical analysis of problem situations based on a systematic approach, develop an action strategy.	U	<ul> <li>Preparing for defence and defending a graduation thesis</li> </ul>
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction.	<ul> <li>Foreign Language for Business and Professional Communication</li> </ul>	<ul> <li>Preparing for defence and defending a graduation thesis</li> </ul>
GC-6	Able to identify and implement priorities for own activities and ways to improve them based on self- assessment	No	<ul> <li>Pre-Graduation Internship</li> <li>Preparing for defence and defending a graduation thesis</li> </ul>
GPC-2	Able to carry out strategic management of tourism activities at various management levels	<ul> <li>Organizing Project Activities in Tourism</li> </ul>	<ul> <li>Pre-Graduation Internship</li> <li>Preparing for defence and defending a graduation thesis</li> </ul>
GPC-6	Able to plan and apply approaches, methods and technologies of scientific and applied research in the chosen field of professional activity		<ul> <li>Preparing for defence and defending a graduation thesis</li> </ul>
PC-2	Able to manage the development, justification and implementation of projects, introduce changes in the tourism sector	<ul> <li>Organizing Project Activities</li> </ul>	<ul> <li>Pre-graduation internship</li> <li>Preparing for defence and defending a graduation thesis</li> </ul>
GPC-6	Able to plan and apply approaches, methods and technologies of scientific and applied research in the chosen field of professional activity		<ul> <li>Preparing for defence and defending a graduation thesis</li> </ul>
PC-9	Able to apply international	• International Marketing in Tourism and Hospitality	• Pre-graduation internship

services	of	tourism	Tourist Market	•	Preparing for
organization	ıs		Economics		defence procedure
			Hospitality Industry		and defending a
			Economy		graduation thesis
			Organizing Project		
			Activities		

\*- filled in accordance with the competence matrix of the higher education programme

## 4. RESEARCH AND DEVELOPMENT WORKLOAD

The total workload of the Research and Development course is 30 credits (1,080 academic hours).

## 5. CONTENTS OF RESEARH AND DEVELOPMENT

Course Module Title	Course Module Topics	Workload, academic hours
Module 1. Introductory	Selecting scientific literature on theoretical and methodological aspects of the research topic	72
Module	Critical review of the existing approaches, theories and concepts on the selected research topic	144
Module 2. Main Module	Describing organizational methods in the process of research and development	108
	Describing events and activities when completing research and development	108
	Describing knowledge, abilities, skills (competencies) acquired by the trainee when conducting research and development	576
	Characteristics of information and software products used in research and development	36
Module 3.	Summing up research and development results.	9
Concluding Module	Writing a report on Research and Development.	9
Preparaing a researc	h report	9
Preparing for defend	ce and defending the report on Research and Development	9
	TOTAL:	1,080

Table 5.1. Contents of Research and Development\*

\* - the research and development contents BY sections and kinds of training are reflected IN FULL in the student's report on research and development.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

<u>Research and Development</u> of a master's student takes place in the structural divisions of an educational organization, or on the premises of actually operating enterprises in the tourism industry, in executive authorities in tourism, which are fully equipped with the necessary equipment, and also comply with safety requirements when conducting research and development.

Students who are undergoing an internship are required to comply with the requirements of local regulations: internal labor regulations, instructions on labor protection, fire and electrical safety at the enterprise or institution.

#### 7. WAYS TO CONDUCT RESEARCH AND DEVELOPMENT

The <u>Research and Develoment</u> is conducted as a fixed-site internship. Research and Development is carried out permanently either in the structures of departments of an educational organization, or at enterprises and institutions in the tourism sector in accordance with the educational trajectory chosen by a master's student and the topic of their master's thesis. Research and Development is carried out discretely without interrupting the main educational work of master's students and concentrated within the framework of the main educational process.

## 8. RESOURCES RECOMMENDED FOR RESEARCH AND DEVELOPMENT

#### Laws and Regulations:

1. Federal Law No. 132-FZ dated 24 November 1996 "On Fundamentals of Tourism Activities in the Russian Federation" (latest edition) https://fzrf.su/zakon/ob-osnovah-turistskoj-deyatelnosti-132-fz/

2. Federal target-oriented programme "Domestic and Inbound Tourism Development in the Russian Federation (2019-2025)" https://www.russiatourism.ru/contents/deyatelnost/programmy-i-proekty/federalnaya-tselevaya-programma-razvitie-vnutrennego-i-vezdnogo-turizma-v-rossiyskoy-federatsii-2019-2025-gody-/

3. Strategy for Tourism Development in the Russian Federation until 2035 http://government.ru/docs/37906/

4. Civil Code of the Russian Federation, Part One of 30 November 1994 No. 51-// SZ RF. – 1994. – No. 32. – Art. 3301

5. Labor Code of the Russian Federation No. 197-FZ dated 30 December 2001 // SZ RF. – 2002. – No. 1 (Part 1). – Art. 3.

6. Law of the Russian Federation No. 2300-1 dated 02/07/1992 (latest edition) "On Protection of Consumer Rights".

7. Federal Law No. 294-FZ dated 26 December 2008 "On Protection of Rights of Legal Entities and Individual Entrepreneurs in Exercising State Control (Supervision) and Municipal Control" (latest edition).

8. Decree of the Government of the Russian Federation No. 1085 dated 9 October 2015 (as amended on 18 July 2019) "On Approving Rules for Providing Hotel Services in the Russian Federation."

9. Decree of the Government of the Russian Federation No. 447 dated 14 April 2017 "On Approving Requirements for Anti-Terrorism Security of Hotels and Other Accommodation Facilities and Safety Passport Form for These Facilities."

10. Order of the Ministry of Culture of Russia No. 1215 dated 11 July 2014 "On Approving Procedure for Classifying Tourism Industry Objects, Including Hotels and Other Accommodation Facilities, Ski Slopes and Beaches, Carried Out by Accredited Organizations."

#### Main Readings:

1. A Geography of Unconventional Tourist Mobility: New Approaches and

Methodologies. – Edited by A. Irimiás, D. Timothy, G. Michalkó. – Basel: MDPI, 2023. – 220 p. – ISBN 9783036572420, 9783036572437. – Text: electronic // Lan: electronic library system. – URL: <u>https://directory.doabooks.org/handle/20.500.12854/100057</u>

2. Applied Pedagogies for Higher Education / Edited by D. Morley, Md Jamil. – Berlin: Springer Nature, 2021. – 415 p. – DOI 10.1007/978-3-030-46951-1. - Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/30980

3. Brand Management / Edited by F. Pollák, P. Markovič. – London: IntechOpen, 2022. – 100 p. – ISBN 9781803560007, 9781803559995, 9781803560014. – – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/97208

4.Corporate Finance, Governance, and Social Responsibility / S.C. Gherghina.- Basel: MDPI, 2023. - 534 p. - ISBN 9783036580920, 9783036580937. - Text: electronic//Lan:electroniclibrarysystem.-URL:https://directory.doabooks.org/handle/20.500.12854/112435

5. Digital Business Models / S. Ronteau, L. Muzellec, D. Saxena, D. Trabucchi. – Berlin: De Gruyter, 2022. – 182 p. – ISBN 9783110762556, 9783110762419, 9783110762594. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/96546

6. Embracing Online Pedagogy: The New Normal for Higher Education / Edited by S. Fan, Y. Yang, S. Fraser. – Basel: MDPI, 2023. – 198 p. – ISBN 9783036586229, 9783036586236. – Text: electronic // Lan: electronic library system. – URL: <u>https://directory.doabooks.org/handle/20.500.12854/114012</u>

7. Future Challenges in the Framework of Integrated and Sustainable Environmental Planning / Edited by S. Veintimilla, A. Tomás. – Basel: MDPI, 2023. – 404 p. – ISBN 9783036573809, 9783036573816. Text: electronic // Lan: electronic library system. – URL: <u>https://directory.doabooks.org/handle/20.500.12854/100797</u>

8. Models and Theories. A Philosophical Inquiry / R. Frigg. – Abingdon: Taylor & Francis, 2022. – 508 p. – ISBN 9781000609530, 9781844654918, 9781844654901, 9781003285106. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/90498

9. Quality Control. Intelligent Manufacturing, Robust Design and Charts / Edited by P. Li, P. Pereira, H. Navas. – London: IntechOpen, 2021. – ISBN 9781839624988, 9781839624971, 9781839624995. – Text: electronic // Lan: electronic library system. – URL: <u>https://directory.doabooks.org/handle/20.500.12854/67906</u>

10. Reconfiguration of Business Models and Ecosystems. Decoupling and Resilience / Edited by Svetla T. Marinova, Marin A. Marinov. – New York: Routledge, 2023. – Text: electronic // Lan: electronic library system. – URL: <u>https://directory.doabooks.org/handle/20.500.12854/99497</u>

11.Research Ethics for Students in the Social Sciences / J. Bos. – Berlin:Springer Nature, 2020. – 287 p. – DOI 10.1007/978-3-030-48415-6. – Text: electronic //Lan:electroniclibrarysystem.ystem.–URL:https://directory.doabooks.org/handle/20.500.12854/36423

12. Tourism Economics / Edited by A. Panasiuk. – Basel: MDPI, 2023. – 176 p. – ISBN 9783036560458, 9783036560465. – Text: electronic // Lan: electronic library system. – URL: <u>https://directory.doabooks.org/handle/20.500.12854/96710</u>

Additional Readings:

1. Abraham Pizam and Yoel Mansfeld. Toward a Theory of Tourism Security (Tourism, Security and Safety: From Theory to Practice) pp 1-28 https://booksite.elsevier.com/samplechapters/9780750678988/9780750678797.PDF

Anderson, W. & Westcott, M. (Eds.). (2021). Introduction to tourism and 2. hospitality in B.C (2nd ed.). BCcampus. https://opentextbc.ca/introtourism2e/

Encyclopedia of Tourism Management and Marketing. Dimitrios Buhalis. 3. 2022. 3528p. https://www.e-elgar.com/shop/gbp/encyclopedia-of-tourism-managementand-marketing-9781800377479.html

Eues, M. (2021). Tourism should be banned in order to protect local 4. environments, cultures and economies." Tourism Should Be Banned in Order to Protect Local Environments, Cultures and Economies."

Guidelines to Hotel and Leisure Project Financing (English version). 5. Published: 1991 Pages: 13. eISBN: 978-92-844-1089-7

John Maleyeff. A Guide to Improving Business Processes. New 6. York, 2022, eBook ISBN9781003199014. Routledge, DOI https://doi.org/10.4324/9781003199014

Marina Miceli - Manage your hospitality business. Types of Tourism: All the 7. Tips You Need to Attract Travellers in 2023 (17 May, 2023) https://amenitiz.com/en/blog/what-are-the-different-types-of-tourism/

Practical Guidelines for Integrated Quality Management in Tourism 8. Destinations - Concepts, Implementation and Tools for Destination Management Organizations. Published: February 2017 Pages: 136. eISBN: 978-92-844-1798-8 | ISBN: 978-92-844-1797-1 https://www.e-unwto.org/doi/book/10.18111/9789284417988

Roland T. Rust, Richard Oliver. Service Quality: New Directions in Theory 9. and Practice.SAGE Publications, Inc., 2012, Print ISBN:9780803949195, Online ISBN:9781452229102

Stavros Andriopoulos 31.05.2021 Travel & tourism law: What you need to 10. know in 2021 https://www.traveldailynews.com/column/featured-articles/travel-tourismlaw-what-you-need-to-know-in-2021/

11. TERRITORIAL STRUCTURE OF INBOUND AND DOMESTIC TOURISM IN THE BALTIC STATES, Aleksandrova, A.Y., Krasavtsev, I.V., 2023 https://balticregion.kantiana.ru/upload/iblock/03a/7\_120-138.pdf

12. The regulation of tourism activity in Europe https://single-marketeconomy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/businessportal/understanding-legislation/regulation-tourism-activity-europe\_en

Tourism for Development.Vol 1. WTO,2023, eISBN: 978-92-844-1972-13. 2 | ISBN: 978-92-844-19Supporting Jobs and Economies through Travel & Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery, World Tourism Organization 2020, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284421633

Tourism: The Business of Hospitality and Travel, 6th Edition (2018) 14. (https://sanet.st/blogs/mgbook/tourism\_the\_business\_of\_hospitality\_and\_travel\_th\_editio n.2976914.html)

15. Van Mari Buslon, Grayfield T. Bajao, Rene D. Osorno. Quality Service Management Hospitality. Tourism and 2023. 124 in p. https://www.wisemansbookstrading.com/product/quality-service-management-intourism-and-hospitality/

16. World Tourism Organization (2023), Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs), UNWTO, Madrid, <u>https://doi.org/10.18111/9789284424344</u>

### Journals:

- 1. Bulletin of foreign and commercial information.
- 2. Modern Problems of Service and Tourism scientific and practical journal.
- 3. Business world. Tourism and Recreation.
- 4. Bulletin of the National Academy of Tourism.
- 5. Bulletin of the Association of Universities of Tourism and Service.
- 6. Customs Bulletin.
- 7. Economics and Life.
- 8. Tourism: Law and Economics.
- 9. Tourism: Practice, Problems, Prospects.
- 10. National Geographic Traveler.
- 11. Journal of Travel Research.
- 12. Journal of Vacation Marketing.
- 13. Forbes Travel.
- 14. Business World.
- 15. Kommersant.
- 16. Tourinfo magazine.
- 17. Five Stars magazine.
- 18. Modern Hotel magazine.
- 19. Marketing in Russia and Abroad magazine.
- 20. Harvard Business Review Russia.
- 21. HoReCa online newspaper.
- 22. Hotel and Restaurant: BUSINESS AND MANAGEMENT magazine.

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:

- RUDN University Electronic Library System (RUDN University ELS) http://lib.rudn.ru/MegaPro/Web

- ELS "University Library Online" http://www.biblioclub.ru
- ELS "Urait" http://www.biblio-online.ru
- ELS "Student Consultant" www.studentlibrary.ru
- ELS "Lan" http://e.lanbook.com/
- ELS "Troitsky Bridge"
- 2. Databases and search engines:

- electronic fund of legal and normative-technical documentation http://docs.cntd.ru/

- Yandex search engine https:// www.yandex.ru/
- Google search engine https://www.google.ru/
- SCOPUS abstract database http:// www.elsevierscience.ru/products/scopus/

- http://elibrary.ru/defaultx.asp\_- scientific electronic library: electronic versions of journal articles

- http://www.russiatourism.ru – official website of the Federal Agency for Tourism of the Russian Federation

- http://www.mos.ru – official website of the Tourism Committee of the Government o Moscow

- http://www.all-hotels.ru/ - all hotels of Moscow and Russia, description, telephones, booking services

- www.wto.ru
- www.unwto.org/index.php
- www.wlant-consult.ru
- www.rostourunion.ru/
- www.tpnews.ru/
- www.russiatourism.ru/
- www.customs.ru
- www.mineral.ru
- www.epp.eurostat.ec.europa.eu
- www.faostat.fao.org
- www.igc.int
- www.intracen.org
- www.fas.usda.gov
- www.gks.ru
- www.mintrans.ru
- www.tourbus.ru
- www.tourgrad.ru
- www.passperevozki.ru
- www.rzd.ru
- http://rucont.ru/ ELS "Rucont"

- http://ruafisha.ru/%D1% - Ranking of the best event agencies and managers of Moscow.

Educational and methodological materials for Research and Development, preparation of a report on "Research and Development" \*:

- 1. Guidelines for organizing master's research and development.
- 3. Guidelines for preparing a report on Research and Development.

\*The training toolkit and guidelines for Research and Development are placed on the Research and Development page in the university Telecommunication Training and Information System under the set procedure!

## 8. ASSESSMENT TOOLKIT AND GRADING SYSTEM FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION

The assessment toolkit and the grading system for assessing the level of competences (part of competences) formation based on the results of mastering the Research and Development course are presented in the Appendix to this Course Syllabus.

\* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

#### **DEVELOPERS:**

Head of Department of Tourism and Hotel Business		O.Yu. Zeveke
Position, Educational Department	Signature	Name
Professor, Department of Tourism and Hotel Business		E.S. Bogomolova
Position	Signature	Name
Head of Academic and Professional Training Office of the Educational Department		N.N. Arsenieva
Position, Educational Department	Signature	Name
HEAD OF EDUCATIONAL DEPA	RTMENT:	
Deputy Director for Education		S.Yu. Murtuzalieva
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	Signature	