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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

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**Higher School of Management**

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

**COURSE SYLLABUS**

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**Tourist Cluster Formation in Russia**

(course title)

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

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**43.04.02 Tourism**

field of study / speciality code and title

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

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**Business Processes in Tourism and Hospitality**

higher education programme profile/specialisation title

## 1. COURSE GOAL

The Tourist Cluster Formation in Russia course is aimed at forming a knowledge system on the basis of the methods and technology of the cluster approach in tourism and practical knowledge about the principles of organizing tourist clusters in Russia.

## 2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Tourist Cluster Formation in Russia course is designed for students to acquire the following competencies (parts of competencies):

*Table 2.1. List of competences that students acquire when mastering the course*

<b>Competence Code</b>	<b>Competence Descriptor</b>	<b>Competence Formation Indicators (within this course)</b>
GC-2	Able to manage a project at all stages of its life cycle	GC-2.1. Able to formulate a problem whose solution is directly related to achieving the project goal; GC-2.2. Able to determine the connections between the assigned tasks and the expected results of their solution; GC-2.3. Able to determine the available resources and limitations, current legal norms within the framework of the assigned tasks; GC-2.4. Able to analyze the project implementation schedule in whole and select the optimal way to solve the assigned tasks based on the current legal norms and available resources and limitations; GC-2.5. Able to monitor the progress of the project, adjust the schedule in accordance with the monitoring results.
GPC-5	Able to provide justification, development and implementation of the enterprise's economic strategy, priority areas of its activities and know how to assess the effectiveness of management decisions	GPC-5.1. Able to apply technologies and methods of strategic analysis of the activities of tourism industry enterprises; GPC-5.2. Able to provide justification, development and implementation of economic strategies and priority areas of activity of tourism enterprises; GPC-5.3. Able to evaluate the effectiveness of management decisions at various levels of tourism management.
PC-3	Able to manage reforming and restructuring tourism enterprises	PC-3.1. Able to form a tourism product, including based on modern information and communication technologies, as well as taking into account tourists' individual and special requirements; PC-3.2. Able to organize the sale of tourism products and individual tourism services; PC-3.3. Able to conduct negotiations with partners, agree on the terms of interaction for tourism product sales.

<b>Competence Code</b>	<b>Competence Descriptor</b>	<b>Competence Formation Indicators (within this course)</b>
PC-8	Able to develop marketing concepts for tourism enterprises and implement them using information and communication tools	PC-8.1. Able to justify the marketing concept of a tourism enterprise using modern information and communication technologies; PC-8.2. Able to develop a strategic plan for implementing the marketing concept of tourism enterprises; PC-8.3. Able to use modern information and communication tools to implement marketing concepts of tourism enterprises.

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Tourist Cluster Formation in Russia course refers to the variable component of the B1 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 Tourist Cluster Formation in Russia course.

*Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.*

<b>Competence Code</b>	<b>Competence Descriptor</b>	<b>Previous Courses/Modules, Internships*</b>	<b>Subsequent Courses/Modules, Internships*</b>
GC-2	Able to manage a project at all stages of its life cycle	No	<ul style="list-style-type: none"> <li>Digitalization and Information Technology Provision of the Professional Sphere</li> <li>Preparing for defence and defending a graduation thesis</li> </ul>
GPC-5	Able to provide justification, development and implementation of the enterprise's economic strategy, priority areas of its activities and know how to assess the effectiveness of management decisions	No	<ul style="list-style-type: none"> <li>Preparing for defence and defending a graduation thesis</li> </ul>
PC-3	Able to manage reforming and restructuring tourism enterprises	No	<ul style="list-style-type: none"> <li>Digitalization and Information Technology Provision of the Professional Sphere</li> <li>Analysis and Modeling of Business Processes</li> <li>Optimizing Business Processes of Enterprises in Tourism and Hospitality</li> </ul>

Competence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
			<ul style="list-style-type: none"> <li>• Business Engineering in Tourism Industry</li> <li>• Territorial Recreational System Formation and Management</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-8	Able to develop marketing concepts for tourism enterprises and implement them using information and communication tools	No	<ul style="list-style-type: none"> <li>• Brand Management in Tourism Industry</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>

\* -To be filled in according with the competence matrix of the higher education programme

#### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Tourist Cluster Formation in Russia course is 3 credits.

*Table 4.1. Types of academic activities during the period of mastering the HE programme*

Type of Academic Activities	TOTAL, academic hours	Semester
		1
Classroom learning, academic hours.	34	34
including:		
Lectures	17	17
Lab work	-	-
Seminars	17	17
<i>Self-study, academic hours</i>	56	56
<i>Evaluation and assessment (graded pass/fail), academic hours</i>	18	18
<b>Course workload</b>	ac. hrs.	108
	credits	3

#### 5. COURSE MODULE CONTENTS

*Table 5.1. Course Module Contents*

Module Title	Course Module Contents	Learning Activities*
Module 1. Theoretical foundations of cluster policy in tourism	Topic 1.1. Contents and characteristics of the concept of a tourist cluster. Cluster approach in tourism. Essence of tourist clusters. General characteristics of the main methodological problems in the study of tourism clusters. Regulatory and legal framework for their creation and development.	Lecture, Seminar

<b>Module Title</b>	<b>Course Module Contents</b>	<b>Learning Activities*</b>
	Emergence and transformation of the concept of a cluster. Cluster strategy and its advantages in socio-economic development of countries of the world and Russia. Research into tourist clusters in Russia and abroad, experience in creating tourist and recreational clusters and their impact on the tourism industry development. Tourist cluster formation algorithm.	
Module 2. Basics of designing a tourist and recreational cluster	Topic 2.1. Types of clusters, their structure, conditions of emergence and functioning. Basic approaches and examples of cluster classification. Role of clusters in the implementation of the Domestic and Inbound Tourism Development for 2019-2032 federal target-oriented programme. Formation of ideas about clusters as points of growth of domestic tourism and a tool for effective management. Methods for identifying tourist clusters in the regional tourism system.	Lecture, Seminar
Module 3. Regional aspects of tourist cluster formation	Topic 3.1. Aspects of recreation and tourism, models of recreation concepts: commercial, technological, sociocultural and political and economic, as well as the essence and relationship of recreational and tourist spaces, resorts, tourism destinations and clusters are considered.	Lecture, Seminar
Module 4. Investment and innovation aspects of cluster policy in tourism	Topic 4.1. Tourism and scientific and technological progress. Practice of introducing innovations in the Russian market of tourism services. Concept of a tourist-recreational cluster model. Structure of tourist and recreational facilities. Their thematization. A set of clusters of tourist and recreational facilities. Rational use of the existing facilities and resources, objects of natural and historical and cultural heritage when modelling a cluster.	Lecture, Seminar

\* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

## **6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS**

*Table 6.1. Classroom Equipment and Technology Support Requirements*

<b>Classroom for Academic Activity Type</b>	<b>Classroom Equipment</b>	<b>Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)</b>
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection	Microsoft Garant Consultant Plus

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
	screen, stable wireless Internet connection.	Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

## 7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

### *Laws and Regulations:*

1. Federal Law No. 132-FZ dated 24 November 1996 “On Fundamentals of Tourism Activities in the Russian Federation” (latest edition) [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_12462/](http://www.consultant.ru/document/cons_doc_LAW_12462/)
2. Law of the Russian Federation No. 2300-1 dated 07 February 1992 “On Protection of Consumer Rights” as amended by Federal Law No. 250-FZ dated 29 July 2018 <http://logos-pravo.ru/zakon-rf-o-zashchite-prav-potrebiteley-s-kommentariyami>
3. Federal Law No. 216-FZ dated 29 July 2017 (as amended on 27 December 2018) “On Innovative Scientific and Technological Centres and on Amendments to Certain Legislative Acts of the Russian Federation” [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_221172/b819c620a8c698de35861ad4c9d9696ee0c3ee7a/#dst100022](http://www.consultant.ru/document/cons_doc_LAW_221172/b819c620a8c698de35861ad4c9d9696ee0c3ee7a/#dst100022)

### *Main Readings:*

1. Place Branding and Marketing from a Policy Perspective. Building Effective Strategies for Places / V. Mabillard, M. Pasquier, R. Vuignier. – Abingdon: Taylor & Francis, 2024. – 352 p. – ISBN 9781003286189, 9781032260358, 9781032260310. – Text: electronic

// Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/128361>

2. 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: <https://directory.doabooks.org/handle/20.500.12854/100057>

*Additional Readings:*

1. World Tourism Organization (2003), Using Cluster - Based Economic Strategy to Minimize Tourism Leakages (English version), UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284406951>

2. World Tourism Organization (2017), World Conference on Tourism and Future Energy – Unlocking Lowcarbon Growth Opportunities, EXPO 2017, Astana, Kazakhstan, 26–27 June 2017, UNWTO, Madrid. DOI: <https://doi.org/10.18111/9789284419425>

3. World Tourism Organization (2003), Using Cluster - Based Economic Strategy to Minimize Tourism Leakages (English version), UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284406951>

*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](http://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://www.tourlib.net> All about tourism: tourism library.
  - <http://www.ekonomika.ru/> Economics and Life magazine.
  - <http://www.prime-tass.ru/> Prime Tass – Economic information agency.
  - <http://www.infostat.ru/> Statistics of Russia information and publishing centre.
  - <http://www.finance-journal.ru/> Finance journal.
  - <http://profi.travel.ru/press/> Tourism and Travelling. Professional press

*Educational and methodological materials for student self-studies when mastering the course/module\*:*

1. Lecture course on Tourist Cluster Formation in Russia.

2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

\* - The methodological materials and guidelines for the self-studies are placed on the course 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 competence (part of competences) formation based on the results of mastering the Tourist Cluster Formation in Russia 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:**

**Associate Professor, PhD in  
Pedagogy**

**E.V. Kolotova**

Position, Educational Department	Signature	Name
Position, Educational Department	Signature	Name
Position, Educational Department	Signature	Name

### **HEAD OF EDUCATIONAL DEPARTMENT:**

**Deputy Director for Education**

**S.Yu. Murtuzalieva**

Educational Department	Signature	Name
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### **HEAD OF HIGHER EDUCATION PROGRAMME:**

**Professor, Doctor habil. in  
Economics**

**E.S. Bogomolova**

Position, Educational Department	Signature	Name
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