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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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**Innovation in Tourism and Hospitality**

(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 Innovation in Tourism and Hospitality course is aimed at providing future masters with a theoretical and methodological basis for making operational management decisions in a rapidly changing situation in the tourism services market.

## 2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Innovation in Tourism and Hospitality 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.

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Innovation in Tourism and Hospitality course refers to the core 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 Innovation in Tourism and Hospitality 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.*

Competence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
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>

\* -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 Innovation in Tourism and Hospitality 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>	47	47
<i>Evaluation and assessment (exam), academic hours</i>	27	27
<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. Concept and content of innovation process	Topic 1.1. Justification of the need for innovative thinking in modern tourism business. Classification of innovations. Innovation process, its structure and efficiency.	Lecture, Seminar

<b>Module Title</b>	<b>Course Module Contents</b>	<b>Learning Activities*</b>
Module 2. Innovations in tourism management	Topic 2.1. Conceptual innovations in tourism. Innovative strategies of a company. Forming the company's innovation portfolio. Innovation management. Organizational and economic support for innovation activities.	Lecture, Seminar
Module 3. Innovations in tourism product	Topic 3.1. Modern trends in tourism development. Innovative potential of the Russian tourism services market. Developing types of domestic tourism on the Russian market. Innovations in hotel and restaurant business.	Lecture, Seminar
Module 4. Innovative technologies in tourism business	Topic 4.1. Tourism and scientific and technological progress. Practice of introducing innovations in the Russian market of hospitality services.	

\* - 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 screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus 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),

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
		MSOffice Professional Plus (office applications, MSOffice)

## 7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

### *Laws and Regulations:*

1. Federal Law No. 132-FZ “On Fundamentals of Tourism Activities in the Russian Federation” dated 24 November 1996 (latest edition) <https://fzrf.su/zakon/ob->
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. Current Trends in Tourism under COVID-19 and Future Implications / Edited by Z. Kruczek, B. Walas. – Basel: MDPI, 2023. – 434 p. – ISBN 9783036594910, 9783036594903. – Text: electronic // Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/128837>
2. Tourism, Smart Specialization and Sustainable Development / Edited by J. Romão. – Basel: MDPI, 2021. – ISBN 9783039436712, 9783039436729. – Text: electronic // Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/68410>

### *Additional readings:*

1. Big Data for Better Tourism Policy, Management, and Sustainable Recovery from COVID-19. Published: DecWorld Tourism Organization (2017), Innovation in Tourism – Bridging Theory and Practice, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284418503>
2. World Tourism Organization (2004), Tourism Congestion Management at Natural and Cultural Sites (English version) , UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284407637> ember 2021 Pages: 86, eISBN: 978-92-844-2309-5 | ISBN: 978-92-844-2308-8
3. World Tourism Organization (2018), One Planet -Sustainable Tourism Programme Annual Magazine 2017/2018: Lead. Innovate. Finance. Empower, UNWTO,

Madrid.

4. World Tourism Organization (2019), UNWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) – Preparing DMOs for new challenges, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420841>

*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](https://www.yandex.ru)
  - Google search engine <https://www.google.ru/>
  - SCOPUS abstract database [http:// www.elsevierscience.ru/products/scopus/](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 Innovation in Tourism and Hospitality.
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 Innovation in Tourism and Hospitality 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  
Geography**

**O.N. Tolstykh**

_____ 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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