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

Higher School of Management

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

COURSE SYLLABUS

Organizing Project Activities in Tourism

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / 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

2025

1. COURSE GOAL

The Organizing Project Activities in Tourism course is aimed at students' forming a knowledge system of the fundamentals of methodology and technology of organizational design and project management in the tourism industry; forming competencies, professional skills differentiated by levels for independent practical implementation, planning and organizing various projects.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Organizing Project Activities in Tourism 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

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
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-2	Able to carry out strategic management of tourism activities at various management levels	GPC-2.1. Able to carry out strategic management of tourism 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 design of the activities of tourism enterprises.
PC-2	Able to manage project development, justification and implementation, introduce changes in the tourism sector	PC-2.1. Able to design professional activity objects taking into account modern technologies and tourism innovations; PC-2.2. Able to organize, coordinate and control activities for the development of business plans in tourism as a technology for justifying projects and making business decisions; 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.

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
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. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Organizing Project Activities in Tourism 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 Organizing Project Activities in Tourism 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	• Research and Development • Digitalization and Information Technology Provision of the Professional Sphere • Preparing for defence and defending a graduation thesis
GPC-2	Able to carry out strategic management of tourism activities at various management levels	No	• Strategic Management and Management by Objectives in Professional Sphere • Territorial Recreational System Formation and Management • Business Intelligence and Data Analysis • Maintaining Ecological Balance of Tourist Areas • Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis • Tourism Sector Features and Technologies

Compet ence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
PC-2	Able to manage project development, justification and implementation, introduce changes in the tourism sector	No	• Analysis and Modeling of Business Processes • Investment Design and Business Assessment • Cross-Border Development in Tourism • Optimizing Business Processes of Enterprises in Tourism and Hospitality • Business Engineering in Tourism Industry • Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-9	Able to apply international experience in managing resources and quality of services of tourism organizations	No	• Territorial Recreational System Formation and Management • Innovation Management and Entrepreneurship in Tourism • Financial Management • International Marketing in Tourism and Hospitality • Maintaining Ecological Balance of Tourist Areas • Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis

* -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 Organizing Project Activities in Tourism 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

Type of Academic Activities	TOTAL, academic hours	Semester 1
Self-study, academic hours	65	65
Evaluation and assessment (graded pass/fail), academic hours	9	9
Course workload ac. hrs.	108	108
credits	3	3

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module1. Conceptual bases of design in tourism	Topic 1.1. Goals and principles of design in tourism industry. Systematic approach to tourism as an object of design. Main stages and design object. Main categories, elements and principles of organizing project activities.	Lecture, Seminar
Module 2. Project as a design object, its characteristics	Topic 2.1. Characteristics of a project as a management object. Detailed project report. Project management. Distinctive features of project management. Classification of projects and classification criteria. Types of projects. Project life cycle and phases.	Lecture, Seminar
Module 3. Contents of organizational design and project planning	Topic 3.1. Organizational design. Project planning. Basic principles of project planning. Main and auxiliary subprocesses (tasks) of planning. Plan system in project management. Business planning as a subsystem of project management. Main purpose of strategic and tactical plans in the process of project implementation.	Lecture, Seminar
Module 4. Organizational structures for project management	Topic 4.1. Organizing project management. Project management functions: basic and integrating. General principles for designing organizational structures for project management. Project participants as the main element of the project structure. Organizational structures of project management: functional, matrix, project.	Lecture, Seminar
Module 5. Project risk management in tourism industry	Topic 5.1. Project risk. Classification of project risks. Types and kinds of risks. Main stages of the risk management process. Qualitative and quantitative analysis of project risks. Characteristics of methods for qualitative risk assessment. Methods for reducing project risks. Project risk management. Innovation risk. Image risk. Marketing risk. Personnel risks. Financial and economic risks.	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

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

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Main Readings:

1.   Management and Visualisation. Seeing Beyond the Strategic / G. Fletcher. – Abingdon: Taylor & Francis, 2023. – 140 p. – ISBN 9781000851281, 9781032302515, 9781032302522, 9781003304166. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/121348

Additional Readings:
1.   Financial and Budgetary Control of Tourism Development Projects (English version). Author:WTO Published: 1985 Pages: 28 eISBN: 978-92-844-0896-2
2.   Guidelines to Hotel and Leisure Project Financing (English version). Published: 1991 Pages: 13. eISBN: 978-92-844-1089-7
3.   Measuring the Sustainability of Tourism – Learning from Pilots Published: December 2022 Pages: 54 eISBN: 978-92-844-2406-1 | ISBN: 978-92-844-2405-4
4.   World Tourism Organization (2004), WTO Metadata Project: General

Guidelines for documenting tourism statistics (English version), UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284407200

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

6.	World Tourism Organization (2023), UNWTO Financial Report and Audited Financial Statements for theYear Ended 31 December 2021, UNWTO, Madrid, DOI: https://doi.org/10.18111/979284423903

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://www.tourbus.ru/ Tourbusiness.
   - https://www.tourprom.ru/ Tourprom.
   - http://tpnews.ru/ Tourism. Practice, problems, prospects.
   - http://www.2r.ru/   Recreational resources.
   - https://www.tourdom.ru/actual/ Tourdom.

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

1.	Lecture course on Organizing Project Activities in Tourism.
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.

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