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

Cross-Border Development 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 Cross-Border Development in Tourism course is aimed at deepening and consolidating the acquired knowledge necessary for professional activities focused on developing and implementing a tourism product and organizing comprehensive tourism services in the main sectors of the tourism industry taking into account regional characteristics.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Cross-Border Development 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)
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.
PC-4	Able to manage the implementation of technological innovations and modern information and communication technologies to ensure the competitiveness of tourism facilities	PC-4.1. Able to identify key technological tourism innovations; PC-4.2. Able to evaluate the effectiveness and justify the use of modern information and communication technologies to ensure the competitiveness of tourism enterprises; PC-4.3. Able to carry out an examination of projects for the implementation of promising tourism ones, identify their advantages and disadvantages, and develop an implementation plan.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Cross-Border Development in Tourism course refers to the elective 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 Cross-Border Development 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*
PC-2	Able to manage project development, justification and implementation, introduce changes in the tourism sector	• Organizing Project Activities in Tourism • Analysis and Modeling of Business Processes • Investment Design and Business Assessment • Optimizing Business Processes of Enterprises in Tourism and Hospitality • Research and Development	• Research and Development • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-4	Able to manage the implementation of technological innovations and modern information and communication technologies to ensure the competitiveness of tourism facilities	• Innovation Management and Entrepreneurship in Tourism • Brand Management in Tourism Industry	• 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 Cross-Border Development 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 3
Classroom learning, academic hours.		**34**	**34**
including:			
Lectures		17	17
Lab work		-	-
Seminars		17	17
Self-study, academic hours		56	56
Evaluation and assessment (graded fail/pass), academic hours		18	18
Course workload	ac. hrs.	108	108
	credits	3	3

55. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module1. Human life safety and habitat	Topic 1.1. Tourism industry as one of the most dynamically developing areas in international service trade in the world. Development trend of the experience industry and the importance of tourism. Uneven dynamics of international tourist flows: leadership of the European region (France, Spain, Italy and other countries), growth dynamics of tourist visits in Africa and the Asia-Pacific region. Dynamics of the purposes of tourist trips. Significance of event tourism and, in particular sports tourism, in the modern development of tourism business. Dynamics of transport services in connection with tourism development. Personification, development of individual tourism. World Tourism Organization (UNWTO) forecast for tourism development in the world - Tourism: Panorama 2023. Main trends: tourism product diversification, search for new tourist destinations, reduction in the average duration of tourist trips, choosing alternative means of accommodation and transport as modern trends in tourism development, tendency of exceeding growth rate of the number of travellers to neighboring countries or countries of the nearest regions compared to the number of travellers to distant countries. Importance of domestic tourism in the modern development of the industry of rural tourism, short-term holidays, holidays outside the peak season, active types of tourism, short-term trips to other cities for educational purposes, choosing tours with accommodation not in hotels but in self-catering apartments as a trend in changing tourist preferences. Preferences of tourists associated with a high level of service and reasonable price-quality ratio. Topic 1.2. Factors determining the dynamics and future of tourism industry: competition, information technology, air travel, tour operator services, as well as political and social development conditions. Influence of government policies, demographic and social changes, innovative technologies development as factors in the dynamics of tourism. Saturation of some forms and types of tourism offered by tourist centres and countries (for example, in the beach holiday market).	Lecture, Seminar
Module 2. Regions' tourism policy	Topic 2.1. Desire of countries to maintain and increase their tourist attractiveness. Main aspects of policies aimed at tourism development: balance between growth in demand and growth in supply; implementation of tourism development planning in accordance with the principles of	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
	sustainable development; long-term investments in the tourism sector and development of regional infrastructure; ensuring clear government strategies for tourism development, flexibility and efficiency in decision-making; measures to legally regulate the entry of tourists into the country - reducing the number of restrictions. Conditions for the emergence of new tourism products both at the level of individual tourism associated with environmental interests and mass tourism. Allocation of state budget funds sufficient for the non-commercial promotion of a tourism product in the domestic and world markets (the experience of Great Britain and Spain). High level of media attention to the problems of tourism development. Topic 2.2. Task of creating an image of a country favorable for visiting as a state task. State advertising of a tourism product. Taking into account the forecast for the development of tourism in the world compiled by the World Tourism Organization (UNWTO) - Tourism: Panorama 2023. Objectives for the next decade according to UNWTO: increasing the overall responsibility of and coordination role from the governments of countries which rely on tourism development; ensuring security measures and timely provision of tourists with the necessary information; increasing the role of state policy in the field of tourism; strengthening the role of public and private partnerships; need for government investment in tourism development, primarily in the tourism product promotion and tourism infrastructure development.	
Module3. State of cross-border tourism in the Russian Federation	Topic 3.1. Tourism revenues in GDP taking into account the multiplier effect. Tourism resources in Russia: cultural centres, recreational areas and ecological territories, tourist attractions. State of tourist infrastructure. Hotel construction growth due to investments from both foreign and domestic investors. Types of tourism of particular interest for the development of inbound tourism in Russia: cultural, educational, business, as well as specialized (cruise, event, environmental, rural, hunting and fishing, active, including in the future, skiing, extreme (adventure), ethnic, educational, scientific, etc.) tourism. Topic 3.2. Regions with a high level of tourism product development (Moscow and the Moscow region, St. Petersburg and the Leningrad region, the Caucasian Mineral Waters region, the Golden Ring regions, etc.).	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
	Topic 3.3. Regions with an average level of tourism product development (Northwestern region, Central Russia, Volga region, Rostov region, Primorsky Territory, etc.). Topic 3.4. Regions with an insufficient level of tourism product development, but with significant potential. Coastal territories of the Caspian and Azov seas, the Far East region of Western Siberia (Altai, Krasnoyarsk Territory, etc.). Tomsk region as a promising tourism region. Topic 3.5. Disadvantages of the development of the tourism industry in Russia. Transport component issue in ensuring the development of tourism in Russia. State of international cooperation in tourism. Objectives: improving the quality of tourism and related services.	
Module 4. Prospects and strategy for cross-border tourism development in the Russian Federation	Topic 4.1. Goal of cross-border tourism development in the Russian Federation - formation of a modern, effective, competitive tourism market, providing ample opportunities to meet the needs of Russian and foreign citizens for tourism services, increasing employment and income levels. Factors providing incentives for the successful development of inbound and domestic tourism in the Russian Federation as one of the elements of economic growth, strengthening the international authority of the country and improving the quality of life of the population. Topic 4.2. Main objectives of cross-border tourism development in Russia. Improving legal regulation in tourism; developing and improving tourism infrastructure, including related one (transport, catering, entertainment industry, etc.); creating new priority tourist centres; advertising and informational image promotion of Russia as a country favorable for tourism in the global and domestic tourism markets; improving the quality of tourism and related services; improving visa policy, including in simplifying the conditions for entry into Russia for tourists from cross-border countries which are safe in terms of migration; ensuring conditions for the personal tourist safety.	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

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/
2. Law of the Russian Federation No. 2300-1 dated 07 February 1992 "On Protection of Consumer Rights" (latest edition) http://www.consultant.ru/document/cons_doc_LAW_305/

Main Readings:

1. 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

2. 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

Additional Readings:

3. Dallen J. Timothy, Alon Gelbman. Handbook of Borders and Tourism. Routledge , London, 2022, ebook,DOIhttps://doi.org/10.4324/9781003038993
4. Marius Mayer and 4 more. Cross-Border Tourism in Protected Areas: Potentials, Pitfalls and Perspectives (Geographies of Tourism and Global Change). London, 2022, Print, part of Geographies of Tourism and Global Change (5 books), ISBN-13: 978-3030059606
5. Tourism Destination Management / M. Rodríguez-Díaz, T. Espino-Rodríguez. – Basel: MDPI, 2019. – 122 p. – ISBN 9783039214723, 9783039214716. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/61030

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.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://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 Cross-Border Development 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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