

Division: *Institute of Sport, Tourism and Service*

Academic programme: *43.03.02 Tourism, Technology and Organization of Tour Operator and Travel Agent Services*

Mode of study: *part-time / full-time*

Programme length: *4 years (full-time), 5 years (part-time)*

Programme level: *Bachelor's degree*

Language of instruction: *Russian*

Programme description: *SUSU has been offering training in tourism since 1997. Over the years, the Department staff members have created a classical school of tourism in the Ural Federal District.*

Goal of the academic programme: training of highly qualified specialists in the field of tour operator and travel agent services.

Training is delivered by Russian and foreign teaching staff members (holders of academic degrees of candidates and doctors of sciences in Pedagogy, Economics, Geography), as well as by representatives of the tourism business.

Students attend classes and interactive field trips, learn two foreign languages, conduct research, and take practical training and internship in Russia and abroad.

Main programme-specific classes:

- *Social and Economic Geography of the Modern World*
- *Country Studies*
- *Tourist Resources Studies*
- *Tourism Geography*
- *Political Science*
- *Economics*
- *Concepts of Contemporary Natural Science*
- *Organization of Tourist Activity*
- *Russian Language and Standards of Speech*
- *Culture Studies*
- *Social Science*
- *Serviceology*
- *Tourism and Recreation Design*

- *Systems of Booking and Reservation*
- *Management*
- *Marketing*
- *Psychodiagnostics*
- *Ecology*
- *Foreign Language (Second Foreign Language)*
- *Legal Science*
- *Fundamentals of Tourism*
- *Verbal Communication*
- *Psychology*
- *Statistics*
- *Practicum on the Type of Professional Activity*
- *Information-and-communication and GIS Technologies*
- *Regional Studies*
- *World Culture and Arts*
- *Business Foreign Language*
- *Innovations in Tourism*
- *Classification of the Means of Accommodation in Tourism*
- *Documentation Support of Enterprise Management in Tourism Industry*
- *Historical and Cultural Legacy of a Region*
- *Ensuring Safety in Tourism*
- *Advertising in Tourism and Hospitality Industry*
- *Economics in Tourism and Hotel Industry*
- *Recreational Potential of Tourist Territories*
- *Organization of Excursion Services*
- *Corporate Culture at Tourism Industry Enterprises*
- *Technologies and Organization of Catering Services in Tourism and Hospitality Industry*
- *Types and Trends of Tourism Development*
- *Standardization and Certification of Tourist Services*
- *Quality Control*
- *Fundamentals of Medical Knowledge*
- *Specially Protected Natural Reserves for Tourism and Recreation*
- *Fundamentals of Health Resort Business*
- *Organization of Entrepreneurial Activity*
- *Organization of Cultural and Leisure Activities*
- *Tour Operating Technologies*
- *History of Tourist Activity*
- *Tourist Resources of a Region*

- *Museum and Exhibition Work*
- *Types of Outdoor Tourist Activities*
- *Cultural and Historical Tourist Centres*

Programme manager: *Tatiana N. Tretiakova, Doctor of Sciences (Pedagogy), Professor of the Department of Tourism and Socio-Cultural Service*