



# **TOURISM**

## **«BUSINESS PROCESSES IN TOURISM AND HOSPITALITY»**

**MASTER'S PROGRAMME DEGREE**



## PROGRAM ADVANTAGES

- ✓ **Acquiring practical skills** of modeling and description of business processes and promotion of tourist and hotel products based on digital technologies provide graduates with subsequent successful employment in the top management of Russian and international companies of tourism industry and hospitality.
- ✓ **Mastering the best practices** of international tourism and hospitality business at seminars in a dialogue mode and workshops of representatives of tourism and hospitality industry, create a solid basis for vocational training.
- ✓ **International cooperation** of the Hotel Business and Tourism Institute allows Master's students to participate in international face-to-face and online projects, contests, forums, academic and practical conferences.
- ✓ **The possibility to go through field training and an internship** in the leading Russian and foreign companies of the tourism industry and hospitality contributes to the formation of professional skills.
- ✓ **The organization of academic research** based on a systematic innovative project-based approach expands the competencies of the Master's students contributing to their academic development.
- ✓ **Elaboration of business models**, participation in startups and innovation projects contribute to the generation of business ideas in the field of tourism and hospitality.
- ✓ **Flexible study schedule and international academic mobility** through the exchange programs provide access to the best international practices of higher professional education.



# STUDYING PROCCCESS

**120** creds.

Lectures, field practice, Individual work,  
several types of practical work



## BUSINESS PROCESSES IN TOURISM AND HOSPITALITY

- Business planning in the professional sphere.
- Financial management.
- Optimization of business processes of tourism and hospitality companies.
- Theory and methodology of socio-economic research in the professional sphere.
- Transborder development in tourism.
- Technologies of intercultural and business communications in tourism and hospitality.
- Innovative management and entrepreneurship in tourism.
- International marketing in the sphere of tourism and hospitality.
- Organization of project activities.
- Service and quality management.
- Business engineering in tourism industry.
- Brand management in the tourism industry.



# STUDENTS FEEDBACK

## **TYUTINA LIANA, RUSSIA**

“ As After graduating from the bachelor’s degree in economics, I dreamed of studying at RUDN University, one of the best Russian universities. My dream came true, I graduated from Hotel Business and Tourism Institute of RUDN with honors and continued my postgraduate studies. The decision to take up science was formed during my Master’s degree at HBTI, where the faculty actively promoted the involvement of master’s students in research work. During my studies I. successfully passed an internship in Romania and gained invaluable experience of foreign language knowledge. The high status of the Institute in the professional educational community and its interesting training program allow me to choose HBTI RUDN University’s Master’s degree. ”

## **OVOD IRINA, RUSSIA**

“ RUDN University is a global brand in education, so my parents and I had no doubts when choosing a university. Hotel Business and Tourism Institute’s Master’s degree fully corresponded to my interest in getting high level education in tourism. During my studies I received good professional knowledge and skills that help me to work in accordance with modern world requirements of exhibition business organization. I advise to enter the HBTI RUDN University’s Master’s program and get professional knowledge so necessary for my business career. ”



# HEAD OF THE PROGRAMME

**BOGOMOLOVA ELENA SERGEEVNA**



Doctor of Economics, Professor of Tourism and Hospitality Business Department at Hotel Business and Tourism Institute.

## THE TOPIC OF THE PAPER:

«Theoretical and methodological bases of management of development of tourist and recreational complex of a region».

## AREAS OF ACADEMIC INTEREST:

diversification of tourist and recreational complex development and aspects of methodological evaluation of its functioning efficiency; optimization of economic resources of tourist enterprises in modern conditions; forecasting and planning of potential of tourist clusters, tourist complexes of destinations on the basis of complex economic analysis.

Honorary Worker of Higher Professional Education of Russia.

Author of academic articles in Russian and foreign peer-reviewed academic journals, and training manuals: "Economics and Management of Tourism Infrastructure", "Hospitality Industry", "Economics of Tourism and Recreation Complex", "Diagnostics and Analysis of Enterprise", co-author of the textbook "Economics of Tourism Industry."

Under her supervision 6 PhD in economics papers were successfully prepared and defended.