



TOURISM

«TOURISM PLANNING AND DEVELOPMENT AT THE STATE LEVEL»

INTERNATIONAL JOINT EDUCATION PROGRAM

Kyrgyz National University

Al-Farabi Kazakh National University

L. N. Gumilyov Eurasian National University

MASTER'S PROGRAMME DEGREE



PROGRAM ADVANTAGES

- ✓ A Master's student obtaining degree in international joint educational programs at Kyrgyz National University named after Jusup Balasagyn, Al-Farabi Kazakh National University or at L.N. Gumilyov Eurasian National University studies the disciplines of their training in the universities of two countries and receives **two diplomas of higher education**.
- ✓ **Obtaining knowledge and experience in perspective planning and forecasting of tourism sector** development and business project management in modern geopolitical conditions allow graduates to successfully join the international management elite.
- ✓ **Professional training of future managers of the tourism** business is carried out based on interactive forms of training (portfolio evaluations, trainings, workshops, case studies), which allow mastering a high-level practice-oriented educational program.
- ✓ **Organization and holding of academic conferences**, forums, panel discussions, thematic seminars with the participation of international partnering organizations of the Hotel Business and Tourism Institute provides Master's students the opportunity to be aware of modern academic and practical information.
- ✓ Possibility to master **the best practices of international tourism business** at workshops, meetings with foreign and Russian specialists of tourism industry.
- ✓ **Internships and field practice at leading Russian and foreign enterprises**, General Manager training sessions, workshops by expert practitioners, representatives of global travel brands provide an innovative approach to training.
- ✓ **Carrying out research on topical issues of regional tourism** ensures possibilities of publications in Russian and foreign academic journals and further postgraduate education.
- ✓ **Ability to live in one of the residential buildings on RUDN University campus**, participation in sports, international and cultural life of the Hotel Business and Tourism Institute and the University.



STUDYING PROCCCESS

120 creds.

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



TOURISM PLANNING AND DEVELOPMENT AT THE STATE LEVEL

- Strategic management.
- Intercultural communications.
- Theory and methodology of socio-economic research in the tourism industry.
- Technologies of tourist and recreational design and development of territories.
- Tourism statistics.
- Prediction and planning of tourism activities at the state level.
- Prediction and planning of tourist activities in a travel agency.
- Economic analysis and accounting of tourism industry enterprises.
- Computer technologies in science and education.
- Organizational design and project management.
- Environmental tourism management and sustainable development.
- International legal and economic relations in tourism.



STUDENTS FEEDBACK



MAMBETOVA KANYKEI, KYRGYZSTAN



As Upon graduating from the bachelor's degree in "Tourism" my supervisor advised me to enter the RUDN University's Master's program. I heard about RUDN from my fellow students, professors at our department. They described it as one of the best Russian universities. When I entered Hotel Business and Tourism Institute of RUDN, I never regretted my choice. Studying at HBTI was quite interesting and intense. There, I made new friends from all over the world with whom I keep in touch even today. While studying for a Master's degree, we were more "learning to learn" than at the bachelor's degree. We were developing our self-education skills and were immersed in research work. I express my great appreciation and gratitude to the wonderful staff and advise to enter the HBTI RUDN's Master's degree. ”

Kyrgyz National University



AKHAI ERKETAI AKYLTAIKYZY, KAZAKHSTAN



After graduating from the bachelor's degree in Tourism at Al-Farabi Kazakh National University I decided to apply for a Master's degree at Tourism planning and development at the state level profile. After many days of searching for information on the Internet, consultations with my academic supervisor, discussions with my parents and friends, I applied for the Master's degree at Hotel Business and Tourism Institute at RUDN University. Of course, I was worried before moving to Moscow, but it went incredibly smooth! HBTI staff helped me to adapt and integrate seamlessly into the studies and life in RUDN. I would especially like to highlight the emphasis on practice classes and field training that immersed us in the day-to-day life of the industry and allowed us to "see the forest behind the trees". A year later, I returned to my host university, successfully defended my Master's thesis and found a job in my specialty. ”



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.