



# **TOURISM**

## **«TOURISM PLANNING AND DEVELOPMENT»**

**MASTER'S PROGRAMME DEGREE**



## PROGRAM ADVANTAGES

- ✓ **Gaining experience** in strategic management of modern tourism industry development and mastering of tourism and recreational design technologies allow graduates to collaborate successfully on the international tourism market.
- ✓ **We prepare professionals** who manage digital promotion and digitalization of companies in the international tourism industry.
- ✓ **Mastering of unique expert and analytical competencies** allows the student to evaluate companies in the tourism industry according to international standards.
- ✓ **Classes are conducted in a dialogue**, interactive coaching form, and guarantee the obtaining of advanced soft skills and critical thinking.
- ✓ **Field trainings and internships at leading Russian and foreign sites**, General Manager trainings, workshops of expert practitioners, representatives of the world's tourist brands provide an innovative approach to training.
- ✓ **The opportunity to engage in academic research**, elaboration of research projects, participation in conferences, publications in leading academic journals contribute to the acquisition of high-level qualifications.
- ✓ **International academic mobility** through student exchange programs and language internships provides access to international best practices of vocational tourism management.



# STUDYING PROCCCESS

**120** creds.

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



## TOURISM PLANNING AND DEVELOPMENT

- Forecasting and planning of tourist activities.
- Transborder development in tourism .
- Technologies of intercultural and business communications in tourism and hospitality.
- Self-organization and technologies of professional and personal growth.
- International marketing in the sphere of tourism and hospitality.
- Innovative management and entrepreneurship in tourism .
- Theory and methodology of socio-economic research in professional sphere.
- Modern information and technological support of professional sphere.
- Strategic modeling of tourism development at regional and state levels.
- Brand management in tourism industry.
- Formation of tourist clusters in Russia.
- Strategic and target program management in the professional sphere.





# STUDENTS FEEDBACK

## **SHUMAN NIZAR, LEBANON**

“ As a citizen of Lebanon, 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 study at HBTI, where the faculty actively promoted the involvement of Master’s students in research work. The high status of the institute in the professional educational community, interesting training program allowed me to make a choice in favor of the HBTI Master’s degree. ”

## **KUSHVAHA VISHNU KANT, INDIA**

“ 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.