



**“Development of new curricula in sustainable rural tourism”**

# **Development of Curriculum in Rural Tourism at Russian Universities**

**Project duration: 2010 – 2012**



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## PROJECT AIMS

- Preparation of the ground for sustainable rural tourism in Russia
  - Modernisation of Bachelor and Master curricula in the sphere of tourism in Russia
  - Development of specialisation modules in rural tourism for the 2 cycle curricula
  - Intensive preparation of the participating teaching staff
  - Creation of teaching and learning materials for new modules
  - Piloting of new study programmes in Pskov region (ground for practical placements for students)



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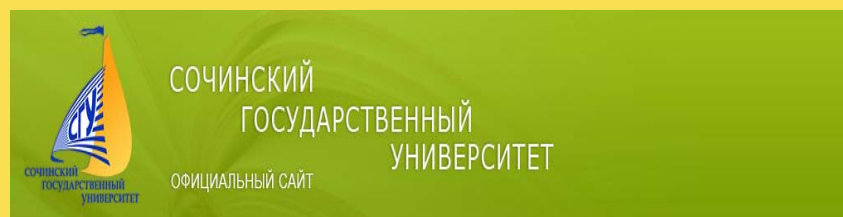
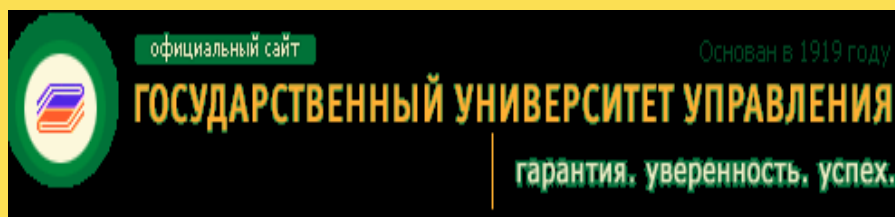
## EUROPEAN PROJECT PARTNERS





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### RUSSIAN PROJECT PARTNERS





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**BACHELOR`S PROGRAMME**

**Duration: 4 study years**

**Module 1.**

Establishment of  
Business in Rural  
Tourism  
(Sochi)

**Module 2.**

Marketing and Rural  
Tourism  
(Omsk)

**Module 3.**

Development of  
Tourism Product  
(St. Petersburg)

**Module 4.**

Hospitality and  
Accommodation of  
Tourists  
(Moscow)

**Module 5.**

Meals and Beverages  
in Rural Tourism  
(St. Petersburg)



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### MASTER`S PROGRAMME

**Duration: 2 study years**

**Module 1.**  
Preparation for  
Business  
Planning (Sochi)

**Module 2.**  
Business Plan  
Development  
(Sochi)

**Module 3.**  
Additional  
Services in  
Rural Tourism  
(St.-Petersburg)

**Module 4.**  
Management of  
Hotel Business  
and Restaurant  
Management  
(Moscow)

**Module 5.**  
Ensuring of  
Sustainable  
Development of  
Rural Tourism  
(Moscow)

**Module 6.**  
Marketing in  
Rural Tourism  
(Omsk)

**Module 7.**  
Business  
communication in  
Rural Tourism  
(Omsk)



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## **PROJECT RESULTS**

- Module descriptions for Bachelor and Master programmes
- Bachelor Curriculum with a specialization in „Rural Tourism“
- Teaching and learning materials (didactic handouts, methodological recommendations, presentations)
- Trainings for the teaching staff, including video conferences
- Launching of Bachelor programme in „Tourism (with a specialization in „Rural Tourism“) in September 2012
- Prepared the ground for practical placements for students in rural tourism in Pskov region



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## DEFINITION OF RURAL TOURISM

- **RURAL TOURISM**

- A kind of activity in rural areas
- Focuses on the use of
  - natural,
  - cultural – historical and
  - other resources of rural areas and its specifics
- Comprehensive services for accommodation and meals
- Excursion services
- Organisation of leisure in rural areas
- Active kinds of tourism





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**THANK YOU!**