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 spezialisation 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

- Государственный университет управления
- Санкт-Петербургский институт гостеприимства
- Российская международная академия туризма
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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
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 ist 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!