

KYRGYZ ECONOMIC UNIVERSITY
International Tourism Faculty
Tourism, Hospitality and Entrepreneurship Department

Syllabus

Spring 2018

I. General Information

Academic course name:	Touristy and Recreation Projecting-II		
Course ID/number:	Student Group:	TA-1-15	
Credit hours:	5		
including -	Lectures:	6 hours per 5 weeks = 30 hours, and 4 hours per 8 weeks = 32 hours; Sub Tot: 62 (hours)	
	Seminars:	2 hours per 2 weeks = 4 hours 4 hours per 2 weeks = 8 hours Sub Tot: 12 (hours)	
	Consultation prior the exams:	3 exams = 1 hour TOTAL classtime hours: 75 (hours)	
	Independent study:	5 hours per 15 weeks = 75 hours;	
	Exams:	3 modules and final exam = 8 hours. GRAND TOTAL academic hours: 150 (hours)	
Prerequisites:	In accordance with the approved academic standards.		
Class time schedule:	Spring 2018		
Lecture/Practice:	Tuesday	08.00 a.m. – 09.20 a.m.; Ibid (<i>'white' weeks</i>) 09.30 a.m. – 10.50 a.m.; CR203 (<i>'grey' & 'white' weeks</i>)	
	Thursday	08.00 a.m. – 09.20 a.m.; Ibid (<i>each week</i>)	
Module 1 (Test):	February 20, 2018	Tue: 09.30 a.m. – 10.50 a.m.; CR203	
Module 2 (Essay 1):	March 29, 2018	Thurs: 08.00 a.m. – 09.40 a.m.; Ibid.	
Module 3 (Essay 2):	May 3, 2018	Thurs: 08.00 a.m. – 09.40 a.m.; Ibid.	
Final Exam:	May 8, 2018	Tue: 08.00 a.m. – 09.40 a.m.; Ibid	
Consulting time:	Under mutual agreements for group and/or individual consultations		
Instructor:	Dr. Dinara S. Bobusheva Associate Professor, Ph.D. of Economics Sciences		
Contact information:	E-mail: dbobusheva@mail.ru		

II. Academic course description

Given academic course presents the second part of the core academic discipline as the Touristy and Recreation Projecting and has concentrated on forming the competencies of students in research and design activities in the touristy and recreation areas. Basic foundations will be proposed for studying in form of specific technologies of designing and financing the regional programs in tourism and recreation.

Basic set of topics are devoted to applied aspects of touristy and recreation projecting, projecting of business performance of touristic enterprise and evaluation of related investments to be attracted for projects' financing and implementation.

It is recommending to hold the basic competencies based on effective learning of professional disciplines such as: Social and Economic geography of contemporary world, Tourism Management, Intro to Entrepreneurship, Basics of touristic product's creation, Organization of touristic infrastructure and others.

Goal Statement

To studying the methodological essentials of projecting of new territories and advanced regionalization techniques for effective touristy and recreation projecting of touristic product in conditions of the domestic market.

Learning Objectives Statement

Objectives Statement of this '*Touristy and Recreation Projecting-II*' academic course includes at least four major components:

- 1) To studying the basic features of environmental organization of further development of recreation and tourism.
- 2) To analyzing the domestic and international experience in the theory and practice of touristy and recreation projecting of territories.
- 3) To comprehend the specific principles of assimilation of new territories and its regionalization for the needs of TRP.
- 4) To develop the skills of students in projecting the concrete touristic product and formalization the research project in terms of related coursework.

Expected outcomes of studying the 'Touristy and Recreation Projecting-II' academic course

Upon graduating this academic course the students of Bachelor Academic Program in Tourism, Hospitality and Entrepreneurship at the Kyrgyz Economic University should know:

- Advanced business terminology in a special field of Touristy and Recreation Projecting (TRP),
- Extended theoretical and methodological essentials of TRP in context of recreational tourism,
- Basic concept of Recreation resource management for TRP needs,
- Landscape and recreational evaluation of territories for TRP needs,
- Distinctive pattern of Touristy Nature management,
- Basics of TRP in Applied Recreation,
- Basic concept and principles of organizing the touristy and recreation cluster,
- Core principles of budgeting and investments' attracting for the TRP, and
- Improved presentation skills and defense of designed projects.

Applications of studying the 'Touristy and Recreation Projecting-II' academic course

The above-stated prospective outcomes after studying the considering academic course, the students can apply in their further professional performance, mainly in a line of both domestic and int'l tourism and hospitality management at business units with any economic and legal form.

III. Academic course rules and requirements

In addition to the reading of learning materials in form of handouts and/or methodical manual, the students will be evaluated under the results of their interactive participation in opened class discussions and group projects as well. Basic principle of any evaluation is equal approach to students' performance, and differentiated grades at discretion of instructor. Any form of grading evaluation to be conducted (i.e., midterm quiz, modules and final examinations) will be provided in written form, and in English only according to Academic Regulations at the KEU.

Attendance and Participation:

All students should be in classroom accurately in time scheduled to participate in lecture and/or practical class. No any student should overdue, and nobody will be able to enter to classroom after Instructor, especially when the lecture/seminar will be started. In case of probable non-attendance of lecture/practice class, or being late for lecture/practice class, the student should inform Instructor directly or via e-mail prior official start time of lecture/practice class. If the number of late entries will exceed 3 (three) times, the considering grade component will be cancelled automatically.

It is extremely important note, please: in case of catch a cold or flu, the access to classes is closed for diseased students. This rule should be apprehended as "*sine qua non*" condition to save all team members as well as your Instructor in good health. Additionally, it is strong requirement to accept the educational environment at given academic course as a smoke-free environment; therefore, the denied access for smoking students is still extended up to four hours before entering to class.

Just two strong requirements above-stated are necessary for developing an adequate international behavior philosophy among students assigned for given academic course. Each class to be missed because of disease should be re-worked under the same above-mentioned principles.

Participation in opened interactive discussions during the lectures and/or seminars should be based on delivering of student's personal opinion, and include only concrete arguments concerning the subject of discussion. Any questions, which are not relating to official theme of lecture or seminar, will be not valid for Instructor's consideration – it only can be take up out of official class time.

Classroom Etiquette:

Being aspiring business professionals, everyone is expected to conduct themselves in a professional manner. Any form of class disruption will not be tolerated. Examples of class disruption include, but are not limited to: arriving late, leaving early, talking during class, sending or receiving emails, text messaging, any use of a mobile/cell device, and eating in class. If a laptop or other electronic device is brought to class, it can only be used for class-related purposes during the class period.

Grade Components

Those students to be working consistently throughout the whole semester will ensure the adequate grades from “good” to “excellent”. Final grade to be received by students after completing this ‘*Touristy and Recreation Projecting-II*’ academic course will be allocated among certain grade's components accordingly as of follows:

#	Grade Components	In Points
	<i>Official academic components (80%):</i>	
1.	Module 1 (<i>composite test mode</i>).	10
2.	Module 2 (<i>essay writing mode</i>).	20
3.	Module 3 (<i>essay writing mode</i>)	20
4.	Final Exam (<i>examination and oral question mode</i>).	20
	Sub Total:	70
	<i>Current control (10%)</i>	
5.	Touristy and Recreation Project (research paper)	10
	<i>Independent student's works (20%):</i>	
6.	Attendance and participation in individual project's defense: <i>Touristy and Recreation Project in conditions of domestic market</i> .	20
	Sub Total:	30
	Total:	<u>100</u>

(1-2-3-4) Exams

Main set of official academic components at the KEU includes 3 (three) modules, final exam and required evidences of independent students' works in frameworks of current control required. The initial quiz, essays writing and final exam will be organized in accordance with *academic course schedule* presented in this Syllabus, and will be conducted in written form, and in English only. Any unscheduled quiz and/or exam will be available to conduct only after ***official written permission*** of Chair of Tourism, Hospitality and Entrepreneurship Academic Program at the Kyrgyz Economic University.

All students should be in classroom accurately in time scheduled to participate in any exam. No any student should be overdue, and nobody will be able to enter to classroom after instructor, especially when the examination will be started.

Module 1 (composite test mode)

Basic format of Module 1 as exam will be organized as a test only at composite and closed-book mode, including the multiple-choice, true-false and completion questions. Total number of variants for testing will be at least four (A, B, C, D) and will include 20 questions altogether. The self-control questions will be provided to students by professor one-week prior the officially scheduled date of conducting.

Core fixed rule is that any correction has prohibited and will be accepted as an error; therefore, such question will be evaluated at zero points only. No any corrector is not possible to use, just pencil marking to be overwrite by ink pen before final submission.

Module 2 and Module 3 (essay writing mode)

The format of Module 2 and Module 3 will be essay to be writing under open questions and opened-book mode. The opened questions will be not provided by professor preliminary. Typical composition of essay to be written includes the introduction, main body and conclusion in length of 1,000 words as a minimum. Style of writing required is a hand-writing only. Any corrections are possible to make if necessary, but the readability of written essay is required definitely.

Final Exam (examination and oral question mode)

Final exam must be taken at scheduled day and time, and no special examinations will be organized *before* or *after day scheduled* without special permission/official order of the Chair of Tourism, Hospitality and Entrepreneurship Academic Program at the KEU. Basically, set of three questions will be related to each section of academic course studied. Format of final exam is oral questions mode only to be delivered in English only.

Basics for Grading evaluations' proceeding

In case of disclosure of fraud at examinations, the student will be evaluated at zero points without any right for re-exam or registration for this academic course repeatedly under supervising by same Instructor.

The probable basic forms of fraud at examination mentioned can include the following:

- Written form of crabs (copy/paste format of handouts distributed),
- Crabs in form of SMS, or information exchange via Blue Tooth mode of mobile phone,
- Writing off the information at other students in group,
- Observing the test results of other students, and
- Exchange of test papers under different variants between students to assist each other.

The basic set of terms for entering to midterm quiz/modules/final exam includes the following set of rules:

- a) Deliver personal pencil, pen, and eraser - no any requests from other students will be permitted,
- b) Students must use only pens for marking correct answers as final decision under midterm test,
- c) Any corrections or personal marks, notes, as well as superfluous signs on test/modules' working papers are not supposed, and influencing the reduction of points,
- d) Authorization of quiz or module to be attended has confirmed by personal signature on the last page of test/essays' working papers,
- e) During the exam all mobile phones should be turned off, but can be keeping on desks for emerging calls only,
- f) In case of family or personal reasons when being on-line is extremely necessary, students should leave their mobile phones on instructor's desk, and instructor will carry incoming calls only,
- g) During first 20 (twenty) minutes from start time of exam – it is impossible to leave the classroom,
- h) Probable questions and/or requests to instructor will be accepted only after 30 (thirty) minutes since start time of midterm quiz to be not exceeded 60 (sixty) minutes,
- i) During intermediate/final exams (e.g., the module 2 and module 3), i.e. essays' writing – any questions to professor are not possible to set,
- j) Being late to quiz/module/exam is not acceptable; therefore, any effort to entry for exam after 15 (fifteen) minutes after official start time of any kind of exam's organizing will be considered as cancellation of exam's attendance, and
- k) Strong rule is keeping quiet absolutely during any kind of module, or exam.

(5) *Touristy and Recreation Project (research paper): Current control (10%)*

This grade component requires the designing and submission of written assignment. The topics will be provided after joint discussion on determining most applicable research problems to be assigned.

(6) *Attendance and participation in team project's defense: Independent student's works (20%):*

Touristy and Recreation Project in conditions of domestic market

This grade component has considered as independent students' work and includes effectiveness in teamwork of 2 (two) students on specific subject related to a certain research problem to be determined by

professor. Written assignment should be typed in English, and submitted in hard copy in class for next forthcoming scheduled date definitely. Late assignments will be not accepted.

Basic requirements include:

- a) Standard research paper format at length of 25 pages as minimum (format: group assignment),
- b) Traditional format of PowerPoint presentation at 15 slides as a minimum,
- c) Hard copies of the both group assignment, and presentation as handouts' format (i.e., 3 slides per page) should be provided only on a time of presentation to audience definitely.

The results of such evaluation are completely at discretion of instructor, and will be out of appeal subjects. Additionally, the mutual cross-evaluation of students' team performances will be introduced.

Terms and form of the declaration of grade assessments

The grades assessments will be presented for students not later than 1 (one) week after the official dates of mid-term testing and/or final examination. The form of final results will be as a mid-term/final exams evaluation sheet to be located on Information Board of Tourism, Hospitality and Entrepreneurship Department at the KEU.

Capability to appeal to evaluation

Students have a capability for appeal the results of final exams evaluation under the following terms of consideration:

- The ***completed terms of attendance*** the lectures in an official class time,
- The ***working off all lectures passed under illness*** confirmed by medical evidence or serious personal/family reasons, which the Chair of Tourism, Hospitality and Entrepreneurship Department at the KEU, and instructor should be informed concern (via e-mail),
- The re-exam should be provided in form of open questions, and will be stated by instructor in the frameworks of academic course concepts, but not included to the contents of mid-term and/or final examinations, and
- The results of practical module will be out of appeal subjects.

The time of probable appeal will be set upped by instructor only within 1-2 days after the official final grades' declaration. No any argues or negotiations being late are available.

Features and terms of application of administrative measures

Applications of administrative measures will be provided in accordance with the official rules of academic policy of the Kyrgyz Economic University concerning the academic regulations.

Grade Scale

The final grade in this academic course is determined in accordance with the above stated grade components and are presenting in the table below:

Grade	Final evaluation in percent	Equivalent at 4-grade scale
A	85-100	5
B	70-84	4
C	50-69	3
F	<50	2

IV. Compulsory and additional academic literature required

- 1) V.Kruzhalin, N.Shabalina. *Theoretic and methodological approaches to the Touristy and Recreation Projecting*. Moscow State University, 2016.
- 2) V.Nikolaenko, L.Skorobogatova. *Touristy and Recreation Projecting*. USU, Ekaterinburg, 2015.
- 3) V.Gaikalov. *Touristy and Recreation Projecting*. Moscow. MSUC, 2014.
- 4) V.Bogolyubov, S.Bystrov, S.Bogolyubova. *Touristy and Recreation Projecting: Investment valuation*. St. Petersburg's Economic University, Uwriht Publishing House, St.Petersburg, 2017. ISBN 978-5-534-02313-8.
- 5) E.Djandjugazova. *Touristy and Recreation Projecting*. Moscow. Academia, 2014.
- 6) A.I.Kosheleva. *Touristy and Recreation Projecting*. Moscow. REU. 2016.

- 7) *Project Management for European Sustainable Development*. Foundation for European Sustainable Tourism (FEST), 2011.
- 8) E.M.Berestova, T.I.Okonnikova. *Projecting in Tourism: Regional Experience*. Educational Manual. Izhevsk, Institute of Computer Researches. ISBN 978-5-4344-0238, 2014.
- 9) Methodical Guidelines on *Touristy and Recreation Projecting*. Altai State University. 2016.
- 10) Sarah Nicholls. *Outdoor Recreation and Tourism*. Departments of Community, Agriculture, Recreation, & Resource Studies, and Geography. Michigan State University, USA. 2012.
- 11) Richard Pharro. *Understanding Project Management for Sustainable Tourism*. APMG International. Accredited Professionals. United Kingdom, 2015.
- 12) U.N. Educational, Scientific and Cultural Organization. *Leisure and Tourism Management*. National Diploma (ND). Curriculum and Course Specifications. National Board for Technical Education. Federal Republic of Nigeria, 2004.
- 13) Philip Kotler. *Principles of Marketing*. Pearson Prentice Hall, 14-th Edition, 2012.

Handouts per each lecture will be provided before/after the regular classes at e-courses system only; therefore, it is strongly recommending to be enrolled to given course within first week of studying.

Notes to be managed by students own will assist as a source of studying as well as add academic literature TBA.

V. Rules, used in case of academic dishonesty

Kyrgyz Economic University is responsible to support and implement the policy against an academic dishonesty in accordance with the Int'l High Education Standards. Irrespective of motives, the chiefs of the academic programs provide a policy of intolerance to all cases of academic dishonesty and falling of the intellectual customs.

List of examples concern the academic dishonesty includes:

- A fraud at examinations in the form of crabs using,
- Writing off the information at other students on group,
- Plagiarism at term assignments and/or case studies reports preparation,
- Active use of fraudulent situations at the appeal and evaluation of an attendance level of academic course, and
- Using of false information at an evaluation of quality of teaching and contents of educational materials distributed within the special survey to be conducting.

The instructor has a right to report on the facts of disturbance of principles of academic honesty on the part of the students to administration of appropriate structural department.

I am absolutely sure, that you are familiar with the standards of an Academic Honesty and you will be a subject to them to the full.

VI. Academic Course Schedule

Given course schedule has been represented as follows:

Week	Day	Date	The themes of lectures of academic course	Hours
Revising session: Conceptual and methodological essentials of Touristy and Recreation Projecting:				
1	Tue	Jan 23, 18 09.30-10.50	Lecture 1. Syllabus Review. Course overview. Core theoretical and methodological approaches and principles to Touristy and Recreation Projecting process (1).	2
	Thurs	Jan 25, 18 08.00-09.20	Core theoretical and methodological approaches and principles to Touristy and Recreation Projecting process (2).	2
Section I. Applied aspects of Touristy and Recreation Projecting:				
2	Tue	Jan 30, 18 08.00-09.20	Lecture 2. Basic nature of Recreational Resource Management.	2
		09.30-10.50	Main conceptions in regionalization context.	2
	Thurs	Feb 1, 18 08.00-09.20	Landscape and recreational evaluation of territories for TRP needs.	2
3	Tue	Feb 6, 18 09.30-10.50	Lecture 3. Basics of TRP in Applied Recreation: Technology of Projecting (1).	2
	Thurs	Feb 8, 18 08.00-09.20	Basics of TRP in Applied Recreation: Technology of Projecting (2).	2
4	Tue	Feb 13, 18 08.00-09.20	Lecture 4. Evaluation of Touristy and Recreation potential of territory (1).	2
		09.30-10.50	Evaluation of Touristy and Recreation potential of territory (2).	2
	Thurs	Feb 15, 18 08.00-09.20	Lecture 5. Tourism regionalization in International Tourism context.	2
5	Tue	Feb 20, 18 09.30-10.50	Module 1: Composite mode of test	2
	Thurs	Feb 22, 18 08.00-09.20	Lecture 6. Basic typology of Touristy and Recreation enterprises.	2
6	Tue	Feb 27, 18 08.00-09.20	Lecture 7. Touristy and Recreation Cluster: basic nature and components (1).	2
		09.30-10.50	Touristy and Recreation Cluster: basic nature and components (1).	2
	Thurs	March 1, 18 08.00-09.20	Seminar 1: Brainstorming: <i>Statement of a Problem situation in Touristy and Recreation sphere.</i>	2

Week	Day	Date	The themes of lectures of academic course	Hours
Section II. Projecting of Business performance of Touristic Enterprise:				
7	Tue	March 6, 18 09.50-11.30	Lecture 8. Core techniques of Touristic Tour planning and projecting (1).	2
	Thurs	March 8, 18 08.00-09.40	Core techniques of Touristic Tour planning and projecting (2). Holiday – No Classes <i>Make-up session:</i> March 30, 2018 at 11.50 a.m. – 01.30 p.m.	2
8	<u>Tue</u>	<u>March 13, 18</u> 08.00-09.40	Lecture 9. Global and domestic tendencies of touristic services' markets. PEST Analysis in TRP.	2
		09.50-11.30	Analysis of consumer markets: systematization of information data on competitive environment in TRP.	2
	<u>Thurs</u>	<u>March 15, 18</u> 08.00-09.40	Seminar 2: Factors of evaluation the competitiveness of touristic services: principles and methods.	2
9	Tue	March 20, 18 09.50-11.30	Lecture 10. Touristic product analysis on a target market: determining the competitive advantages of projecting product and related benchmarking.	2
	Thurs	March 22, 18 08.00-09.40	Selection of touristic and recreation cluster: territorial frontiers and positioning.	2
10	<u>Tue</u>	<u>March 27, 18</u> 08.00-09.40	Seminar 3: <u>Gaming modeling:</u> designing of the Model of touristic and recreation cluster. Pricing policy of cluster.	2
		09.50-11.30	<u>Brainstorming:</u> selecting the prioritized trends of Tourism and Hospitality Industry.	2
	Thurs	March 29, 18 08.00-09.40	<u>Module 2: Essay writing</u>	2
Section III. Evaluation of Investments to Touristy and Recreation Projecting:				
11	Tue	Apr 3, 18 09.50-11.30	Lecture 11. Investments in Tourism: basic concept, principles and structural classification.	2
	Thurs	Apr 5, 18 08.00-09.40	Basic sources for investing the Touristy and Recreation Projects.	2
12	<u>Tue</u>	<u>Apr 10, 18</u> 08.00-09.40	Lecture 12. Methodical essentials of evaluation the efficiency of investment projects in tourism and hospitality (1).	2
		09.50-11.30	Methodical essentials of evaluation the efficiency of investment projects in tourism and hospitality (2).	2
	<u>Thurs</u>	<u>Apr 12, 18</u> 08.00-09.40	Lecture 13. Integral indicators of TRP Efficiency.	2

Week	Day	Date	The themes of lectures of academic course	Hours
13	Tue	Apr 17, 18 09.50-11.30	Lecture 14. Basic concept of Budgeting for the TRPs (1).	2
	Thurs	Apr 19, 18 08.00-09.40	Basic concept of Budgeting for the TRPs (2).	2
14	<u>Tue</u>	Apr 24, 18 08.00-09.40	Seminar 4: Individual Projects' presentations.	2
		09.50-11.30	Discussions and improvements in designing.	2
	<u>Thurs</u>	Apr 26, 18 08.00-09.40	Lecture 15. Basic concept of Innovations in tourism: the features for the TRP.	2
15	Tue	May 1, 18 09.50-11.30	TRPs Revised considerations: Feedbacks and further improvements. Holiday – No Classes <i>Make-up session:</i> Apr 6, 2018 at 11.50 a.m. – 01.30 p.m.	2
	Thurs	May 3, 18 08.00-09.40	Module 3: Essay writing	2
16	<u>Tue</u>	May 8, 18 08.00-09.40	Final Examination.	2
Total academic hours (regular class hours), including: Lectures Seminars Consultation prior the exams:				<u>75</u> 62 12 1
Additionally accepted: Exams (including, the Module 1, Module 2, Module 3 and Final Exam) Independent Study				8 75
GRAND TOTAL academic hours:				<u>150</u>