

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

**Syllabus**

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*Fall 2017*

**I. General Information**

Academic course name:	<b>Tourism Infrastructure</b>	
Course ID/number:		Student Group: <b>TA-1-15</b>
Credit hours:	2	
including -	Lectures -	2 hours per 7 weeks = 14 hours, and 1 hour per 4 weeks = 4 hours Sub Tot: <u>18 (hours)</u>
	Seminars -	2 hours per 4 weeks = 8 hours, and 1 hour per 4 weeks = 4 hours; Sub Tot: <u>12 (hours)</u>
	Independent study –	2 hours per 15 weeks = 30 hours;
	Exams -	2 modules and final exam = 6 hours. Total: <b>60 (hours)</b>
Prerequisites:	In accordance with the approved academic standards.	
Class time schedule:	Fall 2017	
Lecture/Practice:	<b>Thursday</b>	<b>08.00 a.m. – 09.40 a.m.;</b> CR 203.
<b>Module 1:</b>	October 19, 17	Tue 08.00 a.m. – 09.40 a.m.; CR203
<b>Module 2:</b>	December 14, 17	Tue 08.00 a.m. – 09.40 a.m.; Ibid
<b>Final Exam:</b>	December 29, 17	Fri 08.00 a.m. – 09.40 a.m.; Ibid
Consulting time:	Under mutual agreements for group and/or individual consultations	
Instructor:	<b>Dr. Dinara S. Bobusheva</b> Associate Professor, Ph.D. of Economics Sciences	
Contact information:	E-mail: dbobusheva@mail.ru	

**II. Academic course description**

Tourism infrastructure is the basis of tourism development and utilization of existing destination resources. It includes a large number of services, necessary to meet the needs of potential tourists and increase the degree of satisfaction during their stay at the destination. Given academic course has designed in order to consider the relationship between the available infrastructure and the achieved level of tourism development.

Basic set of topics suggests that future tourism development depends on intensive investment in infrastructure and its modernization, as an important factor of development of the tourism sector; therefore, core accent has given to analyze the correlation between tourism competitiveness in worldwide countries and the level of competitiveness of tourism infrastructure.

The students will learn how to promote the development of the touristic infrastructure due to studying the most effective cases from the int'l experience in the worldwide countries and specific problems in build-up the required touristic infrastructural objects.

It is recommending to hold the basic competencies based on effective learning of core professional disciplines such as: Economy of Tourism, Intro to Entrepreneurship, Tourism management, and Basics of touristic product's creation.

**Goal Statement**

To studying the basic conceptual and methodological background as well as practical applications for effective development of Tourism Infrastructure.

### ***Learning Objectives Statement***

Objectives Statement of this ‘*Tourism Infrastructure*’ academic course includes at least four major components:

- 1) To comprehend the foundations of theory and methodology of designing the objects of the touristic infrastructure.
- 2) To understand the basic nature of effective governmental regulation in touristic infrastructure’s extension.
- 3) To studying the basic concept of core components of the touristic infrastructure.
- 4) To learn the global business experience in the touristic infrastructure development and promoting due to case studies.

### ***Expected outcomes of studying the ‘Tourism Infrastructure’ 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:

- Business terminology in a special field of ‘tourism infrastructure’,
- Comparative definitions of basic concepts of ‘tourism’, ‘tourist’ and ‘tourism infrastructure’,
- Conceptual and methodological basics of ‘tourism infrastructure’,
- Basics of effective governmental regulation of the touristic infrastructure’s extension,
- Basic nature, components and functions of Tourism infrastructure,
- Global experience in tourism infrastructure’s designing,
- Development of practical skills of students in designing the basic proposals on touristic infrastructure’s build-up in conditions of a domestic market.

### ***Applications of studying the ‘Tourism Infrastructure’ 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 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. The both midterm and final examination will be provided in written form, and in English only according to Academic Regulations at the KEU.

#### **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 ‘*Tourism Infrastructure*’ academic course will be allocated among certain grade’s components accordingly as follows:

#	Grade Components	In Points
	<b><i>Official academic components (50%):</i></b>	
1.	Module 1: Midterm exam ( <i>composite mode of test</i> ).	20
2.	Module 2: Final exam ( <i>essay writing mode</i> ).	20
3.	Final exam.	20
	<b>Sub Total:</b>	<b>60</b>
	<b><i>Independent student works (30%):</i></b>	
4.	Written Assignment.	15
5.	Designing/attendance/participation in team project: <i>Continuous improvement of Tourism infrastructure.</i>	25
	<b>Sub Total:</b>	<b>40</b>
	<b>Total:</b>	<b><u>100</u></b>

	<b><i>Bonus system - Current control (10%):</i></b>	
6.	Attendance and participation.	5
7.	Reflective Dairy's completeness.	5

### ***(1-2-3) Exams***

Main set of official academic components at the KEU includes 2 (two) modules and final exam; additionally, the evidences of independent students' works have required to submit. Any module 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 exam will be available to conduct only after *official written permission (in form of "Inquiry to Instructor")* of the 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)***

In accordance with Int'l Standards of High Education, the basic format of given module will be organized as a test only at composite mode, including the multiple-choice, true-false and completion questions. Total number of variants for testing will be four (A, B, C, D), and will include at least 20 questions altogether. The self-control questions will be provided to students by professor one-week prior the officially scheduled test's date.

#### ***Module 2 (essay writing mode)***

The format of module 2 is essay to be writing under open questions mode. Basically, set of such questions includes at least two questions from each section of academic course studied.

#### ***Final Exam (standard written examination 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.

#### ***Basics for Exams 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 iteratively 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/final exams includes the following rules:

- a) Deliver personal pencil, pen, and eraser - no any requests from other students will be available,
- 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 papers are not supposed, and influencing the reduction of points,
- d) Authorization of midterm test, or Essay by personal signature on last page of test/Essay papers,
- e) During the exam all mobile phones should be turned off, and will not keeping on desks,
- 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 exam; duration of exam will not have exceeded 50 (fifty) minutes,
- i) During final exam, i.e. Essay writing – any questions to Instructor are not possible,
- j) Being late to exam is not acceptable; therefore, any effort to entry for exam after 15 (fifteen) minutes after official start time will be considered as cancellation of exam's participation, and
- k) Strong rule is keeping quiet absolutely during both the midterm, and final exams.

#### **(4) Written Assignment**

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.

#### **(5) Designing/attendance/participation in group project:**

##### ***Continuous improvement of Tourism infrastructure: best practice on domestic market***

This grade component 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 at length of 25 pages as minimum, b) traditional format of PowerPoint presentation at 10-12 slides only, c) hard copies of the both group assignment and presentation as handouts 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.

#### **(6) Attendance and participation: Current control (5%)**

Attendance is highly suggested. In case if any student will skip more than 3 (*three*) academic hours without medical or valid reason, such student can be withdrawn from this academic course automatically. Only medical evidence of KEU Medical Service is valid for consideration by instructor; official medical evidence under MIF can be valid only after auditing by Medical Service at the KEU at instance of instructor.

Any student failed to attend regular class, should provide especially designed Home Assignment on subjects of lecture/seminar missed under individual order of instructor, and *not later 1 (one) week after date of missed class.* Delivery of such term assignment at more late periods deprives of 2 (two) points per each day of delay of delivery of such make-up work. Each class/hour missed, but will not re-worked by student will deprive of 0.36 points from appropriate component of final grade for this academic course. More late assignments will be not accepted. No any make-up term assignments are available for consideration by instructor.

Written assignments must be typed in English, e-mailed preliminary to instructor, and submitted in hard copy in class after date of missed class. Such working paper should include at least 10 pages (including, the cover page, table of contents, and bibliography) and to contain concrete conclusions and recommendations for practical managerial performance.

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.

#### **(7) Reflective Dairy's completeness: Current control (5%)**

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.

##### ***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 day and time of probable appeal will be set upped by instructor especially 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) Morgan Westcott, Geoffrey Bird. Peter Briscoe. *Introduction to Tourism and Hospitality in BC*. February, 2017.
- 2) *Tourism and Hospitality Studies*. Personal, Social and Humanities Education Section Education Bureau, Hong Kong, © The Government of the Hong Kong Special Administrative Region, June, 2013.
- 3) *Tourism infrastructure policy and priorities*. The Tourism & Transport Forum's (TTF), Blueprint for tourism investment, Australia, 2008.
- 4) Int'l Enterprise Singapore. *Tourism Infrastructure*. 2012.
- 5) Alexander Panasiuk. *Tourism infrastructure as a determinant of regional development*. Ekonomika ir vadyba: aktualijos ir perspektyvos. 2007. 1 (8). 212–215 ISSN 1648-9098.
- 6) Sonja Jovanovic, Ivana Ilis. *Infrastructure as important determinant of tourism development in the countries of Southern Europe*. Ecoforum, Volume 5, Issue 1 (8); Republic of Serbia, 2016.
- 7) Jameel Khadaroo, Boopen Seetanah. *Transport infrastructure and Tourism development*. Annals of Tourism Research, October 2007.
- 8) O.T.Loiko. *Tourism and Hospitality*. Educational Manual. Tomsk, Russian Federation, 2007.
- 9) *Tourism infrastructure: the role states play*. Ernst & Young LLP, 2015.
- 10) Eileen Gutierrez. *Project Development for Sustainable Tourism: Int'l Cooperation for Development*. A step by step approach. USAID, The George Washington University, GSTA, THEMIS (UNWTO),
- 11) USAID Sourcebook [http://pdf.usaid.gov/pdf\\_docs/PDABR702.pdf](http://pdf.usaid.gov/pdf_docs/PDABR702.pdf).
- 12) Inter-American Development Bank's Multilateral Investment Agency: Doing Business with the IADB Group <http://www.iadb.org/en/resources-for-businesses/resources-for-businesses.6300.html>
- 13) African Development Bank [www.afdb.org/en/](http://www.afdb.org/en/) Asian Development Bank [www.adb.org/](http://www.adb.org/)
- 14) UK's Department for International Development [www.dfid.gov.uk/](http://www.dfid.gov.uk/)
- 15) European Union <http://europa.eu/>

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.

## **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 shared between two professors as follows:

#	Day	Date	The themes of lectures of academic course	Hours
1	Thurs	Sept 7, 17	<b>Lecture 1.</b> Syllabus Review. Course overview.	
<b>Section I. Conceptual and methodological background of Tourism Infrastructure:</b>				
			Comparative evaluation of 'tourism', 'tourist' and 'tourist infrastructure' concepts in Tourism and Hospitality Studies. <b>Seminar 1.</b> Tourism infrastructure: <i>Sharing of best practices of Bhopal, Republic of India.</i>	2
2	Thurs	Sept 14, 17	<b>Lecture 2.</b> Basis nature and governmental regulation of Tourism infrastructure. <b>Seminar 2.</b> Tourism Infrastructure: <i>Lessons from Manchester.</i>	2
3	Thurs	Sept 21, 17	<b>Lecture 3.</b> Basic nature, elements and functions of Tourism infrastructure. <b>Seminar 3.</b> Case Study: <i>Keeping Butler on the beach - embedding tourism in modernity.</i>	2
4	Thurs	Sept 28, 17	<b>Lecture 4.</b> Tourism and Sustainability: importance of infrastructure. <b>Seminar 4.</b> Case Study: <i>Classification of Tourists.</i>	2
<b>Section II. Composition of Tourism Infrastructure:</b>				
5	Thurs	Oct 5, 17	<b>Lecture 5.</b> Accommodation as a component of the Touristic infrastructure. Basic parameters of hotel enterprise. <b>Seminar 5.</b> Case Study: <i>Hyatt Regency Hotel Management Training Program.</i>	2
6	Thurs	Oct 12, 17	<b>Lecture 6</b> Basic models of network in Hotel Business. <b>Seminar 6.</b> Study Tour: TBA.	2
7		<b>Module 1: Midterm Examination – October 19, 2017</b> Time schedule: 08.00 a.m. – 09.40 a.m.		2

#	Day	Date	The themes of lectures of academic course	Hours
8	Thurs	Oct 26, 17	<b>Lecture 7</b> F&B as a component of the Touristic infrastructure (1). <i>Seminar 7.</i> Case Study: <i>F&amp;B at the Fun Fore All Family Fun Park</i>	2
9	Thurs	Nov 2, 17	<b>Lecture 8.</b> F&B as a component of the Touristic infrastructure (2). <i>Seminar 8.</i> Case Study: <i>Basic features of different breakfasts.</i>	2
10	Thurs	Nov 9, 17	<b>Lecture 9.</b> Attraction, Shopping, Entertainment components of the Touristic infrastructure (1). <i>Seminar 9.</i> Case Study: <i>Lego Land Park.</i>	2
<b>Part III. Global business excellence in Tourism Infrastructure Designing:</b>				
11	Thurs	Nov 16, 17	<b>Lecture 10.</b> Attraction, Shopping, Entertainment components of the Touristic infrastructure (2). <i>Seminar 10.</i> Study Tour: Arkan Tokoi park.	4
12	Thurs	Nov 23, 17	<b>Lecture 11.</b> Transport as a component of the Touristic infrastructure. <i>Seminar 11.</i> Case Study: <i>Lessons from Scotland and the UK.</i>	2
13	Thurs	Nov 30, 17	<b>Lecture 12.</b> The South-Asian experience in tourism infrastructure development.	2
14	<b>Module 2: Final Examination – December 7, 2017</b> Time schedule: 08.00 a.m. – 09.40 a.m.			2
15	Tue	Dec 14, 17	<i>Seminar 12.</i> Case Study: <i>Lessons from recreational tourism.</i>	2
16	Tue	Dec 21, 17	Group Project presentations: <i>Continuous improvement of Tourism infrastructure: best practice on domestic market.</i> Course Revision.	2
<b>Total academic hours (regular class hours), including:</b>				<b>30</b>
Lectures				18
Seminars				12
<b>Additionally accepted:</b>				
Exams (including, the Module 1, Module 2 and Final Exam)				6
Independent Study				30
<b>GRAND TOTAL academic hours:</b>				<b>60</b>