



Syllabus

 <p style="text-align: center;"> МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ КЫРГЫЗСКОЙ РЕСПУБЛИКИ КЫРГЫЗСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ им. М.Рыскулбекова </p> 	
Name of academic course:	Technology of Tour Operating
Instructor:	Dr. Dinara Bobusheva, Acting Professor, Ph.D. of Economic Sciences
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Number of credits:	3
Date:	TBA
Learning goal:	To studying the features and technologies of projecting and forming the touristic product to be promoting by the tour operators and travel agents.
Learning objectives:	<ol style="list-style-type: none"> 1) To studying the basic features and functions of tour operators, including the related comparative evaluations, 2) To analyzing the wholesale and retail travel agency business, including the sources of income, travel documentation, 3) To studying the case studies on technology of int'l tour operators' performance on a global market of destination tourism, and 4) To develop the practical skills of students in projecting the int'l tourism tour and designing the technological card in terms of related research project.
Course description:	<p>Given academic course presents the basics of the tour operating, principles of organizing the tourists' servicing, forming the sales tour operating net workings and touristic product's promotion.</p> <p>Basic set of topics includes the issues of the travel agency and tour operations management.</p>

	<p>Additionally, during the practical classes, the designing the destination tourism tour will be considered.</p> <p>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, Basics of touristic activity's organizing.</p>
Prerequisites of academic course:	Service Activity, Organization of the Touristic Activity.
Postrequisites of academic course:	Senior thesis designing frameworks.
Competencies:	<p>Upon graduating this academic course the students of Bachelor Academic Program in Tourism, Hospitality and Entrepreneurship should:</p> <p><u>Know:</u></p> <ul style="list-style-type: none"> ▪ Specified business terminology in a special field of int'l tour operating (OK-2), ▪ Basics of methodological essentials of tour operating in context of int'l tourism (PIK-1), ▪ Basic principles and features of designing the tourism product as destination tourism tour (PIK-4). <p><u>Be able to:</u></p> <ul style="list-style-type: none"> ▪ Linkages and Integration in Travel Trade (PIK-14), ▪ Comparative evaluations in functioning of Travel Agency and Tour Operator (PIK-14), ▪ Differences between the Wholesale and Retail Travel Agency Business (PIK-14), ▪ Basic sources of income in tour operating, ▪ Core principles of IATA Accreditation and recognition from Government (PIK-7). <p><u>Hold:</u></p> <ul style="list-style-type: none"> ▪ Designing of Technological Card of the Tourism Tour projecting (PIK-18), ▪ Improved presentation skills and of the tourism tour to be designed (PIK-18).

<p>Academic course policy:</p>	<ul style="list-style-type: none"> ▪ <u>All students should be in classroom accurately in time scheduled to participate in lecture and/or practical class,</u> ▪ Attendance is highly suggested. In case if any student will skip more than 3 (<i>three</i>) <i>academic hours</i> without medical or valid reason, such student can be withdrawn from this academic course automatically, ▪ 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 <i>not later 1 (one) week after date of missed class,</i> ▪ 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, ▪ 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, ▪ Students should get ready for any regular class and accurately solve and deliver the home works ordered by the professor, ▪ During the regular classes' conducting, any talks, babble gums' using, reading and swiping on smart phone have prohibited, ▪ Students must be accurate, responsible and precise in attitude to professor and each other's, and ▪ In case of recognizing the academic dishonesty, any work will be graded at zero points only.
<p>Teaching techniques:</p>	<p>Integrative teaching and learning techniques: case studies, brainstorming, benchmarking, opened discussion and feedbacks, projects' designing and presentations, study tours.</p>
<p>Form of knowledge control:</p>	<p>The Module and Ranking control, including the module 1 (test mode), Module 2 (essay writing), and Final Exam (standard examination mode). Additionally, the current control is based on requirements to design and submit the written assignments. As the bonus points, the extra task order to be assigned by professor.</p>

<p>Compulsory academic literature:</p>	<ol style="list-style-type: none"> 1. A.S.Kuskkov, N.B.Sirik. <i>Technology of organizing the Tour operating activities</i>. Textbook. Moscow, KNORUS Publishing house, ISBN 978-5-406-05925-8, 2018. 2. N.Zhenish. <i>Touristic industry trend in Kyrgyzstan: tendencies and challenges</i>. University of Central Asia, Report #42, 2017. 3. Richard Pharro. <i>Understanding Project Management for Sustainable Tourism</i>. APMG International. Accredited Professionals. United Kingdom, 2015.
<p>Additional academic literature:</p>	<ol style="list-style-type: none"> 1) Dr. Sampad Kumar Swain. <i>Travel Agency and Tour Operations Management</i>. Paper Code: MBTM 4002, MBA-Tourism, Pondicherry University (A Central University), Directorate of Distance Education. ISBN 978-93-81932-24-7, 2014. 2) International Federation for IT and Travel & Tourism. <i>Information and Communication Technologies in Tourism</i>. The e-Tourism community. ISBN 978-5-89694-124-8, 2014. 3) V.V.Zhokhova, T.G.Rimskya. <i>Tour Operating</i>. Educational Manual for students. Nakhodka. Russian Federation. 2014. 4) E.I.II'ina. <i>Tour Operating: organization of activity</i>. Textbook. Russian International Academy of Tourism. Moscow. Finance and Statistics publishing House, ISBN 5-279-0226204, 2005. 5) Yvette Reisinger. <i>International Tourism: cultures and behavior</i>. Routledge Taylor & Francis Group, London and New York. ISBN 978-0-7506-7897-1, 2009. 6) FET First series. <i>Tourism Operations</i>. Student's Book. NQF Level 3. Macmillian South Africa, Ltd., ISBN 978-08920 9041, Technisa, 2007. 7) I.B.Gorlanova. <i>Tour Operating</i>. Methodical guidelines for independent study and preparing for practical classes. Kostroma State University, УДК 379.85.378.147, 2015. 8) E.G.Plytnik. <i>Tour Operating</i>. Educational and methodical materials. Vitebsk State University, Republic of Belorussia, 2012. 9) Philip Kotler. <i>Principles of Marketing</i>. Pearson Prentice Hall, 14-th Edition, 2012.

Independent student's works:	<ul style="list-style-type: none"> ▪ Written Assignment 1: <i>Evaluation of competitive environment in the Tour Operating field.</i> ▪ Written Assignment 2: <i>Study Tour's findings for the Tour Operating improvement: Case Study of the ABC company.</i>
Note:	<p>It is extremely important note, please: in case of catch a cold or flu, the access to classes is closed for diseased students.</p> <p>This rule should be apprehended as "<i>sine qua non</i>" condition to save all team members as well as your Instructor in good health.</p> <p>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.</p>