



Syllabus

 <p style="text-align: center;"> МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ КЫРГЫЗСКОЙ РЕСПУБЛИКИ КЫРГЫЗСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ им. М.Рыскулбекова </p> 	
Name of academic course:	Touristy and Recreation Projecting-I
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 conceptual and methodological essentials, and practical applications for effective touristy and recreation projecting.
Learning objectives:	<ol style="list-style-type: none"> 1) To understand the essentials of theory and methodology of projecting in tourism and recreation areas. 2) To studying the traditional and contemporary marketing mix applications to be of practical importance for touristic product and recreational load projecting. 3) To comprehend the global business excellence in touristy and recreation projecting areas, and 4) To develop basic practical skills of students in identifying the nature and kinds of touristic/recreational products, and targeted consumer markets to be based on effective applicability in conditions of domestic market.
Course description:	This course has designed in order to provide an overview and detailed consideration the essential concepts of Touristy and Recreation Projecting to optimize the effective Tourism and Recreation Management to be considered on the both macro- and micro levels.

	<p>Basic set of topics are devoted to fundamentals of conceptual and methodological backgrounds of Touristy and Recreation projecting, projecting of Touristic Product and Recreational Load in marketing aspect, including the product management, pricing, sales promotion and distribution in context of SCM.</p> <p>Given academic course will investigate on comparative basis the international practices of DCs in tourism and recreation service businesses. The students will learn how to determine if there is a genuine opportunity to establish an effective and efficient business according to available natural resources and corresponding budgetary and/or private financial sources.</p> <p>The students will begin to understand the competencies required to be an effective manager and entrepreneur through case studies, creative problem solving and experiential exercises aimed at professional self-development. Students will identify, discuss and grow an idea about the assessment of markets of touristic product and commercial/noncommercial recreations. They will have an opportunity to participate in the business planning process when the final projects should be designed in perspective of effective balance between applying the global experience in modelling of tourism and recreation complexes, and accepting the competitive advantage of natural resources uniqueness in conditions of the Kyrgyz Republic.</p>
Prerequisites of academic course:	Service Activity, Tourism Management, Organization of the Touristic activities.
Postrequisites of academic course:	International Tourism, International Economics.
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"> ▪ Business terminology in a special field of Touristy and Recreation Projecting (OK-2), ▪ Basic concept of Tourism and touristic activities as object of projecting (OK-3), ▪ Conceptual basics of TRP theory and appropriate alternative models (ПК-1),

	<ul style="list-style-type: none"> ▪ Organizational essentials of Touristic product and Recreational Load in marketing, pricing and SCM aspects (ПК-2; ПК-3; ПК-6), <p><u>Be able to:</u></p> <ul style="list-style-type: none"> ▪ Projecting of innovations in recreational tourism area (ПК-11; ПК-20), ▪ Technical and technological maintenance of touristic product’s projecting: E-Business projecting in tourism and recreation areas (ПК-11; ПК-20), ▪ Analyzing the global business excellence in Touristy and Recreation Projecting, including the American, European and South-East Asian Models (ПК-14), and <p><u>Hold:</u></p> <ul style="list-style-type: none"> ▪ Improvement of practical skills in designing the basic models of Touristy and Recreation Projecting in conditions of domestic market (ПК-18).
Academic course policy:	<ul style="list-style-type: none"> ▪ <u>All students should be in classroom accurately in time scheduled</u> to participate in lecture and/or practical class, ▪ 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,

	<ul style="list-style-type: none"> ▪ Students must be accurate, responsible and precise in attitude to professor and each other's, and <p>In case of recognizing the academic dishonesty, any work will be graded at zero points only.</p>
Teaching techniques:	Integrative teaching and learning techniques: case studies, brainstorming, benchmarking, opened discussion and feedbacks, projects' designing and presentations, study tours.
Form of knowledge control:	<p>The Module and Ranking control, including the module 1 (test mode), Module 2 (essay writing), and Final Exam (standard examination mode).</p> <p>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>
Compulsory academic literature:	<ol style="list-style-type: none"> 1) A.I.Kosheleva. <i>Touristy and Recreation Projecting</i>. Moscow. REU. 2016. 2) E.Djandjugazova. <i>Touristy and Recreation Projecting</i>. Moscow. Academia. 2014. 3) V.Gaikalov. <i>Touristy and Recreation Projecting</i>. Moscow. MSUC. 2014.
Additional academic literature:	<ol style="list-style-type: none"> 1) <i>Project Management for European Sustainable Development</i>. Foundation for European Sustainable Tourism (FEST), 2011. 2) E.M.Berestova, T.I.Okonnikova. <i>Projecting in Tourism: Regional Experience</i>. Educational Manual. Izhevsk, Institute of Computer Researches. ISBN 978-5-4344-0238, 2014. 3) <i>Methodical Guidelines on Touristy and Recreation Projecting</i>. Altai State University. 2016. 4) Sarah Nicholls. <i>Outdoor Recreation and Tourism</i>. Departments of Community, Agriculture, Recreation, & Resource Studies, and Geography. Michigan State University, USA. 2012. 5) Richard Pharro. <i>Understanding Project Management for Sustainable Tourism</i>. APMG International. Accredited Professionals. United Kingdom, 2015. 6) U.N. Educational, Scientific and Cultural Organization. <i>Leisure and Tourism Management</i>. National Diploma (ND). Curriculum and Course Specifications. National Board for Technical Education. Federal Republic of Nigeria, 2004. 7) Philip Kotler. <i>Principles of Marketing</i>. Pearson Prentice Hall, 14-th Edition, 2012.

<p>Independent student's works:</p>	<p>Written Assignment 1:</p> <ul style="list-style-type: none"> ▪ <i>Effective sales promotion of Recreational Product A.</i> ▪ <i>Contemporary E-business projecting of Touristic Product A.</i> ▪ <i>Group assignment and handout of PowerPoint presentation.</i> <p>Written Assignment 2:</p> <p><i>Basic Model of Touristy and Recreation Projecting in conditions of domestic market.</i></p>
<p>Note:</p>	<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>