



## Syllabus

 <p style="text-align: center;"> <b>МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ КЫРГЫЗСКОЙ РЕСПУБЛИКИ</b>  <b>КЫРГЫЗСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ</b>            им. М.Рыскулбекова         </p> 	
Name of academic course:	<b>Touristy and Recreation Projecting-II</b>
Instructor:	Dr. Dinara Bobusheva, Acting Professor, Ph.D. of Economic Sciences
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Number of credits:	5
Date:	TBA
Learning goal:	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:	<ol style="list-style-type: none"> <li>1) To studying the basic features of environmental organization of further development of recreation and tourism.</li> <li>2) To analyzing the domestic and international experience in the theory and practice of touristy and recreation projecting of territories.</li> <li>3) To comprehend the specific principles of assimilation of new territories and its regionalization for the needs of TRP.</li> <li>4) To develop the skills of students in projecting the concrete touristic product and formalization the research project in terms of related coursework.</li> </ol>
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.
Prerequisites of academic course:	Social and Economic geography of contemporary world, Tourism Management, Intro to Entrepreneurship, Basics of touristic product's creation, Tourism Infrastructure.
Postrequisites of academic course:	International Tourism, International Economics, Global Financial Markets.
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"> <li>▪ Advanced business terminology in a special field of Touristy and Recreation Projecting (OK-2),</li> <li>▪ Extended theoretical and methodological essentials of TRP in context of recreational tourism (OK-3),</li> <li>▪ Basic concept of Recreation resource management for TRP needs (PIK-1),</li> <li>▪ Landscape and recreational evaluation of territories for TRP needs (PIK-13),</li> <li>▪ Distinctive pattern of Touristy Nature management (PIK-11).</li> </ul> <p><u>Be able to:</u></p> <ul style="list-style-type: none"> <li>▪ Analyzing the basics of TRP in Applied Recreation (PIK-1),</li> <li>▪ Determine the basic concept and principles of organizing the touristy and recreation cluster (PIK-14),</li> <li>▪ Apply the core principles of budgeting and investments' attracting for the TRP (PIK-13).</li> </ul> <p><u>Hold:</u></p> <ul style="list-style-type: none"> <li>▪ Improved presentation skills and defense of designed projects (PIK-18).</li> </ul>

Academic course policy:	<ul style="list-style-type: none"> <li>▪ <u>All students should be in classroom accurately in time scheduled</u> to participate in lecture and/or practical class,</li> <li>▪ 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,</li> <li>▪ 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>,</li> <li>▪ 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,</li> <li>▪ 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,</li> <li>▪ Students should get ready for any regular class and accurately solve and deliver the home works ordered by the professor,</li> <li>▪ During the regular classes' conducting, any talks, babble gums' using, reading and swiping on smart phone have prohibited,</li> <li>▪ Students must be accurate, responsible and precise in attitude to professor and each other's, and</li> <li>▪ In case of recognizing the academic dishonesty, any work will be graded at zero points only.</li> </ul>
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:	The Module and Ranking control, including the Module 1 (test mode), Module 2 (essay writing), Module 3 (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.
Compulsory academic literature:	1) V.Kruzhalin, N.Shabalina. <i>Theoretic and methodological approaches to the Touristy and Recreation Projecting</i> . Moscow State University, 2016.

	<p>2) V.Nikolaenko, L.Skorobagatova. <i>Touristy and Recreation Projecting</i>. USU, Ekaterinburg, 2015.</p> <p>3) V.Gaikalov. <i>Touristy and Recreation Projecting</i>. Moscow. MSUC, 2014.</p> <p>4) V.Bogolyubov, S.Bystrov, S.Bogolyubova. <i>Touristy and Recreation Projecting: Investment valuation</i>. St. Petersburg's Economic University, Uvriht Publishing House, St.Petersburg, 2017.</p>
Additional academic literature:	<p>1) E.Djandjugazova. <i>Touristy and Recreation Projecting</i>. Moscow. Academia, 2014.</p> <p>2) A.I.Kosheleva. <i>Touristy and Recreation Projecting</i>. Moscow. REU. 2016.</p> <p>3) <i>Project Management for European Sustainable Development</i>. Foundation for European Sustainable Tourism (FEST), 2011.</p> <p>4) 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.</p> <p>5) <i>Methodical Guidelines on Touristy and Recreation Projecting</i>. Altai State University. 2016.</p> <p>6) Sarah Nicholls. <i>Outdoor Recreation and Tourism</i>. Departments of Community, Agriculture, Recreation, &amp; Resource Studies, and Geography. Michigan State University, USA. 2012.</p> <p>7) Richard Pharro. <i>Understanding Project Management for Sustainable Tourism</i>. APMG International. Accredited Professionals. United Kingdom, 2015.</p> <p>8) 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.</p> <p>9) Philip Kotler. <i>Principles of Marketing</i>. Pearson Prentice Hall, 14-th Edition, 2012</p>
Independent student's works:	<ul style="list-style-type: none"> <li>▪ <u>Written Assignment 1:</u> <b><i>Evaluation of competitive environment in context of the determined TRP.</i></b></li> <li>▪ <u>Written Assignment 2:</u> <b><i>Touristy and Recreation Project in conditions of the domestic market.</i></b></li> </ul>

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. 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>
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