

BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
TRAINING AREA: 43.03.02 TOURISM
PROFILE: TOURISM
ENROLLMENT OF 2022

LEADERS
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



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Position: Head of the Department of Tourism Business and Hospitality, President of the Ural Union of Tourism Industry, Public Representative of the Agency for Strategic Initiatives for Tourism in the Sverdlovsk Region

Academic degree: Candidate of Economic Sciences

Academic title: Associate Professor

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Academic degree: Candidate of Pedagogical Sciences

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PROFILE CHARACTERISTICS

The "Tourism" profile is focused on training highly qualified specialists with competencies that allow them to work successfully in the field of domestic, inbound and outbound tourism.

PROGRAM ADVANTAGES

- the competitiveness of graduates who have knowledge and skills that allow the most effective way to provide management in the field of tourism and recreation design, excursion services, commercial activities in the service sector, tourism economics, congress and exhibition activities;
- in the educational process, master classes, project work and immersion in the real situations of the modern tourism market are actively used in accordance with professional standards; individual coaching sessions with gurus of the tourism business and the hospitality industry to work out personal cases;
- the applied nature of research work (marketing and analytical research commissioned by state and municipal authorities, business structures, consulting companies);
- fundamental academic education, maximum practice, the study of 2 foreign languages and immersion in the profession from the very beginning of training are the main principles of training at the department, which has been producing the best specialists in the field of tourism for 21 years;
- the opportunity to deepen knowledge within the professional standard "guide (guide)" and receive a diploma of professional retraining, as well as to master the professions of the future "Brand manager of spaces" and "Director of individual tours" in accordance with the Atlas of the future professions of Skolkovo and the Agency for Strategic Development;
- the opportunity to continue their studies in the master's degree in the direction of "Management", profile: "Management in the tourism industry, hospitality and restaurant business", as well as receive double diplomas and exchange training at universities in the CIS countries, Europe (business school of tourism and hotel management (Switzerland), Savonlin University (Finland), China.

THE COMPETENCES OF THE GRADUATE ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS FOR SPECIALISTS IN TH

As a result of mastering the program, the graduate:

- prepared to participate in the implementation of management decisions in the field of management in the field of tourism business in accordance with modern standards and requests and key values of consumers of travel services;
- owns the methods of developing and implementing plans (programs) for promoting a tourist product to new markets, to new regions, taking into account their socio-cultural and natural-climatic specifics, as well as improving the activities of travel agencies;
- owns modern digital technologies and is able to design and implement new forms of consumer services in tourism activities in a pandemic environment;
- is able to apply innovative technologies in serving tourists, design methods in the formation of a tourist product in accordance with the requirements of the consumer;
- is able to develop economically sound solutions to ensure high quality and efficiency of tourism organizations.

AREA OF PROFESSIONAL ACTIVITIES

Our graduates work in tour operator and travel agency companies, excursion bureaus, hospitality enterprises (hotels, health resort enterprises, hostels); at catering establishments (restaurants, bars, cafes, etc.); in companies involved in organizing events (exhibitions, conferences, competitions, celebrations); at enterprises providing transport services and providing transport services (airlines, airports, logistics companies); in state and municipal structures and services, the field of activity of which is related to the tourism and service industry; in cultural, scientific and educational institutions, implementing projects related to the tourism industry.

STRATEGIC PARTNERS

FORMS OF INTERACTION

<ul style="list-style-type: none"> • Russian and foreign international companies working in the field of tourism (Arbat Hotel Management LLC, Anapa; OlympPlus LLC, Sochi, Gastrokarta Urala LLC, Kilit Global, Turkey; Interregional non-profit organization Ural Tourism Association "); • authorities (ANO "Investment Promotion Agency"; Administration of Yekaterinburg; State Budgetary Institution SO "Tourism Development Center of the Sverdlovsk Region", etc.); • museums, exhibition complexes (IEC "Yekaterinburg-Expo"; MBUK "Museum of the History of Yekaterinburg"); • travel companies (LLC "Visit-Ural-Siberia", LLC "Medved-extreme", LLC "Profitrevel"); • hotel and sports complexes, country hotels and recreation centers (LLC SK Kurganovo); • foreign tourist complexes (Bulgaria, Spain, Turkey, France, Czech Republic, Greece, Italy). 	<ul style="list-style-type: none"> • Conducting lectures, master classes, seminars • Harmonization of FQP topics, certification • Excursions to the OGV and local government bodies • Assistance in carrying out all types of practices • Receiving feedback to improve the educational process • Participation of employers in conferences and round tables organized by the department • Expert opinions on applications of employers, development of draft documents, etc. • Undertaking internships and internships at service enterprises in Russia and abroad (with a salary).
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