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| <p style="text-align: center;">Area of study: 43.04.02 Tourism Program Travel and Hospitality Companies Management</p> <p>Degree: master Program length and study mode: 2 years, intramural Language: Russian Credits: 120 Start date: 2020 Location: Higher School of Business, Rostov-on-Don The program is implemented in cooperation with Sochi State University.</p> <p>Entry requirements: bachelor or specialist's degree</p> | <p style="text-align: center;">Program overview</p> <p>Program structure: Unit 1 "Courses (modules)"; Unit 2 "Practical training"; Unit 3 "State final certification".</p> <p>Typical units of study may include:</p> <ul style="list-style-type: none"> • Theory and methodology of research in tourism; • Information technologies in tourism and hospitality; • Management and marketing of modern travel enterprises <p>Research areas:</p> <ol style="list-style-type: none"> 1. Improving tourism policy at the regional and municipal levels; 2. Experience economy; 3. Digital transformation in tourism: transition to the "Tourism. 4.0" course | <p>Careers:</p> <ul style="list-style-type: none"> • tourist and hotel facilities; • hotels; • tour operators and travel agencies; • public catering enterprises; • health resorts and sanatoriums; • state and municipal authorities in charge of development of tourism and design of the travel product; • research organizations, tourist unions, associations, tourist analytical centers and other travel and hospitality companies. <p>Get in touch: <i>Candidate of Economic Sciences, Associate Professor, Department of travel industry management</i> <i>Yu. A. Pshenichnykh</i> <i>89185311577</i> <i>e-mail: ypshenichnyh@sfedu.ru</i> <i>pshenihnyh.julia@gmail.com</i> <i>WoS/ScopusID: 57204022650</i></p> <div style="text-align: center;">  </div> |
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