

# Tourism

South Ural State University

Degree or qualification is awarded: **Master's degree**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **141 000 rubles**

Programme webpage at the university website:

<https://www.susu.ru/en/education/masters-degree-programs/430402-tourism-general-theory-tourism-and-tourism-industry>

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The aim of the programme is to develop research competence in the framework of the formation of tourism as a field of scientific research and the development of scientific and pedagogical potential. An obligatory section of the programme is the implementation and publication of scientific developments on the topic of the Master's thesis.

Field of future profession includes education and science (in the spheres of vocational training, vocational education, extended education, scientific research in the field of tourism); service, rendering services to the population (providing tourist and excursion services to the population and other services necessary for trip management and implementation; formation, promotion and sale of a tourist product, activities of tourist infrastructure facilities and tourist services, design, integrated development and management of tourism territories, activities for the development and evaluation of projects in the field of tourism, state regulation and self-regulation)

## Specializations within this programme

### **Tourism (General Theory of Tourism and Tourism Industry)**

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### **Tourism**

The purpose of the education program "Master of Tourism" is the development of research competence in the formation of tourism as a direction of scientific research and the development of scientific and pedagogical potential. Mandatory part of the education program "Master of Tourism" is the implementation of scientific research on the topic of Master's thesis. Academic degree is Master's.

The area of professional activity of graduate students in 43.04.02 Tourism includes the development and implementation of tourism products and services with qualities that meet the requirements of consumers, the

organization of comprehensive tourist services in the main sectors of the tourism industry, the design of tourism and recreation zones and complexes, their management.

The education program 43.04.02 Tourism provides the training of graduates for the following types of professional activity: design; production and technology; organization and management; service; research.

The main areas of research work of the Master's thesis:

1. theory and practice of tourist areas assessment with the consideration of recreational geography;
2. ergonomics of tourism and health care;
3. cluster approach in the design of tourist areas;
4. innovative approaches in designing service programs based on a study of the cultural heritage of the region;
5. pedagogy of tourism: theory and methodology.