

# Tourism

National Research Lobachevsky State University of Nizhni Novgorod (Lobachevsky University)

Degree or qualification is awarded: **Bachelor's degree in Tourism**

Language of study: **Russian**

Mode of study:

Duration: **4 years**

Availability of free education: **yes**

Price: **137 000 RUB per year**

Programme webpage at the university website: <http://www.imomi.unn.ru/>, <http://www.iee.unn.ru>

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The programme is aimed at training of specialists able to pursue professional activity in the sphere of development of tourism strategy and tactics in the context of international political processes, as well as development of a unique tourist product based on innovative scientific research taking into consideration present conditions of tourism development.

The Bachelor's degree programme in "Tourism" is based on the educational standard, developed by the staff of the Institute of International Relations and World History together with representatives of regional tourist business, who also lead trainings, courses and workshops:

- Correlation with up-to-date requirements of the labour market;
- Intensification of practical component;
- Study of two foreign languages;
- Active usage of distant learning technologies;
- Professional and language practical trainings, including foreign ones.

## Specializations within this programme

### International and Business Tourism

Our students study technologies of organizing inbound, outbound and domestic tourism, technologies of organizing tour operator and travel agency services, basic characteristics of hotel and excursion business, management and marketing in tourism; acquire skills in tourist product development and promotion events organization with the use of information technologies and other types of innovation activity, skills in intercultural and brand communications, as well as skills in developing managerial technologies and organizational structures in tourism, etc.

The advantage of the program is the possibility to study two foreign languages throughout the whole period of education. The educational process presupposes the project method of teaching, allowing students to study disciplines in an integrated manner and to successfully apply the acquired knowledge in practice.

### Management of International and Domestic Tourism

Special attention in the educational process is given to key professional disciplines necessary for effective management of travel companies:

- Tourist and recreational planning
- Economics of travel companies
- Legal regulations in tourism
- Cultural and historical resources of the region
- HR management in travel companies
- Professional foreign language
- Service organization

- Marketing in tourism
- Economic analysis in travel companies
- Excursion activity

Graduates of the programme can:

- Work as managers of tour operator and travel agency companies;
- Work as specialists in marketing and advertising;
- Organize their own business.