

# Tourism (Institute of Management, Economics and Finance)

Kazan (Volga Region) Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **148 620 rubles per year**

Programme webpage at the university website:

<https://kpfu.ru/eng/academic-units/economics/institute-of-management-economics-and-finance/studies>

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## **Specialization: Technology and organization of tour operator and travel agent services**

### **The area of professional activity**

The area of professional activity of the bachelors includes

the development and implementation of tourism product that has qualities and meet the requirements of consumers, the organization of comprehensive tourist services in the main sectors of the tourism industry.

Bachelor prepares for the following types of professional activity:

- design;
- industrial and technological;
- organizational and management;
- service;
- scientific research.

### **The most important professional competence areas**

- ability to achieve goals and critical rethinking of experience (PC-2);
- willingness to comply with ethical and legal norms governing with the social policy of the state of man's relationship with man, society, environment; uses of normative and legal documents in tourist activity (PC-5);
- readiness to adopt the culture and customs of other countries and peoples, with the tolerance of the national, racial, religious differences, ability to intercultural communication in the tourism industry (PC-7);
- ability for written and oral communication on the state and foreign languages, willingness to work in a foreign environment (PC-10);
- the possession of the theoretical foundations of design, readiness to apply the basic methods of design in tourism (PC-1);
- readiness for implementation of projects in the tourism industry (PC-4);
- willingness to develop the tourist product on the basis of modern technologies (PC-5);

- ability to travel with the use of information and communication technologies (PC-6);
- ability to organize the work of artists, management decisions in the organization tourism activities, including taking into account social policy of the state (PC-8);
- the ability to calculate and estimate costs for the operation of the tourism industry enterprise (PC-9);
- the ability to use normative documents on quality, standardization and certification in the tourism industry (PC-10);
- ability to communicate effectively with consumers of the tourist product (PC-11);
- the ability to use the methods of monitoring of the market of tourist services (PC-14);
- willingness to use innovative technologies in tourism activities (PC-16).

### **Employment options of graduates**

Potential places of employment of graduates of the Department are the companies:

- travel agencies and firms
- hotels and hotel complexes
- the enterprises of sanatorium-resort complex
- catering

Department of public service, institutions and organizations carrying out the state control in sphere of services

- the field of education, teaching in secondary and higher educational institutions.

### **Specializations within this programme**