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Olga Subanova, FinUniversity

“Developing the master’s program  
in EURDIQ project”



VIII International Research and Practice conference

“National concepts of quality: Integration of Education, Science and Business”

Capacity building project

“European dimensions in qualifications for the tourism sector” (2016 – 2018)

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# Who we are?

Co-funded by the  
Erasmus+ Programme  
of the European Union



One of the leading university in Russia

Faculty of International tourism, sports  
and hospitality business (2016)

# 2

masters program

“International hospitality business”

“Management of touristic  
complexes and territories”



We'll restart our masters programs in 2018

Co-funded by the  
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of the European Union



“management”

“International hospitality business”

“Management of touristic  
complexes and territories”

“tourism”



“Business technology in tourism industry”

“management”

“Tourism, strategy and leadership” (EURDIQ project)



# “Tourism, Strategy and Leadership”

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Principles of Tourism  
Management

**Destination  
Development**

Innovation & Services

Electives

Sustainability

Events Management

Law & Safety  
management

Strategic management  
& Leadership

Home University  
course

Home University  
course

Home University  
course

Final research (thesis)



# Objectives and learning outcomes

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Destination  
Development

to broaden students' understanding of modern theoretical concepts of destination governance and to provide a systemic point of view in destination development.

## learning outcomes

- analyse a range of complex tourist destination management situations and create high quality solutions including destination product portfolio.
- collect data and identify key factors in destination development, audit and evaluate tourism potential of destination.
- consult and present well-structured arguments for local, regional and federal organizations related to destination development master plans, strategies and policies.



# 5 units



Destination  
Development

Trends in destination  
development

Developing destination  
products

Quality management  
in destination  
development

Tourism development  
master plan

Sustainable destination  
development

Lectures, case study analysis and discussions, academic paper discussion, in-class exercises, project team work, students' presentation.



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