



MINISTRY OF SCIENCE AND EDUCATION OF THE RUSSIAN FEDERATION
Federal state autonomous educational institution
higher education
"Far Eastern Federal University"
(FEFU)

SCHOOL OF ECONOMICS AND MANAGEMENT

AGREED

Head of Programm International Business and Project
management

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(full name of the head of the OP)
« 12 » september 2019 г.

APPROVED

Head of Akademic Department
(department name.)

E.O. Kolbina
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« 12 » september 2019 г.

WORK PROGRAM OF ACADEMIC DISCIPLINE
Ecological tourism

**Direction of preparation 38.04.02 Management (" International Business and Project
management / in English»)**
Form of training full-time

course 2, semester 3
lectures 18 hour
practical classes 36 hours
laboratory work 0 hour
including using MAO lek. 0_ / pr. 36_ / lab. 0 hours
total hours of classroom work 36 hours.
including using MAO 18_ hour.
independent work 18 hours
including exam preparation for 36 hours.
tests (quantity) -
course work / course project - not provided
test – 2 semester
exam - 3 semester

The work program was drawn up in accordance with the requirements of the educational standard, independently established by FEFU, approved by order of the rector No. _____ of _____, as amended by the order of the rector of FEFU No. _____ of _____, 201____

The work program was discussed at a meeting of the department of service and tourism,
Protocol No. ____ of _____, 201____

Acting Head of Akademic Department E.O. Kolbina
Compiler (s): Associate Professor Dolgaleva L.M.

I. The work program was revised at the meeting of the department:

Protocol dated _____ 20__ No. _____

Head of the Department _____

(signed)

(Last Name)

ii. The work program was revised at the meeting of the department:

Protocol dated _____ 20__ No. _____

Head of the Department _____

(signed)

(Last Name)

ABSTRACT

Specialist's degree in 38.04.02 Management (“International Business and Project management / in English”)

Course title: Internet Economy.

Variable part of Block 1, 3 credits.

Instructor: Dolgaleva Larisa Mihailovna, Candidate of Biology Sciences, Associate Professor.

At the beginning of the course a student should be able to:

- ability to self-organization and self-education;
- ability to solve standard tasks of professional activity on the basis of information and bibliographic culture with the use of information and communication technologies and taking into account the basic information security requirements.

Learning outcomes:

general competences (GC):

- - Readiness to integrate into the scientific, educational, economic, political and cultural space of Russia and the APR;
- - the ability to take initiative and make responsible decisions, aware of the responsibility for the results of their professional activities;
- - ability to self-organization and self-education;
- the readiness for self-development, self-realization, use of creative potential;
- the readiness for communication in oral and written forms in Russian and foreign languages for solving problems of professional activity

professional competences (SPC):

- - ability to use modern methods and technologies (including information) in professional activities;
- - ability to use regulatory documents in their professional activities, willingness to comply with current legislation and the requirements of regulatory documents;

- - the ability to collect, store, process and evaluate information necessary for the organization and management of professional activities (commercial, marketing, logistics, environmental, and (or) tourist); apply basic methods and means of obtaining, storing, processing information and working with a computer as a means of managing information;
- - the ability to creatively adapt the achievements of foreign science, technology and education to domestic practice, a high degree of professional mobility ;
- - the ability to monitor and evaluate the effectiveness of processes in the tourism industry.

Course description: Ecotourism - the basis for the formation of skills and practical skills in the professional field. Understanding of natural laws and the impact of human activity on natural processes, the ability to apply management decisions, choose the principles and methods of environmental management in ecotourism are important competencies of a leader in the tourism business.

Main course literature:

1. Strategies for Sustainable Tourism at the Mogao Grottoes of Dunhuang, China [Electronic resource] / IMartha Demas, Neville Agnew, Jinshi Fan. Springer International Publishing. 2015.-114 p. Access- URL <http://link.springer.com/openurl?genre=book&isbn=978-3-319-09000-9>
2. The Principles of Geotourism [Electronic resource] / Anze Chen, Yunting Lu, Young C.Y. Ng. Springer Berlin Heidelberg. 2015.- 264 p. <http://link.springer.com/openurl?genre=book&isbn=978-3-662-46697-1>
3. Marta Peris-Ortiz, José Álvarez-García Health and Wellness Tourism [Electronic resource] / Springer International Publishing. 2015.- 183 p. Access- URL [http://link.springer.com/openurl?genre=book&isbn=978-3-319-11490-3*](http://link.springer.com/openurl?genre=book&isbn=978-3-319-11490-3)
4. Berkinbay, O. Bioresources of Kazakhstan. Volume 3. Resources animals [Electronic resource]/ O. Berkinbay, G. Shabdarbaeva. — Almaty: Nur-Print,

2013. 125 c. — ISBN 978-601-241-280-2. —
<http://www.iprbookshop.ru/69044.html>

5. Tourism Security. Strategies for Effectively Managing Travel Risk and Safety.
[Electronic resource] /Peter E. Tarlow.2014.- ISBN 978-0-12-411570-5
<https://doi.org/10.1016/C2012-0-06812-3>

Form of final control: pass-fail exam

ANNOTATION

Annotation to the work program of the discipline "Ecological tourism"

Annotation to the work program of the discipline
"Ecological tourism"

The course "Ecological Tourism" is intended for students of the field of study 38.04.02 Management, the master's program "Economics and Environmental Management (International Business and Project Management / in English)"

The discipline "Ecological tourism" is included in the variable part of the discipline unit (modules). "

The total complexity of the discipline is 3 credit units, 108 hours. The curriculum provides lectures (18 hours, including MAO 18 hours), practical classes (36 hours), independent work of students (18 hours). Discipline is implemented on the 2nd course in the 3rd semester.

The discipline "Ecological tourism" is based on knowledge, skills and abilities, obtained as a result of studying the disciplines Presentation skills (Presentation skills), Project management, Project Management, Resources, Environment and Sustainability, and allows you to prepare students to master such disciplines as "Environmental Economics".

The content of the discipline consists of three sections and covers the following range of issues:

1. Theoretical foundations of ecology and ecological tourism: basic concepts, goals, principles, methods of ecological tourism; objects and subjects of ecological tourism and ecotour products; classification of ecological tourism: concept, classification; formation of ecological tourism products and management of ecological tourism; ecological tourism resources: classification, distribution in the landscape. Ecological laws in ecotourism: the basic laws and principles of ecology,

the relationship of ecology and tourism. Monitoring of specially protected natural areas for sustainable development of tourism and climatic shifts of local and regional scales (methods, trend analysis, assessment of climate change, forecasts) in the context of sustainable development of ecotourism.

2. Management of ecological tourism. Infrastructure as an economic and ecological basis of tourism in recreational areas and reserves: the ecological, transport and economic basis of tourism in natural areas, methods for assessing tourism potential for the development of infrastructure of natural areas; Management of natural territories for the development of ecological tourism: foreign experience. Safety of ecological tourism.

3. Marketing and informational support of ecological tourism: methods of marketing for natural tours and excursions, structure of natural marketing, features of marketing research in ecological tourism, marketing of reserves and national parks, information bases of natural resources and development of the territory; communication with local people and resource conservation.

The goal is the assimilation by students of practice-oriented knowledge, the formation of skills and practical skills in the professional field, the understanding of natural laws and the impact of human activity on natural processes, the ability to use knowledge, applying management decisions and choosing principles and methods of environmental management in ecotourism.

Tasks:

1. To explore the conceptual framework of natural ecosystems for the development of a multiplicative tourism industry at the micro level; prospects for the use of natural resources in the organization of modern enterprises of the tourism industry;

2. To study the economic and legal conditions of interaction between business, the market and the environment and the patterns of interaction between natural ecosystems and society;

3. To establish priority directions for the development of ecological tourism on the basis of independent design decisions;

4. To study the main methodological approaches to the organization of sustainable development of ecological tourism and reducing the risk of environmental losses as a result of natural or man-made disasters;

5. Differentiate the types, forms, classifications of ecological tourism, especially their manifestation in the tourism and hotel business.

6. Generate practical skills for examining the state of ecosystems in a selected area, making environmental decisions oriented towards a “green economy”, developing ecological tourism as an industry with the least impact on natural resources.

To successfully study the discipline "Ecological tourism" the following preliminary competences should be formed among students:

- readiness to integrate into the scientific, educational, economic, political and cultural space of Russia and the APR;

- the ability to take initiative and make responsible decisions, aware of the responsibility for the results of their professional activities;

- the ability to use modern methods and technologies (including information) in professional activities;

- ability to self-organization and self-education;

- ability to use regulatory documents in their professional activities, willingness to comply with current legislation and the requirements of regulatory documents;

- the ability to collect, store, process and evaluate information necessary for the organization and management of professional activities (commercial, marketing, logistics, environmental, and (or) tourism); apply basic methods and means of receiving, storing, processing information and working with a computer as a means of managing information;

- the ability to creatively adapt the achievements of foreign science, technology and education to domestic practice, a high degree of professional mobility;

- ability to monitor and evaluate the effectiveness of processes in the tourism industry;
- readiness for self-development, self-realization, use of creative potential;
- readiness for communication in oral and written forms in Russian and foreign languages for solving problems of professional activity.

As a result of studying the discipline "Ecological tourism", students form the following general professional and professional competences (elements of competencies).

Code of competence	Stages of the formation of competence	
GPC-3 - the ability to conduct independent research, to justify the relevance and practical significance of the chosen topic of scientific research	Knows	main scientific information bases for searching materials on the problems of greening and sustainable development
	be able to	search and analyze scientific information in the field of ecological tourism reasonably use effective methods of eco-tourism in specific business situations.
	got hold of	professional methodology for conducting research in the field of ecotourism, terminology in the field of eco-tourism in a foreign language
PC-3 ability to use modern methods of corporate finance management for solving strategic tasks	Knows	fundamentals of modern methods of corporate finance management for solving strategic tasks and methodological aspects of developing and making management decisions.
	be able to	<ul style="list-style-type: none"> • knows how to use environmental assessment methods for the development of ecotourism territory, to take adequate decisions in the management of natural resources for solving strategic tasks; • adequately apply legal acts in specific situations on the basis of reference and legal software products; • Choose innovative solutions in the field of ecotourism.
	got hold of	the main methods of ecological tourism for solving strategic problems, developing innovative projects for ecological tourism.

PC-4 The ability to analyze and form the organization's entrepreneurial orientation	Knows	basic concepts and methods of organizing operations in the field of ecological tourism;
	be able to	develop programs for the implementation of organizational changes in the field of ecotourism and evaluate their effectiveness;
	got hold of	methods of implementation of basic management functions (decision making, organization, motivation and control)

The following methods of active / interactive learning are used to form these competencies in the framework of the Ecological Tourism discipline: scientific discussions; modeling of environmental and tourism processes, GPS - navigation, case-study.

I. STRUCTURE AND CONTENT OF THEORETICAL PART OF THE COURSE

Lecture 1 Theoretical foundations of ecology and ecological tourism: basic concepts, goals, principles, methods. Ecological laws in ecotourism: the basic laws and principles of ecology, the relationship of ecology and tourism.

Lecture 2. Ecological tourist resources: classification, distribution in the landscape.

Lecture 3 Monitoring of specially protected natural areas for sustainable development of tourism and climatic changes of local and regional scales (methods, trend analysis, assessment of climatic changes, forecasts) in the context of sustainable development of ecotourism.

Lecture 4 Classification of ecological tourism: the concept, the formation of ecological tourist product.

Lecture 5 Infrastructure as an economic and ecological basis of tourism in recreational areas and reserves: the ecological, transport and economic basis of tourism in natural areas,

Lecture 6. Methods for assessing the tourism potential for the development of the infrastructure of natural territories;

Lecture 7 Management of natural territories for the development of ecological tourism: foreign experience.

Lecture 8 Safety of ecological tourism.

Lecture 9 Marketing and informational support of ecological tourism: marketing methods for natural tours and excursions, structure of natural marketing.

II. STRUCTURE AND CONTENT OF PRACTICAL COURSE

Practical work (36 hours.)

Practical work №1. Principles, classification and signs of eco-tourism (2 hours)

Practical work №2. Ecological laws in ecotourism: the basic laws and principles of ecology, the relationship of ecology and tourism. (2 hours)

Practical work №3. Tourist potential and methods of its assessment (4 hours)

Practical work №4. Monitoring of specially protected natural areas for sustainable development of tourism and climatic shifts of local and regional scales (methods, trend analysis, assessment of climate change, forecasts) in the context of sustainable development of ecotourism (4 hours).

Practical work №5. Infrastructure as an economic and ecological basis of tourism in recreational areas (4 hours).

Practical work №6. The use of natural resources for the development of ecological tourism based on international experience (4 hours).

Practical work №7. Ecological tour development (4 hours)

Practical work №8. Ecotourism management. Choosing a tour. (2 hours)

Practical work №9. Selection of equipment in eco-tourism (2 hours)

Practical work №10. Evaluation of offenses and application of legislation in the field of ecotourism (solving situational problems) (2 hours).

Practical work 11. Electronic commerce in the ecotourism industry. B2B and B2C models (4 hours)

Practical work №12. Corporate websites and portals as representative offices of suppliers of natural resources and their agents in the Internet environment (2 hours)

III. EDUCATIONAL AND METHODOLOGICAL SUPPORT OF INDEPENDENT WORK OF STUDENTS

Educational and methodological support of students' independent work in the discipline "Ecotourism" is presented in Appendix 1 and includes:

the schedule for the performance of independent work on the discipline, including approximate norms of time for the performance of tasks;

characteristics of tasks for independent work of students and methodological recommendations for their implementation;

Requirements for the presentation and presentation of the results of independent work;

criteria for assessing the performance of independent work.

IV. CONTROL OF ACHIEVEMENT OF COURSE GOALS

№ п/п	Controlled sections / topics of discipline	Codes and stages of the formation of competencies		Evaluation tools	
				current control	intermediate certification
1	Section I. Theoretical Foundations of Ecology and Ecological Tourism: Section III. Marketing and informational support of ecological	ОП К-3 -	Knows the main scientific information bases for searching materials on the problems of greening and sustainable development	Practical work (OL-1)	Protection of work in a group
			Able to search and analyze scientific information in the field of ecological tourism;	Situational tasks (PR-2)	Test (PR-2), test items: 7-10-15, 21-40, 43, 80-81, 88;
			- reasonably use effective methods of eco-tourism in specific business situations.	Practical work (PR-6)	The test (PR-6), test items: 8, 10, 15, 21, 40, 43, 80-81, 100.

	tourism:				
2	Section II. Ecotourism Management. Section III. Marketing and informational support of ecological tourism:	ПК-3	He knows the basics of modern corporate finance management for solving strategic tasks and the methodological aspects of developing and making management decisions.	Discussion	Test (PR-4), test items: 30, 31, 34-52, 54-65, 69-76. Writing
			Able to use environmental assessment methods for the development of ecotourism territory, to make adequate decisions in the management of natural resources for solving strategic tasks;	Ecological inventory	Test (PR-5), test items: 30, 31, 34-52, 54-65, 69-76, 78-80. Check inventory.
			- adequately apply legal acts in specific situations on the basis of reference and legal software products;	Practical work (PR-6)	Test (PR-1), test items: 30, 31, 34-52, 54-65, 69-76, 78-80.
3.	Section I. Theoretical Foundations of Ecology and Ecological Tourism: Section II. Ecotourism Management.	ПК-4	Knows the basic concepts and methods of organizing operational activities in the field of ecological tourism;	Опрос (УО)	Test (PR-1), test items: 33, 68, 77, 80-81, 88, 113, 118, 125;
			Able to develop programs for the implementation of organizational changes in the field of ecotourism and evaluate their effectiveness;	Практическая работа (ПР-5)	Test (PR-7), test items: 18-25;
			Owens the methods of implementation of basic management functions (decision making, organization, motivation and control)	Практическая работа (ПР-7)	Test (PR-3), test items: 22-28.

Typical control tasks, methodological materials, determining the procedures for assessing knowledge and skills and (or) work experience, as well as the criteria and indicators necessary for assessing knowledge and skills, and characterizing the stages of the formation of competencies in the process of mastering an educational program, are presented in the Appendix 2

V. LIST OF EDUCATIONAL LITERATURE AND INFORMATION AND METHODOLOGICAL PROVISION OF DISCIPLINE

Main literature (electronic and printed publications)

1. Strategies for Sustainable Tourism at the Mogao Grottoes of Dunhuang, China [Electronic resource] / IMartha Demas, Neville Agnew, Jinshi Fan. Springer International Publishing. 2015.-114 p. Access- URL <http://link.springer.com/openurl?genre=book&isbn=978-3-319-09000-9>

2. The Principles of Geotourism [Electronic resource] / Anze Chen, Yunting Lu, Young C.Y. Ng. Springer Berlin Heidelberg. 2015.- 264 p.
<http://link.springer.com/openurl?genre=book&isbn=978-3-662-46697-1>
3. Marta Peris-Ortiz, José Álvarez-García Health and Wellness Tourism [Electronic resource] / Springer International Publishing. 2015.- 183 p. Access-URL <http://link.springer.com/openurl?genre=book&isbn=978-3-319-11490-3>*
4. Berkinbay, O. Bioresources of Kazakhstan. Volume 3. Resources animals [Electronic resource]/ O. Berkinbay, G. Shabdarbaeva. — Almaty: Nur-Print, 2013. 125 c. — ISBN 978-601-241-280-2. —
<http://www.iprbookshop.ru/69044.html>
5. Tourism Security. Strategies for Effectively Managing Travel Risk and Safety. [Electronic resource] /Peter E. Tarlow.2014.- ISBN 978-0-12-411570-5
<https://doi.org/10.1016/C2012-0-06812-3>

Additional literature:(print and electronic publications)

1. Information and Communication Technologies in Tourism 2015 [Electronic resource] / Iis Tussyadiah. Springer International Publishing. 2015.- 606 p.
<http://link.springer.com/openurl?genre=book&isbn=978-3-319-14343-9>
2. Tourism: More People, More Money Nature Publishing Group
3. Social Media Marketing in Tourism and Hospitality [Electronic resource] / Roberta Minazzi. Springer International Publishing. 2015.- 163 p.
<http://link.springer.com/openurl?genre=book&isbn=978-3-319-05182-6>
4. Tourism and Leisure [Electronic resource] /Harald Pechlaner, Egon Smeral. Springer Fachmedien Wiesbaden. 2015.- 389 p. Access- URL.
<http://link.springer.com/openurl?genre=book&isbn=978-3-658-06660-4>
5. Wine Queens [Electronic resource] / Mojca Ramšak. Springer International Publishing. 2015.- 49 p.
<http://link.springer.com/openurl?genre=book&isbn=978-3-319-16661-2>
6. Tourism and Hospitality Development Between China and EU [Electronic resource] / Guojun Zeng Springer Berlin Heidelberg. 2015.- 276 p. Access-URL.<http://link.springer.com/openurl?genre=book&isbn=978-3-642-35910-1>

The list of resources of information and telecommunication network

"Internet"

1. Freedom Collection on ScienceDirect <http://www.sciencedirect.com/>
2. Averchenkov VI, Lozbinev F.Yu., Tishchenko A.A. Information systems in production and economics: a training manual. Publisher: FLINT. 2011.
<http://www.knigafund.ru/books/116365/read>
3. Electronic library and database FEFU. <http://dvfu.ru/web/library/elib>
4. Electronic library system “Lan” <http://e.lanbook.com>

5. The electronic library system of the INFRA-M Scientific Publishing Center
<http://znanium.com>
6. Electronic Library System Bibliotech. <http://www.bibliotech.ru>
7. Electronic catalog of the FEFU Scientific Library <http://ini-fb.dvgu.ru:8000/cgi-bin/gw/chameleon>
8. CyberLenink Scientific Library: <http://cyberleninka.ru/>
9. MASMI - marketing research agency (project "Online Monitor"): <http://www.onlinemonitor.ru>
10. Romir holding - research of the markets and spheres of public life:
<http://www.romir.ru>
11. Foundation of public opinion: <http://www.fom.ru>

List of information technologies and software

1. Microsoft Word
2. Microsoft Excel
3. Microsoft PowerPoint
4. Microsoft Publisher
5. ConsultantPlus / Garant
6. Microsoft Internet Explorer / Mozilla Firefox / Opera

VI. METHODOLOGICAL INDICATIONS ON THE DEVELOPMENT OF DISCIPLINE

Recommendations for planning and organizing the time allotted for the study of the discipline. Planning - the most important feature of human activity, one of the characteristic, mandatory signs of human labor. For the organization of complex learning activities it is very effective to use tools that remind us of the tasks before us, their sequence of implementation. Such means may be a mobile phone that has an organizer program that includes an alarm clock, calendar, and to-do list; timers, reminiscent of the tasks on discipline; computer programs to create a list of cases, highlighting urgent and important matters.

Making a to-do list is the first step to organizing time. The list has the advantage of allowing you to see the whole picture. Streamlining, classifying cases in the list is the second step to organizing time.

Regularity is the first condition for finding more efficient ways of working. It is recommended to choose one day of the week for regular training in the discipline. Regularity not only allows you to prepare for the case, it creates an attitude for this matter, it allows you to work out the rules for doing things (for example, first working out the lecture material, a textbook, reading the original source, then highlighting and fixing the main ideas in the notebook).

To facilitate the execution of tasks, it is necessary to define a time frame. Weekly training in the discipline "Ecotourism" requires time-consuming. A clear fixation of regular cases in time, securing the same hours for them is an important step towards organizing time. When taking into account the time it is necessary to remember about the main goal of rationalization - to get the greatest effect with the lowest cost. Accounting - only a means to solve the main problem: save time.

According to specialists in psychology, the importance of planning and executing cases is also due to the fact that we have accumulated cases, tasks or ideas that we do not implement, we postpone for later - all of this negatively affects our internal state as a whole.

An important role in the organization of educational activities is assigned to the program of the discipline, which gives an idea not only of the thematic sequence of the course, but also of the time spent on the course. The success of mastering a discipline largely depends on a properly planned time for independent preparation (depending on the specialty, from 2 to 3 to 5 hours per week).

Description of the sequence of students' actions (discipline learning algorithm)

Starting the study of the discipline "Ecological tourism", the student must:

familiarize yourself with the program, examine the list of recommended literature; it will be necessary to return to the program of the course constantly, as

each topic is mastered individually, in order to understand whether all the questions have been thoroughly studied;

- carefully understand the structure of the discipline “Ecotourism”, the system of distribution of educational material by type of classes, forms of control, in order to have an idea about the course as a whole, about the lecture and practical parts of the entire course of study;

- refer to the e-learning course loaded on the Blackboard platform for the discipline "Ecotourism", allowing you to navigate in the sequence of tasks;

- rewrite in a notebook for lectures (on a separate page) and attach the structure and content of the theoretical part of the course to the inside of the cover, and practical (laboratory) classes in the notebook for practical classes.

When preparing for classes in the discipline "Ecological tourism" it is necessary to be guided by the norms of time for the execution of tasks. For example, when preparing for a lesson to study the outline of one lecture, textbooks are usually given from 0.5 hour to 2 hours, and to study primary sources of 16 pages of printed text with an outline of 1.5–2 hours, with a plan about 1 hour.

Recommendations for working with literature

The most preferred darkened sequence in the work with the literature. It can be represented as the following approximate algorithm:

Familiarization with the working curriculum and educational complex of the discipline;

- study of basic educational literature;

- study of additional (educational and scientific) literature.

In the course of reading, it is very useful, though not necessary, to make brief summaries of the readings, extracts, notes, to single out unclear, difficult to understand questions. In order to clarify the latter need to contact the teacher. Upon completion of the study of recommended literature, it is useful to check the level of your knowledge with the help of test questions for self-examination.

It is strongly recommended to avoid mechanical learning of educational material. Practice convincingly shows: the most effective way is not “cramming”, but deep, creative, independent insight into the essence of the issues being studied.

It is necessary to conduct systematic daily work on literary sources. The volume of information on the course is so extensive that they fail to master the “last days” before the session, as some students sometimes count on it.

It is necessary to cultivate in oneself an attitude for strength, long-term mastering of knowledge on the course. It must be remembered that they will be required not only and not so much during the course of the course, but - most importantly - in the subsequent professional activity.

Literature is available in the university library.

When working with educational and scientific literature, it is crucial to take into account the moment of development. The course “Ecological tourism”, like most other disciplines, is not and cannot be a set of certain once and for all established truths of last resort. On the contrary, it is constantly evolving and improving. It is the dialectic process of the withering away of the outdated and the emergence of new ideas, attitudes, theories. In the conditions of accelerating aging of information, educational, however, as well as scientific, publications, are far from always able to keep pace with new phenomena and trends generated by the process of innovation. Tangible lag is typical for many publications related to the course. After all, they are impossible, even for purely technical reasons, not to mention others, to annually update and republish. In this regard, in the course literature, students may encounter provisions that no longer fully correspond to new development trends. In such cases, it is necessary, showing the necessary criticality of thought, not to rely on outdated ideas of this or that publication, however authoritative it may be, but on the norms arising from modern editions related to the issue being studied.

At the same time, persistent underlining of the moment of development does not at all mean a complete revision of educational and scientific literature recommended for the course. The task of the student is to display a sufficiently

high scientific culture and not to fall into extremes of both orthodox dogmatism and visible nihilism. Science, as is known, develops not only on the basis of denial, but also continuity. In this continuous process of modernization of knowledge, of course, he will be assisted by teachers, constantly making appropriate changes in the content of the educational process.

Finally, the student is obliged to know not only the recommended literature, but also new, essential publications on the course, published after its publication.

Recommendations for the preparation for the exam (test)

The final control in the study of the discipline "Ecotourism" is the exam. A sample list of questions for the exam is contained in BB. These questions on the discipline are updated at the beginning of the school year. Immediately before the session, questions can be updated. An updated list of questions for credit is given to students before the start of the examination session. At the exam, the student is offered to take a test and protect the final content on the materials of the entire laboratory course, including the performance of tasks for independent group or individual work. The purpose of the exam is to check and assess the level of special knowledge gained by a student in an academic discipline, as well as the ability to think logically, to argue the chosen scientific position, to be creative in solving problems, to own definitions and categories of the professional field. Evaluation is also subject to the argumentation, the ability to convey the idea to the listener. student speech An additional goal of the final control in the form of the exam is the formation of organization, responsibility, independence. Thus, the discipline exam checks the student's knowledge system and plays an important role in preparing the future tourism manager, and contributes to obtaining fundamental and specialized training in organizing business processes.

In preparing for the exam, the student must plan his time correctly and efficiently in order to have a high-quality and high-level preparation for the answers to all questions. During the preparation for the exam, students also systematize the knowledge that they learned while studying sections of the course. This allows you to systematically work out the course, identify the logic, combine

individual topics into a single system, see the prospects for the development of eco-tourism.

Recommended textbooks and special literature when studying a course are available in the recommended list of references in the work program for this course, the teacher also calls them to students in the first lecture.

In order to obtain high-quality and systematic knowledge, a student should start preparing for a kzamen long before its holding, better from the very beginning of the course. For this purpose, as already noted, there are in the educational-methodical guide approximate questions to offset. It is advisable when studying a course to use a work program and an educational complex. It is also necessary to study the practice of personnel management.

Independent work on the preparation for the credit during the session should be planned by the student, on the basis of the total volume of questions submitted for the credit and the days allotted for the preparation for the credit. At the same time, it is necessary that the last day or a part of it be allocated for an additional repetition of the entire volume of questions as a whole. This allows the student to self-verify the level of learning. It is important to keep in mind that for the purposes of reproducing the course material, the information contained in the course work program can play a big supporting role.

Explanations on working with e-learning course

All information on this course is in the electronic Blackboard system in the electronic course under the number FU500DO-080109.65-4-isve.

It contains information:

- About the course;
- Work program of the discipline;
- Course teachers;
- Lecture notes;
- Glossary;
- References;
- Additional materials;

- Materials for practical classes;
- Materials for the organization of independent work of students;
- Test and measurement materials;
- Results of work;
- discussion board;
- Blogs;
- Announcements, etc.

A student can use this resource in the absence of classes, to repeat the material studied, to consolidate the material, to work independently, to control and test knowledge, to prepare for practical exercises, to prepare for a test, to communicate with a teacher, to transfer home, independent work teacher.

Homework Tips

1. The student needs to familiarize himself with the next thematic task in the Blackboard system.

2. Run the task. To do this, familiarize yourself with the methodological recommendations for performing this task, which are located in the appropriate section, or search for materials in the electronic catalog, or in the electronic resources of the FEFU library (access mode: <http://www.lib.dvfu.ru>).

3. Search for additional material (if necessary).

4. Through the Blackboard system to transfer the completed task to the teacher for verification.

5. In the Blackboard system to track your results (ratings). Task verification time at least 7 days.

Recommendations for independent work of students

Organization and teaching support of students independent work (CPC)

1. The current and advanced CPC, aimed at deepening and consolidating knowledge, as well as the development of practical skills is to:

students' work with lecture materials, search and analysis of textbooks and electronic sources of information on the studied topics of the discipline;

performance of home individual and collective tasks;

studying topics submitted for self-study, active participation in their discussion in the classroom;

studying the theoretical material of the laboratory classes, preparing presentations and files with a text description of each slide;

Search for legal acts, comments of specialists in the reference and legal system on the topics of occupations, individual and collective tasks,

mastering technologies of interaction with specified Internet resources and their use for solving practical problems;

mastering the technology of creating the simplest website of the company (or, at the request of the student, in the form of an electronic portfolio of completed tasks for the discipline);

preparation for offset.

VII. MATERIAL AND TECHNICAL SUPPORT OF DISCIPLINE

For lectures, an audience equipped with a multimedia projector is required.

For laboratory classes - an audience equipped with a multimedia projector, personal computers at students' workplaces with Internet access and installed software (at least - Microsoft Office, Consultant Plus / Garant).



MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational
institution of higher education
"Far Eastern Federal University"
(FEFU)

SCHOOL OF ECONOMICS AND MANAGEMENT

**TRAINING AND METHODOLOGICAL SUPPORT
INDEPENDENT WORK OF STUDENTS
on discipline "Ecological tourism"
Specialty "Economics and Environmental Management»
Form of preparation: full-time**

**Vladivostok
2018**

I. I. Schedule for the performance of independent work in the discipline

№ п/п	Date / Deadline	Type of independent work	Estimated time to run	form of control
1	tasks 1, 2 (September)	Studying the theoretical part of the topic, searching for information on quantitative and qualitative indicators of online stores, conducting a comparative analysis of online stores, preparing for the protection of tasks, preparing files, working with the ATP and with Internet resources, preparing to discuss the topics	2 hours	Checking the presence of lectures, files, assignments and their protection, passing the test, actively participating in the discussion of questions on the topics of classes and assignments, reports
2	tasks 3-6 (october- november)	Study of the theoretical part of the topic, preparation for testing, preparation for the discussion of the topics of the group reports, preparation for the tasks	12 hours	Checking the presence of lectures, files, assignments and their protection, passing the test, actively participating in the discussion of questions on the topics of classes and assignments, reports
3	tasks 7, 8 (December)	Study of the theoretical part of the topic, preparation for testing, preparation for laboratory work, preparation for the discussion of the topics of the group reports, preparation for the tasks	12 hours	Checking the presence of lectures, files, passing the test, performing a group creative task, actively participating in the discussion of questions on the topics of classes and assignments, reports
	TOTAL	-	36 hours	-

II. CHARACTERISTICS OF TASKS FOR INDEPENDENT WORK OF STUDENTS, GUIDELINES FOR THEIR IMPLEMENTATION

Topics and indicative content of analytical, research and creative tasks

Task 1. Conduct a comparative analysis of Internet sites, world reserves, selling environmental tours, using the method of complex analysis.

Guidelines for independent work on task 1: "Corporate sites and portals as representative offices of natural resource suppliers and their agents in the Internet environment."

At the initial stage, it is necessary to study the theoretical part of the topic on the list of questions suggested below, using lecture notes, educational literature and Internet resources.

List of questions on the topic:

1. Types of sales of environmental tours by remote method.
2. Trading systems selling travel to the Internet (auctions, shops, malls and platforms, exchanges, etc.) for tourism in general and ecotourism in particular.
3. The concept and advantages (from the point of view of the buyer and seller) of online sales of environmental travel. Its differences from offline analogues.
4. Business processes of customer interaction with the virtual store site.
5. Classification of retail e-commerce models according to the degree of automation of trade and technological processes (web showcases, shops, automatic machines - online trading systems), the structure of each type.
6. The organization of the technological process of online-trade in ecotourism. Ways to create. Evaluation of the effectiveness of the creation, operation of tourist Internet offices.

Then you should pick up the actual data on the indicators of the dynamics of the development of different types of trade with the remote method.

Search for materials on the quantitative and qualitative indicators of the work of the Internet sites of reserves and national parks of the world (statistical data;

articles and expert opinions; Internet services dealing with rating assessment of the popularity of resources). To form a list of selected resources, to study and summarize the information obtained.

Search and select at least three Internet sites for the selected country (it is recommended to choose sites that offer similar travel groups; it is allowed to use Russian sites). Examine the buyer's interaction with the travel seller online or by correspondence.

Get acquainted with the method of integrated analysis and comparison of the economic efficiency of online stores proposed by Alan Sherdani (Alan Sherdani. Analysis of the economic efficiency of online stores. Criterion Sherdani. // Internet Marketing, 2008, 2. - pp. 98-105.). To conduct a comparative analysis of sites selected online sales using this method.

The results of the analysis of the websites of Internet offices operating abroad and in Russia should be presented in tabular form at a given table in Power Point. On the basis of the subjective assessments obtained, construct a diagram (format the chart elements in accordance with the requirements for the presentation of information in the practical FEFU student work).

Similarly, a comparative analysis of the pre-selected three national parks operating in Russia.

On the second worksheet of the file created in the tabular processor, present in tabular form the results of the second analysis of websites of online stores, build a diagram, placing it in Power Point.

To summarize the work with the selected sites, to formulate their own vision of the advantages and disadvantages of each resource identified in the analysis process by presenting it in the presentation.

Search for information on the popularity of protected areas among Internet audiences, data on the number of visitors for a certain period of time (it is recommended to use data from site counters, statistics of Internet services, for example, the Shop-top catalog, Yandex, Live Internet, mail.ru ratings, etc.).

During laboratory hours, provide the teacher with the results of the comparative analysis (a file with three worksheets and three diagrams created in a tabular processor); note the features of the sites of each store (in different tabs of the browser, connect to the sites of selected reserves on the pages of the analyzed sections, specify the search conditions for the desired trip; focus on the methods of providing travel services, payment methods, forms and methods of informing the tourist, etc.); to tell about the main stages of working with protected areas sites.

Comment. It is possible to modify the task in the direction of a comparative analysis of the functionality of other tourist systems (auctions / malls / sites / exchanges). But in this case it is necessary to develop your own system of indicators for their comparative analysis.

Evaluation criteria for performing an analytical task

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	MS Excel file with online sales analysis results	25
4	Verbal protection of the job with a demonstration of the contents of the pages of sites	25
5	Protection of the topic by the list of questions (interview / group discussion)	30
	ИТОГО	100

Task 2. Prepare a collective report on one of the proposed research areas of the topic “Ecotourism in Protected and Recreational Areas (reserves, national parks, botanical gardens”.

List of sample topics for self-study on the topic:

1. Basics of legal regulation of ecological tourism in Russia.
2. Issues of safety of ecological tourism.
3. Basics of e-commerce in tourism.
4. Protected areas Internet sites as a factor in promoting eco-tourism.
5. Ecological device of the territory when organizing medical tourism in the FEFU medical center: analyzers and opportunities

6. Prospects for the development of ecological tourism in the national park "Alkhanai"

7. Recommendations on the organization of nature tourism in the Alkhanai National Park.

8. The system of legal regulation of tourism in PAs in Russia.

9. E-business in PAs: analysis and opportunities

Guidelines for the implementation of research, creative tasks 2 "" Ecological tourism in specially protected and recreational areas (reserves, national parks, botanical gardens. "

Create groups of 2-3 people to prepare the project and select the direction of work from the list above. Coordinate the topic with the teacher. Make a choice of a tool for preparing a presentation (MS PowerPoint presentation graphics application or through an online service).

Using educational literature, scientific publications and Internet resources, search for information on selected topics. To study theoretical materials, expert opinion.

To discuss in his group selected materials on the chosen subject, to collectively develop a plan for its presentation to the student audience. Distribute tasks in the group, responsibilities for finalizing the topic in accordance with the developed plan (for example, search for the missing factual data, normative acts, examples).

Prepare a presentation and file in MS Word processor with accompanying text for each slide.

Search for legal documents on the topic in the reference and legal system Consultant Plus, create a folder with selected regulatory and legislative acts, prepare bookmarks for the necessary fragments of text in the documents.

Guidelines for the preparation of presentations

1. The first slide should contain the title of the report, full name and coordinates (group number, direction of preparation, e-mail address) of the speaker. Each slide should have a title.

2. The presentation begins with an annotation, where one or two slides give an idea of what will be discussed. Most presentations require the announcement of the structure.

3. Move from slide to next page by clicking on the mouse. The optimal switching speed is one slide in 1–2 minutes. Listeners should have time to perceive the information and visually from the slide, and by ear. “Universal” score - the number of slides is equal to the duration of the speech in minutes.

4. The font size of the main text - at least 16pt, headers □ 20 pt. The most readable and traditionally used in scientific research is Times New Roman. Design all the slides in the same style.

5. The presentation is in addition to the report. Each slide is a “poster”, therefore it should contain tables with actual data and diagrams (with obligatory indication of references to sources if they are prepared independently), information in the form of diagrams and figures. Accompanying text to each slide, save it either in the Notes section or in the MS Word file.

6. Do not overload the slide with information. Do not do a lot of small text. When preparing a presentation, it is recommended to use graphs, charts, diagrams and models with a brief description to the maximum extent. Photos and drawings make the presented information more interesting and help to keep the attention of the audience, giving the opportunity to clearly understand the essence of the subject. Long listings or large tables with numbers are hard to read, it’s better to build graphs.

7. It makes sense to be careful. The slovenly made slides (inconsistency in the fonts and indents, errors and typographical errors) arouse suspicion that the speaker also approached the substantive questions “sloppy. The finished presentation should be reviewed carefully several times with a “fresh” look to identify design problems and typos.

8. If you feel at least a little insecure before an audience, or the performance is very responsible, then write and learn your speech by heart. Sounding one page (A4 format, 14pt font, one and a half interval) takes 2 minutes. Practice your

presentation. Let someone listen and tell your mistakes, the impression of the performance, what is interesting, what is not clear how you looked.

9. Watch the time (performance schedule - 10-15 minutes).

10. Speech and slides should not coincide, then the presentation will be “voluminous”. The style of speech should be understandable to the audience, use examples, associations and images. Slides may contain more "technical" details: formulas, diagrams, tables

11. The first phrases should intrigue. For example, it can be said about how difficult or how important this task is, or how unexpected the solution will be - this will keep the attention of the listeners to the end. But then the ending really should be non-trivial - otherwise the listener will be disappointed. Remember, you have only 20 seconds at the beginning of the report in order to attract the attention of listeners. If during this time something truly intriguing (or at least a good joke) is not heard, it will be very difficult to return attention.

12. People remember better what they saw last!

13. In serious scientific presentations do not use the effects of animation and unnecessary "embellishment".

14. Think in advance about possible problems with equipment. Copy the presentation file to your desktop in advance and check how it works, from the first to the last slide. Be sure to carry a copy of your presentation on a flash card. Check if there are any problems with the display of Russian fonts and formulas.

Criteria for assessing the performance of a collective research and creative assignment

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	Presentation report, answers to questions from the audience	20
4	The material is modern, relevant, interesting to the audience.	20
5	The topic is covered deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings	20

6	Availability of a folder with regulatory legal acts, bookmarks in ATP Consultant Plus, presentations and MS Word file with text material	20
	TOTAL	100

Task 3. To study the features of the use of natural resources for the development of ecological tourism.

Study the theoretical part of the topic on the following list of questions, using educational literature and Internet resources, materials of protected areas.

List of questions on the topic:

1. Natural and tourist resources.
2. The purpose of tourism resources, their types. Characteristics of the tourist resources and services of protected areas.
3. Features of tourism resources for the development of ecological tourism.
4. Methods for estimating the value of environmental tourism resources.

Methodical instructions for performing the task 3

Create groups of 4-5 people. In the course of preparing for classes, to understand the concept of tourism resources, providers, determine their purpose, organizational and legal forms, main directions of use, identify the main objects of ecotourism.

To make an analysis of ecotourism resources in the city, region, Russia to analyze the dynamics of ecotourism resources, identify the leading reserves and national parks for unique objects.

Collect theoretical material on ecological resources (volcanoes, geysers, waterfalls, ostant, lakes, bays, botanical and zoological objects of interest to tourists.

To search for statistical data characterizing the activities of reserves and national parks in the world, the Russian Federation, the region (or another settlement, according to the student's place of residence), on the proposed travel tariff plans, prepare a summary table with services and rates of various providers .

Collect information on existing in the types of eco-resources, characteristics of the PA infrastructure in the world and in Russia (on PAs). To get acquainted with the

peculiarities of the functioning of protected areas at different levels of hierarchy in the world.

Create summary tables with the values of the parameters of the types of resources and the peculiarities of their sale on the Internet.

Develop a set of criteria for choosing a method of providing eco-services based on a certain type of resource (for an individual and for an enterprise).

Lead a classification of eco-tours.

To analyze the market of tourist services at a cost and their quality. The collected data should be presented in tabular form (a list of key indicators for analysis is presented in Table 1; the use of additional indicators is encouraged).

Based on the information collected, the conclusion is made about the most profitable offers, PA services and the total cost of tourism resources.

Table 1 - Comparative PA resources ecotourism resources (based on PAs sites)

Reserve	A country	Environmental resource	Ecological holidays, promotions or exhibitions	Number of visitors per season	Resource cost as total content

Критерии оценки выполнения коллективного задания

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	Protection of the topic by the list of issues / active participation in the discussion of reports	20
4	Presentation of the results of the analysis on the lesson	20
5	The material is modern, relevant, interesting to the audience. The topic is revealed deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings.	20
6	Availability of a file with the results of the conducted collective analysis, a folder with regulatory acts, bookmarks in the ATP Consultant Plus	10

7	The presence of a file with the presentation or MS Word file with text material	10
	TOTAL	100

Task 4. To study the organization of a sports tour in a natural landscape.

To prepare for classes, it is necessary to study the theoretical part of the topic on the following list of questions using educational literature and Internet resources. List of questions on the topic:

1. The concept and definition of health tourism.
2. Sports trips as a kind of eco-tourism.
3. What types of sports tourism in natural landscapes do you know by landscape, mode of movement, age, season, comfort, duration, etc.?
4. What age groups exist in sports tourism?
5. What types of ecological tourism promote recovery?
6. What are the age and medical restrictions for different types of tourism?
7. Basic safety rules in a sports tour?
8. Criteria for selection in a sports tour.

Methodical instructions to perform the task 4

Read the text. Find natural and social resources for tourism development. What tours are possible? Explain your answer.

“Machico is active and healthy. She gets up at 7 am every day and goes for a walk. She plays gateball, a popular national sport, with her friends three times a week. This is not unusual, except that Machico is 103 years old. She is not alone - in Okinawa, hundreds of such long-livers lead a healthy lifestyle. Okinawa is a group of Japanese islands between Japan and Taiwan. Near the beach there is a large stone with an engraved saying: “At 70 you are still a child, at 80 you are just a young man, and at 90, if ancestors invite you to heaven, ask them to wait” until you are 100, and then you can consider it. ”

Okinawans manage to stay slim in old age, eating a low-calorie diet, which consists of three quarters of plant food and one quarter of animal feed. They eat seven servings of fruits and vegetables every day and stop eating when they are

80% full. They also support physical activity by dancing, practicing martial arts, walking and gardening.

Okinawans have developed a stress-resistant personality. No one is in a hurry, the timetable does not exist, and there is always tomorrow. Hundreds of people, both young and old, go to the beach every day to watch the sunsets. On Okinawa, there is always time to watch the sunset.

Like large extended families, Okinawa has strong networks of friends. When someone is sick and does not come to work, the neighbor will always knock on the door to find out how he is.

There is no magic pill. Okinawans believe that if you are in good shape, if you have good friends, a healthy diet and a stress-free lifestyle, you will live longer. It is so simple"!

Describe the procedures for the transformation and direct sale of a natural tour for retirees based on the resources of Okinawa Island.

Having considered various types of tourism on this island, offer a tour, the necessary infrastructure and means of selling this tour (with a set of offered services) for organizing and selling an eco-tour on Internet technologies. On the basis of the collected data to draw conclusions about the cost of services provided, the level of income from their implementation.

Evaluation criteria for the implementation of the collective task

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	Protection of the topic by the list of issues / active participation in the discussion of reports	20
4	Presentation of the results of the analysis on the lesson	20
5	The material is modern, relevant, interesting to the audience. The topic is revealed deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings.	20
6	Availability of a file with the results of the conducted collective analysis, a folder with regulatory acts, bookmarks in the ATP Consultant Plus	10
7	The presence of a file with the presentation or MS Word file with text material	10

	TOTAL	100
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Task 5. To study the peculiarities of the tourism infrastructure as an economic and ecological basis of tourism in recreational areas

To prepare for classes, it is necessary to study the theoretical part of the topic on the following list of questions using educational literature and Internet resources.

List of questions on the topic:

1. New approaches to the infrastructure of ecotourism, work with clients.
2. Opportunities of new infrastructure approaches provided to PAs. Features of infrastructure solutions in protected areas.
3. Development of a plan for the development of PA improvement for tourism. Zoning territory. The tasks facing the developer of the plan.
4. Infrastructure for ecotourists. Infrastructure features. Infrastructure network. Methods for implementing placements. Placement characteristics, performance evaluation.
5. Search engines and catalogs for ecotourists. Web sites for the sale of placements.
6. Communication networks in PAs.
7. The main stages of communication in the natural area.
8. Criteria for the selection of infrastructure.
9. Assessment of the effectiveness of infrastructure in protected areas.
10. The essence of the infrastructure in the recreational area.
11. Characteristics of tools for assessing infrastructure fullness.

Methodical instructions to perform the task 5

Create groups of 4-5 people. Prepare a protected area map. It is necessary to define the goals and objectives of the zoning of the territory and the infrastructure fullness of the protected areas (for example, using the infrastructure inventory). Then prepare information on the largest communication networks and existing problems of PAs for the conservation of species), make selections of photos, flight patterns / nesting of rare birds, flowering sites of rare plants, search systems on the

prevalence and limitations in ecosystem functioning. Separately, the existing PA infrastructure, effectiveness and rules for its use, including public facilities for sanitary and administrative purposes, should be considered. You also need to prepare your own resume.

To search for materials on the rates for accommodating tourists, the cost of building new facilities and the cost of waste disposal per tourist per day, calculating the costs of conducting new communication networks, examples of using quantitative and qualitative indicators in calculating infrastructure efficiency. Search for information about Russian and foreign infrastructures for tourism in PAs. Get acquainted with the possibilities and conditions of interaction with one of them. Highlight the most famous PAs that provide accommodation for tourists in their hotels (for example, the United States). The results should be arranged in the form of a table (table 3), on the basis of the collected data, conclude that the most effective accommodation of tourists in the protected areas.

Table 3 - Comparative characteristics of accommodation

Tourist accommodation	Company 1	Company 2	Company 3
In the PA chalets			
1 day			
At the campsite			
1 day			
Week 1			
1000 tourists			
PA attendance			
Approximate number of tourists per day			

To conduct a comparative analysis of the attendance of PAs Abroad and in Russia on the Internet. Identify the advantages and disadvantages of accommodation in the protected areas.

Give examples of companies using the protected areas resource as the main mechanism for the implementation of tourist services.

Search and select at least three PAs operating in the regions of the Russian Federation (it is recommended to choose PAs that offer a full range of tourist services).

To conduct a comparative analysis of the selected PAs for the set of indicators proposed in Table 4 (assessment is carried out at the discretion of the student - on a five-point scale; the introduction and use of additional indicators is allowed).

The results of the analysis of PA sites functioning in the Runet should be presented in tabular form (the file should be created in an Excel spreadsheet processor). On

the basis of the subjective assessments made, construct a diagram (format the chart elements in accordance with the university-wide requirements for the presentation of information in practical student work).

The results of the second analysis of the websites of Internet agencies to be presented in tabular form on the second worksheet of the created file, build a diagram.

Based on the results obtained during the work (content analysis with consideration of subjective preferences), choose a PAs-winner.

Sum up the results of work with selected PAs, formulate your own vision of the advantages and disadvantages of each resource identified in the process of analysis.

During the hours of practical classes to present the results of the study in electronic form to the teacher (file created in a tabular processor); to characterize accommodation services; appreciate the quality of work with the site of PAs.

Table 4 - Indicators for a comparative analysis of accommodation facilities in PAs

Indicators	Reservate 1 (Link to Resource)	Reservate 2 (Link to Resource)
Site design, photo of accommodation, reviews (registration; placement of information sections; information content; convenience of perception of information, etc.)		
Ways to navigate site resources (how easy and understandable it is; navigation methods; site map)		
The list of services provided, their prices (availability of information about the set of services and their prices, form of presentation; possibility of preliminary calculation of the cost of the promotion)		
Availability of information about the terms of the contract and the form of the order		
Ways to organize feedback (consultation of managers on the "hot line" by phone, e-mail, ICQ, "Guestbook", frequently asked questions FAQ and other means)		

Evaluation criteria for the implementation of the collective task

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	Protection of the topic by the list of issues / active participation in the discussion of the reports of the analysis of colleagues in the group	20

4	Presentation of the results of the analysis on the lesson	20
5	The material is modern, relevant, interesting to the audience. The topic is revealed deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings.	20
6	Availability of a file with the results of the conducted collective analysis, a folder with regulatory acts, bookmarks in the ATP Consultant Plus	20
	TOTAL	100

Task 6. To study the features of the development of environmental tour

To prepare for classes, it is necessary to study the theoretical part of the topic on the list of questions suggested below, using educational literature and Internet resources (for example, materials of PAs and travel agencies).

List of questions on the topic:

1. Ecological tours to the Internet: concept, their classification, route schemes, advantages and disadvantages.
2. Electronic means of selling eco-tours.
3. Methods to ensure the safety of eco-tours.
4. Trends in the eco-tourism market.
5. Russian environmental tours. World ecotourism trends.
6. The structure of the ecotour in the development
7. Confirmation, licensing and insurance of distributed ecotourists. Insurers and insurers.
8. Legal support and types of contracts for the implementation of the ecotour.
9. Competitiveness and package of services provided in ecotourism.
10. Problems of security of electronic payments.

Methodical instructions to perform the task 6

Form groups of 5-6 people.

Prepare information on the development trends of various types of eco-tours that allow developing tourism in the territory with minimal investment. These types of communications include extreme and sports tourism. Understand the features of the functioning of modern types of ecotourism: sports, scientific, beach, educational, extreme, ethnic, rural.

Consider the concepts of ecological tour, ecological excursion, sustainable tourism, identify new opportunities for consumers of travel services resulting from the improvement and consolidation of travel agency funds and PAs (PA infrastructure and TF personnel and facilities).

Prepare a summary table with information about the main means of implementing an eco-tour (transport, payment, infrastructure, environmental resources, staff included in the development and implementation of the tour, legal and documentation support of the tour)

- To study typical schemes of conducting an eco-tour on the basis of PAs.
- Identify the main participants of the tour, the target groups.
- Prepare content for sites of at least two electronic sites.
- To conduct a comparative analysis of Russian eco-tours.
- Search for materials with expert ratings of eco-tours ratings.

Determine the most convenient payment system for your ecotour. Prepare a summary table with a list of advantages and disadvantages of environmental tours.

Prepare examples of the use of ecotourism by different subjects of the federation, demonstrating the benefits they receive, the economic effect. To justify the effectiveness of various forms of eco-tours.

Consider the specifics of the formation and development of the tourist sector of the economy. Produce expert opinions on the prospects of ecotourism in the APR. See the block of the primary structure of the ecotour on the basis of fig. 1. and prepare a detailed scheme.



Fig. 1 Basic blocks for the initial stage of the development of an ecotour

Develop an eco-tour according to the following plan:

1. Development of the contents of the tour;
2. development of a specific tourist route;
3. development of rules for the behavior of tourists in eco-tour;
4. Development of a maintenance program
5. Characteristics of excursion service and attraction system
6. Selection of partners contractual company
- 7 Development of technological documentation
- 8 Passport trails

To master the technology of video analysis of an ecotour / excursion based on a visit to the protected areas (natural park, aquarium, zoo, botanical garden, national park, nature sanctuary). To make a film / photo report about the object of ecotourism, evaluate the infrastructure, eco-resources, their uniqueness / banality, relevance from the point of view of a tourist, development possibilities, maintenance, information richness, satisfaction. Post on any social site. Send the address of the resource to the teacher by e-mail.

Evaluation criteria for the implementation of the collective task

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work on the Internet resource (social	10

	network)	
3	Protection of the topic by the list of issues / active participation in the discussion of the reports of the analysis of colleagues in the group	20
4	Explanation of the implementation of the ecotour technology, a demonstration of its implementation	20
5	The material is modern, relevant, interesting to the audience. The topic is revealed deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings.	20
6	Availability of a file with the results of the conducted collective work, a folder with regulatory acts, bookmarks in ATP Consultant Plus	20
	TOTAL	100

Task 7. To study the features of e-commerce in the industry of ecotourism. B2B and B2C models.

Study the theoretical part of the topic on the following list of issues using lecture notes, educational literature and Internet resources (for example, materials of protected areas).

List of questions on the topic:

1. Formation of the market of eco-products and services. Suppliers and consumers of eco-tourism products and services.
2. The state and the sphere of eco-tourism products and services.
3. The structure of the market of ecological tourism products and services.
4. World market of tourist services.
5. The concept of pricing in the market of natural tourism services.
6. E-business: concept, main types, advantages, principles of management in the environmental tourism sector.
7. Objective prerequisites for the emergence of the ecological tourism industry and the threat to its functioning.
8. Information infrastructure of e-business ecotourism.
9. Features of tourism activities in the Internet environment.
10. Methods and ways of integrating protected areas in the electronic market.
11. Classification of e-business models in the Internet environment.

Methodical instructions to perform the task 7

Form groups of 5-6 people.

To study the theoretical part of the topic of educational literature (print and Internet resources). Prepare for her oral protection on the list of questions (it is recommended to write out answers to questions in the workbook; search for analytical articles and statistical data reflecting the dynamics of the development of

Russian enterprises in the Internet space). Prepare information on the development trends of the selected services market.

Search and select three sites of companies providing travel services.

Conduct a comparative analysis of selected sites on an independently developed system of indicators (Table 5 shows an approximate list of indicators for a comparative analysis of PA sites).

The results of the analysis of company websites should be presented in tabular form in a file created in a tabular processor (for example, MS Excel). On the basis of the estimated estimates, construct a diagram.

To sum up the results of work with selected web-representations, to formulate their own vision of the advantages and disadvantages of each resource identified in the process of analysis.

During the hours of practical classes, to present to the teacher the results of the conducted research in the form of a file with assessment values and diagrams; mark the features of each PAs (previously, use the browser to connect to the sites of selected PAs, prepare on the different tabs of the page of the analyzed sections of the PAs sites); Demonstrate the main stages of working with sites (for example, searching for information required by the visitor).

Table 5 - Approximate set of indicators for a comparative analysis of staffing online agencies

Indicators	RESERVATION 1 (Link to resource)	RESERVATION 2 (Link to resource)
Overall assessment of the organization and content		
Site design (registration; placement of information sections; information content; convenience of perception of information, etc.)		
Organization of site resource navigation (how convenient and understandable it is; navigation methods — horizontal and vertical menus; site map; buttons; text and graphic hyperlinks inside the page, etc.)		
Information on protected areas (history, logo and motto; location of the head office and branches, certificates and licenses, ecotourism resources, customers, partners)		
Links to other PAs		
Assessment from a tourist point of view		
Availability of the list of services provided and their prices		

Evaluation criteria for the implementation of the collective task

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10

2	Placing the results of independent work in the presentation	10
3	Protection of the topic by the list of issues / active participation in the discussion of the results of the analysis of websites of Internet companies and markets of services of colleagues in the group	20
4	Presentation of the results of a comparative analysis of websites of Internet companies of the selected type of activity and analysis of the relevant services market	20
5	The material is modern, relevant, interesting to the audience. The topic is revealed deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings.	20
6	Availability of a file with the results of the conducted collective work, a folder with regulatory acts, bookmarks in ATP Consultant Plus	20
	ИТОГО	100

Task 8. Conduct monitoring at the site of specially protected natural territories in the context of sustainable development of ecotourism. Create a trial area at the site of a forest frequented by tourists. information site of the company (based on the finished layout in Microsoft Publisher, using MS Word word processor or using the wizard on a free site).

Study the theoretical part of the topic on the following list of questions, using lecture notes, textbooks and Internet resources.

Practical work №4.

Practical work №6. The use of natural resources for the development of ecological tourism based on international experience (4 hours).

Practical work №8. Ecotourism management. Choosing a tour. (2 hours)

Practical work №9. Selection of equipment in eco-tourism (2 hours)

Practical work №10. Evaluation of offenses and application of legislation in the field of ecotourism (solving situational problems) (2 hours).

List of questions on the topic:

1. E-business: concepts, types of models.
2. A website as a representative office of a company (company, organization) in the Internet environment (the concept of a web page, a website — static and dynamic, a web server; their functions and purpose, structure, types).

3. Types and structure of the corporate website, its functions and tasks.
4. The main technologies for creating websites. Web site hosting.
5. Ways to attract visitors to the site. Visitor counters. Quantitative and qualitative criteria for evaluating the effectiveness of the creation and operation of the company's web site.
6. The introduction of corporate information systems in the structure of e-commerce.
7. Ideology of web services
8. The practice of forming legislation on e-commerce abroad and in Russia
9. Corporate portals: concept, purpose. The main requirements for portals. Key portal features. Types of portals.
10. The role of XML and WEB-services in the Internet economy. Mechanisms for achieving universal understanding of XML documents: DTD, XML Schemas, XML dictionaries.
11. The concept of Web-service. Technologies of developing XML documents.
12. Architectures and technologies for developing corporate portals.
13. Software companies for corporate portals.
14. Software Architecture for IBM Business Integration.
15. Management and monitoring of corporate portals. Objects of management and monitoring: content, users, security, personalization, performance, system resources, network connections.
16. Security: firewalls, digital certificates, authentication, level of secure SSL sockets, IP security.
17. Knowledge management: hierarchy of management - information management, portal content management, knowledge management.



MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational
institution of higher education
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(FEFU)

ШКОЛА ЭКОНОМИКИ И МЕНЕДЖМЕНТА

ASSESSMENT FUND
**Direction of preparation 38.04.02 "Economics and Environmental
Management**
Master's Program in Environmental Economics and Managemen (in English)
Form of training full-time

**Vladivostok
2018**

**Passport
appraisal fund**
on discipline "Ecological tourism"

Code of competence	Stages of the formation of competence	
OPK-3 - the ability to conduct independent research, to justify the relevance and practical significance of the chosen topic of scientific research	Knows	main scientific information bases for searching materials on the problems of greening and sustainable development
	be able to	search and analyze scientific information in the field of ecological tourism reasonably use effective methods of eco-tourism in specific business situations.
	got hold of	professional methodology for conducting research in the field of ecotourism, terminology in the field of eco-tourism in a foreign language
PC-3 ability to use modern methods of corporate finance management for solving strategic tasks	Knows	fundamentals of modern methods of corporate finance management for solving strategic tasks and methodological aspects of developing and making management decisions.
	be able to	<ul style="list-style-type: none"> • knows how to use environmental assessment methods for the development of ecotourism territory, to take adequate decisions in the management of natural resources for solving strategic tasks; • adequately apply legal acts in specific situations on the basis of reference and legal software products; • Choose innovative solutions in the field of ecotourism.
	got hold of	the main methods of ecological tourism for solving strategic problems, developing innovative projects for ecological tourism.
PC-4 The ability to analyze and form the organization's entrepreneurial orientation	Knows	basic concepts and methods of organizing operations in the field of ecological tourism;
	be able to	develop programs for the implementation of organizational changes in the field of ecotourism and evaluate their effectiveness;
	got hold of	methods of implementation of basic management functions (decision making, organization, motivation and control)

№ п/ п	Controlled sections of the discipline	Коды и этапы формирования компетенций		Оценочные средства	
				Текущий контроль	Промежуточная аттестация
1.	Section I. Theoretical Foundations of Ecology and Ecological Tourism: Section III. Marketing and informational support of ecological tourism:	ОПК-3	knows	Current control	Protection of work in a group
			is able	Practical work (OL-1)	Test (PR-6), test items: 7-10-15, 21-40, 43, 80-81, 88;
			possess skills	Situational tasks (PR-2)	The test (PR-6), test items: 8, 10, 15, 21, 40, 43, 80-81, 100.
2.	Section II. Ecotourism Management.	ПК-3	knows	Practical work (PR-6)	Test (PR-4), test items: 30, 31, 34-52, 54-65, 69-76. Writing
			is able	Situational tasks (PR-11)	
			possess skills	Practical work (PR-6)	Test (PR-6), test items: 30, 31, 34-52, 54-65, 69-76, 78-80. Check inventory.
3.	Section III. Marketing and informational support of ecological tourism:	ПК-4	knows	Situational tasks (PR-11)	
			is able	Discussion	Test (PR-1), test items: 30, 31, 34-52, 54-65, 69-76, 78-80.
			possess skills	Ecological inventory	Test (PR-1), test items: 33, 68, 77, 80-81, 88, 113, 118, 125;

Exam materials

(evaluation tools for intermediate certification and evaluation criteria)

1. Questions for the exam

1. Theoretical foundations of ecology and ecological tourism: basic concepts, goals, principles, methods of ecological tourism; objects and subjects of ecological tourism and eco-product.

2. Ecological tourism. The principles of its functioning (the principle of positive feedback, completeness, exponential, reverse pricing, free, globalization, etc.).
3. Classification of ecological tourism: concept, classification; formation of ecological tourism products and management of ecological tourism.
4. Ecological tourism resources: classification, distribution in the landscape.
5. Ecological laws in ecotourism: the basic laws and principles of ecology, the relationship of ecology and tourism.
6. Monitoring of specially protected natural areas for sustainable tourism development and climatic changes of local and regional scales (methods, trend analysis, assessment of climate change, forecasts) in the context of sustainable development of ecotourism.
7. Ecotourism management. Infrastructure as an economic and ecological basis of tourism in recreational areas and reserves.
8. Ecological, transport and economic basis of tourism in natural areas,
9. Methods for assessing the tourism potential for the development of natural infrastructure.
10. Management of natural territories for the development of ecological tourism: foreign experience.
11. Safety of ecological tourism.
12. Marketing and informational support of ecological tourism
13. Marketing methods for natural tours and excursions, structure of natural marketing,
14. Features of marketing research in eco-tourism;
15. Marketing of nature reserves and national parks
16. Information bases of natural resources and development of the territory;
17. Human activities in tourism as an environmental factor. Ecological consequences of the development of tourism in the aspect of economic, political and social problems

18. Communication with the local population and resource conservation. Providing employment for local residents in the field of ecological tourism.
19. Ecological certification of tourism objects.
20. Ecological tourism and biosphere reserves (standards). National parks and monuments of nature.
21. The relationship of nature and society. Red book of nature. Black list of nature.
22. The most typical and common types of crime in tourism. Environmental education activities.
23. Recreational and rehabilitation opportunities for ecological tourism.
24. Specific features of ecological specially protected natural territories.
25. PA infrastructure and ecological tourism: zoning, design, monitoring.
26. Ecological and psychological prerequisites for the formation of the content of routes in eco-tourism.
27. Classification of natural routes. Classification by professional training and orientation of ecological routes.
28. Setting visiting limits on ecological routes. The degree of comfort and availability of ecological routes.
29. The specifics of the natural conditions of the region and its role in the development of ecological tourism. The main factors hindering ecological tourism.
30. Information support of ecological tourism.
31. Organizational support of ecological routes.
32. Promising tourist areas.
33. Ethno-ecological routes.
34. Ecological-botanical and zoo-ecological routes.
35. Sports and extreme tours.
36. Regulations of work and excursion-tourist activity on ecological routes.
37. Organization of cognitive, educational and scientific activities in protected areas.

Student assessment criteria for the discipline

"Ecological tourism"

(intermediate certification - test)

Points (rated)	Grade of Exam / Exam (standard)	Requirements for the generated competencies
86-100	"Read" / "excellent"	The grade "excellent" is given to the student if he has deeply and firmly mastered the program material, expounds it exhaustively, consistently, clearly and logically coherently, knows how to closely link theory with practice, freely copes with tasks, questions and other kinds of knowledge application, and does not find it difficult the answer when modifying assignments, uses in the response material of monographic literature, correctly substantiates the decision made, has various skills and techniques for performing practical tasks.
76-85	"Read" / "good"	The mark "well" is given to the student, if he knows the material firmly, correctly and essentially sets it out, avoiding significant inaccuracies in answering the question, correctly applies theoretical principles in solving practical questions and problems, and has the necessary skills and techniques to carry them out.
75-61	"Read" / "satisfactorily"	The mark "satisfactorily" is given to the student if he has knowledge of only the basic material, but has not learned its details, admits inaccuracies, insufficiently correct formulations, violations of the logical sequence in the presentation of the program material, has difficulty in answering additional questions.
менее 61	"Not credited" / "unsatisfactorily"	The rating "unsatisfactory" is given to a student who does not know a significant part of the program material, makes significant mistakes, hesitates, and does practical work with great difficulty. As a rule, the grade "unsatisfactory" is given to students who cannot continue their studies without additional studies in the relevant discipline.

Evaluation tools for current certification (standard operating systems for current certification and evaluation criteria for each type of certification for the discipline "Ecological tourism")

Typical assessment tools for the current certification for the discipline "Ecological tourism" are located in the section of the working curriculum of the discipline "Educational and methodological support of students' independent work

Evaluation criteria for performing an analytical task

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10

2	Placing the results of independent work in the LMS Blackboard	10
3	MS Excel file with online sales analysis results	25
4	Verbal protection of the job with a demonstration of the contents of the pages of sites	25
5	Protection of the topic by the list of questions (interview / group discussion)	30
	ИТОГО	100

Criteria for assessing the performance of a collective research and creative assignment

№ п/п	Criterion	Number of points
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	Presentation report, answers to questions from the audience	20
4	The material is modern, relevant, interesting to the audience.	20
5	The topic is covered deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings	20
6	Availability of a folder with regulatory legal acts, bookmarks in ATP Consultant Plus, presentations and MS Word file with text material	20
	TOTAL	100

Evaluation criteria for the implementation of the collective task

№ п/п	Criterion	Количество баллов
1	Readiness of the results of independent work in time	10
2	Placing the results of independent work in the LMS Blackboard	10
3	Protection of the topic by the list of issues / active participation in the discussion of the reports of the analysis of colleagues in the group	20
4	Presentation of the results of the analysis on the lesson	20
5	The material is modern, relevant, interesting to the audience. The topic is revealed deeply, the presentation of the material is logical, reasoned, supported by illustrations, tables and diagrams with factual data, diagrams and drawings.	20
6	Availability of a file with the results of the conducted collective analysis, a folder with regulatory acts, bookmarks in the ATP Consultant Plus	20
	TOTAL	100

Methodical recommendations determining the procedures for evaluating the results of mastering the discipline

Current student certification. The current attestation of students in the discipline "Ecological tourism" is carried out in accordance with the local regulations of FEFU and is mandatory.

The current certification for the discipline "Ecological tourism" is carried out in the form of control measures (tests, practical tasks) for evaluating the actual learning outcomes of students and is carried out by the leading teacher.

Objects of evaluation are:

- academic discipline (activity in the classroom, timeliness of performing various types of tasks, attendance of all types of classes in a certified discipline);
- the degree of assimilation of theoretical knowledge (activity during discussions of materials, active participation in discussions with arguments from additional sources, attentiveness, the ability to ask counter questions in the framework of discussion or discussion, interest in the materials under study);
- the level of mastering practical skills and skills in all types of academic work (determined by the results of examinations, practical exercises, answers to tests);
- results of independent work (assignments and evaluation criteria are available in Appendix 1).

Intermediate certification of students. Intermediate certification of students in the discipline "Ecotourism" is carried out in accordance with the local regulations of FEFU and is mandatory.

Intermediate certification type - test (3 semester), consisting of an oral survey in the form of an interview and an individual creative test.

Brief description of the application procedure of the used evaluation tool. As a result of attending practical classes, seminars and round tables, the student

consistently masters the materials of the discipline and studies the answers to the test questions presented in the structural element of WCF IV.1. During the intermediate certification, the student prepares an individual creative test task (the individual creative test task is located in the FOS IV.2 structural element). The criteria for assessing a student in the standings are presented in the structural element of WCF IV.3. Criteria for assessing the current certification - a test of knowledge (practical work 1-11, group creative task) are presented in the structural element of WCF V.