



MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational Institution of Higher Education
"Far Eastern Federal University"
(FEFU)

SCHOOL OF ECONOMICS AND MANAGEMENT

AGREED

Head of OP

_____ Ovcharenko N.P.

(signature) (name)

«__» _____ 20__ г.

AFFIRM

Acting Head of Department

_____ Ovcharenko N.P.

(signature) (name)

«__» _____ 20__ г.

WORKING PROGRAM OF DISCIPLINE

"Ecological tourism"

Direction of preparation 43.04.02 Tourism

"International Tourism & Hospitality

(in English) »

Full-time training form

course 2, semester 3
lectures 36 hours.
practical exercises 36 hours.
laboratory work 0 hour.
including using MAO Lek. 36 / pr 36 / lab 0 hour
total hours of classroom workload 72 hours.
including using MAO for 45 hours.
independent work 99 hours.
including preparation for the exam 45 hours.
control works (quantity) - not provided
term paper / course project - not provided
offset - semester
exam - 3 semester

The work program has been drawn up in accordance with the requirements of the Federal State Educational Standard in the area of training 43.04.02 Tourism, approved by order of the Ministry of Education and Science of the Russian Federation dated June 15, 2017 No. 558

The work program was discussed at a meeting of the department
_____ protocol No. 11 of June 14, 2019

Acting Head of Department: Cand. tech. Sciences Ovcharenko N.P.
Compiled by: cand. Biol. Science, Associate Professor Dolgaleva L.M.

Vladivostok
2019

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

Protocol of "_____" _____ 20____, No. _____

Head of Department _____

(signature) (I.O. Surname)

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

Protocol of "_____" _____ 20____, No. _____

Head of Department _____

(signature) (I.O. Surname)

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

Protocol of "_____" _____ 20____, No. _____

Head of Department _____

(signature) (I.O. Surname)

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

Protocol of "_____" _____ 20____, No. _____

Head of Department _____

(signature) (I.O. Surname)

1. Goals and objectives of mastering the discipline:

The goal is the mastery by students of practical knowledge, the formation of skills and practical skills in the professional field, the understanding of natural laws and the influence of anthropogenic activities on natural processes, the ability to use knowledge, applying management decisions and choosing the principles and methods of environmental management in ecotourism.

Tasks:

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

2. To study the economic and legal conditions for the interaction of 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 the reduction of the risks of environmental losses as a result of natural or man-made disasters;

5. To differentiate the types, forms, classifications of ecological tourism, especially their manifestations in the tourism and hotel business.

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

Universal competencies of graduates and indicators of their achievements:

Name of the category (group) of universal competencies	Code and name of the universal competence of the graduate	Code and name of the indicator of achievement of universal competence
Development and implementation of projects	UK-1 Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	UK-1.1. defines the main scientific information bases for the search and methods of greening and sustainable development. UK-1.2. Carries out the search and analysis of scientific information in the field of ecological tourism; -reasonably use effective methods of ecological tourism in specific business situations. UK-1.3. Carries out an analysis of environmental and economic problems in ecotourism based on a systematic approach UK-1.4. Formulates the results of the analysis and develops an action strategy to achieve a result UK-1.5. Conducts a presentation of the results of analytical work using environmental methods

General professional competencies of graduates and indicators of their achievement:

Name of the category (group) of general professional competencies	Code and name of the general professional competence of the graduate	Code and name of the indicator of achievement of general professional competence
no	no	no

Professional competencies of graduates and indicators of their achievement:

The task of professional activity	Objects or area of knowledge	Code and name of professional competence	Code and name of the indicator of achievement of professional competence	Basis (PS, analysis of other requirements for graduates)
Type of tasks of professional activity: organizational and managerial				
Management of tourism enterprises	Tourist enterprises and protected areas	PK-1 is able to formulate the concept of a tourist enterprise, develop an effective strategy and formulate an active risk assessment policy for a tourist enterprise.	PK-1.1 Diagnoses the sustainability of ecotourism enterprises PK-1.2 Formulates the concept of a tourism enterprise PC-1.3. Carries out environmental monitoring on the territory of ecotourism and assesses environmental risks. PK-1.4 Analyzes the existing organizational structure and designs organizational structure for ecotourism purposes PK-1.5 Uses information technology to formulate an active policy for assessing the risks of tourism	

I. STRUCTURE AND CONTENT OF THEORETICAL PART OF THE COURSE

Section I. Theoretical foundations of ecology and ecotourism: basic concepts, goals, principles, methods of ecotourism; classification of ecotourism: concept, classification; formation of ecological tourism product and management of ecological tourism; ecological tourism resources: classification, distribution in the landscape. Environmental laws in ecotourism: basic laws and principles of ecology, the relationship of ecology and tourism. Monitoring of specially protected natural areas for sustainable tourism development and climate shifts of local and regional scales (methods, trend analysis, climate change assessment, forecasts) in the context of sustainable development of ecotourism.

Section II. Ecotourism Management. Infrastructure as the economic and environmental 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. Ecotourism safety.

Section III. Marketing and information support for ecotourism: marketing methods for nature tours and excursions, the structure of natural marketing, features of marketing research in ecotourism, marketing of nature reserves and national parks, information databases of natural resources and development of the territory; communication with the local population and conservation of resources.

II. STRUCTURE AND CONTENT OF THE PRACTICAL PART OF THE COURSE

Practical work (36 hours)

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

Practical work No. 2. Ecological tourism as a tool for sustainable development of the territory and economy (2 hours)

Practical work No. 3. Tourism potential and methods of its assessment. Travel product. (4 hours)

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

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

Practical work No. 6. Geoecological approaches to assessing the impact of tourism and recreation activities on the environment (4 hours).

Practical work No. 7. Environmental management and marketing in tourism (4 hours)

Practical work №8. Ecotourism Management. Tour selection. (2 hours)

Practical work No. 9. Landscape planning as an organizational and legal basis for the development of tourism. (2 hours)

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

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

Practical work 12. Corporate sites and portals as representative offices of suppliers of natural resources and their agents in the Internet environment (2 hours)

III. TRAINING AND METHODOLOGICAL SUPPORT FOR INDEPENDENT WORK OF STUDENTS

Educational and methodological support for the independent work of students in the discipline "Ecotourism" includes:

- schedule of independent work on the discipline, including approximate norms of time for 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 evaluating the performance of independent work.

Recommendations for independent work of undergraduates

Organization and educational and methodological support of the independent work of undergraduates (CRC)

The current and advanced CDS, aimed at deepening and consolidating knowledge, as well as the development of practical skills, consists in:

- the work of undergraduates with lecture material, the search and analysis of educational literature and electronic sources of information on the subjects of the discipline;
- fulfillment of home individual and collective tasks;

- studying topics submitted for independent study, active participation in their discussion in the classroom;
- study of theoretical material, topics of practical training, preparation of presentations and files with a text description of each slide;
- the search for legal acts, comments of specialists in the reference legal system on the topics of classes, individual and collective tasks,
- exam preparation.

Schedule of independent work on the discipline

Date / Deadline	Type of independent work	Estimated time to complete	form of control
2.3 weeks	Practical work with a presentation	20	Work Protection
4,5 week			
6-7 week	Preparation of practical tasks	30	Submission for job verification
During the semester	Test preparation	22	Submission for verification of a draft article
ИТОГО		72	72

Description of tasks for students to work independently, guidelines for their implementation

1. Preparation of practical tasks in accordance with the topics presented in the Work Program of the discipline (RAP)
2. Preparing a presentation using Microsoft Office Programs.
3. Writing a draft scientific article in accordance with the subject of the course, independently selected by the undergraduate.

Guidelines for writing a draft scientific article

The preparation of the article has the goal of:

- Consolidation, expansion and deepening of theoretical knowledge in the studied discipline;
- Development of research skills, presentation of scientific results;
- Development of practical skills of independent work with literature.

The text of the article should include links to sources indicated in the list of references indicating the pages.

Article structure:

1. Name
2. Substantiation of the topic, the main problems
3. Review of existing studies (literature review)
4. The essence of the proposed solutions, rationale
5. References

The project should be a volume of at least 15 pages in A4 format, size 14, spacing 1.5, top and bottom margins 2 cm, right - 1.5 cm, left - 3 cm. Indention 1.25 cm. Provided in electronic form to the teacher's mail.

The work performed is presented in the form of an oral report as part of a lecture or practical lesson. The speaker is given 3-5 minutes to report on the topic in the amount of 10-12 Power Point slides.

Presentation Guidelines

A multimedia presentation is an electronic document with comprehensive content and special playback control features.

The basic principle of action is the effect on the visual thinking of the audience. The simultaneous inclusion of visual and auditory perception increases the efficiency of perception of information.

The software product for the preparation of electronic presentations is MS PowerPoint, graphs, tables, videos, sound materials, animation of the material presented, information model of the presentation. Text material should be written in large enough font (at least 20 sizes). A lot of textual information (no more than 2 definitions or no more than 5 abstracts) should not be placed on one slide.

Guidelines for writing a draft article

The draft article is a text that reveals the essence of the problem, methods, assessment of the phenomenon, where the previous achievements of researchers are considered. The structure of the draft article:

1. Title of the topic, full name of the undergraduate

2. Abstract of articles addressing that problem (table)

Imprint (author, title of article, journal, year of journal, page)	Topic of the article	Key points, conclusions

Justification of the topic, the main problems

2. The essence of the proposed solutions, rationale

3. Conclusions

4. References

Completed work can be presented at a student conference.

IV. CONTROL OF ACHIEVING COURSE OBJECTIVES

№ п/п	Supervised sections / topics of discipline	Codes and stages of formation of competencies		Evaluation Tools	
				Current control	intermediate certification
1	Section I. Theoretical Foundations of Ecology and Ecotourism:	UK-1.1; 1.2; 1.3; 1.5	Knows: the main scientific information and legislative framework for the search for environmental and methods of greening and sustainable development.	Group Work Protection	Group Work Protection
			Able: To carry out the search and analysis of scientific information in the field of ecological tourism;	Test, presentation	Test, presentation
2	Section III. Marketing and information support of ecological tourism:	PC-1.1; 1.2; 1.4	-reasonably use effective methods of ecological tourism in specific business situations;	Test	Test
			.analyze environmental and economic problems in ecotourism based on a systematic approach	Test	Test
3.	Section II Ecological Tourism Management.	UK-1.4, PK-1.5; 1.3	Knows: types of organizational structures of ecotourism enterprises, features of logical marketing and fundraising	Test	Test
			Able: To diagnose the state of ecotourism of the enterprise, formulate the concept of a tourism enterprise, analyze and design the organizational structure for the purpose of ecotourism.	Test	Test

V. СПИСОК УЧЕБНОЙ ЛИТЕРАТУРЫ И ИНФОРМАЦИОННО-МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

Основная литература

(электронные и печатные издания)

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. – 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. – URL: <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. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-319-11490-3>
4. Information and Communication Technologies in Tourism [Electronic resource] / Iis Tussyadiah. – Springer International Publishing. 2015. – 606 p. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-319-14343-9>
5. Social Media Marketing in Tourism and Hospitality [Electronic resource] / Roberta Minazzi. – Springer International Publishing. 2015. – 163 p. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-319-05182-6>

Дополнительная литература:

(печатные и электронные издания)

1. Tourism and Leisure [Electronic resource] /Harald Pechlaner, Egon Smeral. – Springer Fachmedien Wiesbaden. 2015.– 389 p. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-658-06660-4>
2. Wine Queens [Electronic resource] / Mojca Ramšak. – Springer International Publishing. 2015. – 49 p. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-319-16661-2>

3. Tourism and Hospitality Development Between China and EU [Electronic resource] / Guojun Zeng. – Springer Berlin Heidelberg. 2015. – 276 p. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-642-35910-1>
4. Monteduro M., Buongiorno P., Di Benedetto S., Alessandro Isoni Law and Agroecology [Electronic resource]. – Springer Berlin Heidelberg. 2015. – 494 p. – URL: <http://link.springer.com/openurl?genre=book&isbn=978-3-662-46617-9>
5. Sustainable Entrepreneurship [Electronic resource] / Christina Weidinger, Franz Fischler, René Schmidpeter. – Springer Berlin Heidelberg, 2014. – 314 p. – URL: <http://lib.dvfu.ru:8080/lib/item?id=chamo:856868&theme=FEFU>.

THE LIST OF RESOURCES OF THE INFORMATION AND TELECOMMUNICATION NETWORK "INTERNET"

1. Freedom Collection on the ScienceDirect portal <http://www.sciencedirect.com/>
2. Averchenkov V.I., 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 FEFU databases. <http://dvfu.ru/web/library/elib>
4. The electronic library system "Doe" <http://e.lanbook.com>
5. The electronic library system of the "Scientific and Publishing Center INFRA-M" <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. The scientific library of CyberLenink: <http://cyberleninka.ru/>
9. MASMI - marketing research agency ("Online Monitor" project): <http://www.onlinemonitor.ru>
10. Romir holding - market research and public life: <http://www.romir.ru>
11. Public Opinion Foundation: <http://www.fom.ru>

List of Information Technologies and software

1. Microsoft Word
2. Microsoft Excel
3. Microsoft PowerPoint
4. Microsoft Publisher
5. Consultant Plus / Guarantor
6. Microsoft Internet Explorer / Mozilla Firefox / Opera

METHODOLOGICAL INSTRUCTIONS FOR THE DEVELOPMENT OF THE DISCIPLINE

The implementation of the discipline "Ecological tourism" provides for the following types of educational work: lectures, practical classes, independent work of undergraduates, current control and intermediate certification.

Mastering the course "Ecotourism" implies a rating system for assessing the knowledge of undergraduates and provides for the teacher to monitor the attendance of graduate students lectures, preparation and implementation of all practical tasks with the obligatory provision of a report on the work, all types of independent work.

Intermediate certification in the discipline "Ecotourism" is a test, which is carried out in the form of oral answers to questions.

During the semester, students need:

- master the theoretical material (20 points);
- successfully complete classroom and control tasks (50 points);
- timely and successfully complete all types of independent work (30 points).

The undergraduate is considered certified in the discipline "Ecological tourism" provided that all types of current control and independent work are provided for by the curriculum.

Evaluation criteria for the discipline "Ecotourism" for certification in the exam are as follows: 86-100 points - "excellent", 76-85 points - "good", 61-75 points - "satisfactory", 60 or less points - "unsatisfactory".

RECOMMENDATIONS FOR WORKING WITH LITERATURE IN THE PROCESS OF PREPARING FOR THE DISCIPLINE

Work with literature is the main form of independent work and is necessary in preparation for an oral survey in practical classes. It includes the study and study of recommended sources and literature on the subject of lectures.

Work with literature should begin with an analysis of the Work Program, which presents the topics, practical training plan and recommended literature. In the process of preparation, the undergraduate needs to understand and remember the main provisions of the material in question, examples that explain it, as well as understand the illustrative material. In preparation for the answer, a compendium should be drawn up. The outline can be supportive (contain only the main key positions), but at the same time it allows you to give a complete answer on the question, but it can be detailed. Summaries of scientific literature should contain answers to each question posed in the topic, have a link to the source of information with the obligatory indication of the author, title and year of publication of the used scientific literature.

Practical Training Guidelines

In practical classes, the undergraduate gets the opportunity to more in-depth study of the topic, refine theoretical and obtain practical knowledge, the formation of professional skills. The forms of conducting practical classes are diverse and are chosen by the teacher depending on the topic being studied and the features of the preparation of undergraduates. In practical classes, methods and forms of both individual and collective work of undergraduates are applied. In case of missing practical classes, the undergraduate must, in agreement with the teacher, prepare and submit the appropriate material.

In a practical lesson, each undergraduate should be ready to speak on all the issues raised in the plan, and be as active as possible when considering them. Speech should be built freely, convincingly and reasoned. The teacher makes sure that the presentation is not reduced to the reproductive level (simple reproduction of the

text), and a simple reading of the compendium is not allowed. It is necessary that the speaker show his own attitude to what he is talking about, express his personal opinion, understanding, justify it and can draw the right conclusions from what was said. At the same time, the undergraduate can refer to notes and lectures, directly to the primary sources, use knowledge of fiction and art, facts and observations of modern life, etc.

MATERIAL AND TECHNICAL SUPPORT OF DISCIPLINE

For lectures and workshops on the subject “Ecological Tourism”, the School of Economics and Management (Building G) has classrooms (classrooms, computer class), and a reading room (Building A) is used for independent work.

34 seats, a teacher's workstation, portable magnetic whiteboard, Wi-Fi. Notebook Acer ExtensaE2511-30BO. Screen with electric 236 * 147 cm Trim Screen Line; DLP projector, 3000 ANSI Lm, WXGA 1280x800, 2000: 1 EW330U Mitsubishi; Subsystem of specialized hardware mounts CORSA-2007 Tuarex; Video switching subsystem; Subsystem of audio switching and sound reinforcement; ceiling mount speaker SI 3CT LP Extron; DMP 44 LC Extron Digital Audio Processor.

26 seats, teacher's workstation, portable magnetic whiteboard Computer class, monoblock Lenovo C360 19.5 (1600x900), Pentium G3220T, 4GB DDR3-1600 (1x4GB), 500GB HDD 7200 SATA, DVD +/- RW, GigEth, Wi-Fi, BT, usb kbd / mse, Win7 Corporate (64-bit) (26 pcs.) Electric screen 236 * 147 cm Trim Screen Line; DLP projector, 3000 ANSI Lm, WXGA 1280x800, 2000: 1 EW330U Mitsubishi; Subsystem of specialized hardware mounts CORSA-2007 Tuarex; Video switching subsystem; Subsystem of audio switching and sound reinforcement; ceiling mount speaker SI 3CT LP Extron; DMP 44 LC Extron Digital Audio Processor.

Reading room A 1002, room for independent work of natural and technical sciences with open access to the Scientific Library, Lenovo Monoblock C360G-i34164G500UDK - 58 pcs. EU0198072_AA-667-17_08.02.2018_Art-Line

Technologies_PO ADOBE, ЭY0201024_AA-091-18_24.04.2018_Softline
Projects_PO ESET NOD32, ЭY0205486_AA-261-18_02.08.2018_SoftLight
Trade.

The reading room of the FEFU Scientific Library provides jobs for people with disabilities, equipped with displays and braille printers; equipped with portable devices for reading flat-printed texts, scanning and reading machines, a video magnifier with the ability to adjust color spectra; magnifying electronic magnifiers and ultrasonic markers.

In order to provide special training conditions for disabled people and persons with disabilities of FEFU, all buildings are equipped with ramps, elevators, lifts, specialized places, equipped with toilet rooms, information and navigation system signs

EVALUATION FUNDS

Funds of appraisal funds for the discipline “Ecological tourism” include a list of assessment forms used at various stages of the formation of competence during the development of the discipline.

Questions for preparing for intermediate certification

(assessment tools for intermediate certification and assessment criteria)

1. Theoretical foundations of ecology and ecotourism: basic concepts, goals, principles, methods of ecotourism; objects and subjects of ecological tourism and eco-tourism product.
2. Ecological tourism. The principles of its functioning (the principle of positive feedback, completeness, exponent, reverse pricing, free, globalization, etc.).
3. Classification of ecotourism: concept, classification; formation of ecological tourism product and management of ecological tourism.
4. Ecological tourism resources: classification, distribution in the landscape.

5. Environmental laws in ecotourism: basic laws and principles of ecology, the relationship of ecology and tourism.

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

7. Ecotourism management. Infrastructure as an economic and environmental basis for tourism in recreational areas and reserves.

8. Ecological, transport and economic basis of tourism in natural areas,

9. Methods for assessing tourism potential for the development of infrastructure of natural territories.

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

11. The safety of eco-tourism.

12. Marketing and information support of ecological tourism

13. Marketing methods for nature tours and excursions, the structure of natural marketing,

14. Features of marketing research in environmental 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 tourism development in the aspect of economic, political and social problems

18. Communication with the local population and conservation of resources. Ensuring employment of local residents in the field of eco-tourism.

19. Ecological certification of tourism facilities.

20. Ecotourism and biosphere reserves (standards). National parks and natural monuments.

21. The relationship of nature and society. Red book of nature. Black list of nature.

22. The most typical types of offenses in tourism. Environmental education activities.

23. Recreational and rehabilitation opportunities of ecological tourism.

24. Specific features of ecological specially protected natural territories.

25. Protected areas infrastructure and ecotourism: zoning, design, monitoring.

26. Classification of natural routes. Classification by professional preparedness and orientation of ecological routes.

27. Establishment of visit limits on ecological routes. The degree of comfort and accessibility of environmental routes.

28. The specific nature of the region and its role in the development of ecological tourism. The main factors hampering eco-tourism.

29. Information support of ecological tourism.

30. Organizational support of environmental routes.

31. Promising tourist areas.

32. Ecological, botanical and zoecological routes.

33. Sports and extreme tours.

34. Rules of work and excursion and tourist activities on environmental routes.

Discrimination assessment criteria

"Ecological tourism"

(interim certification)

High level (86-100 points): the undergraduate has comprehensive systematic knowledge of the discipline, is able to freely express his point of view on the issue with sufficient argumentation, draws independent conclusions, takes an active part in exercises, trainings in practical classes, performs creative tasks and all types of independent work.

Intermediate level (76-85 points): the undergraduate has knowledge on the topic, can analyze the material, but is not able to draw an independent conclusion, takes

an active part in exercises and trainings in practical classes. One type of independent work is missing.

□ Low level (61-75 points): the undergraduate has a minimum of knowledge on the issue, but cannot answer an additional question, give examples. Passive in practical exercises. Independent work has not been completed or of all types of independent work only two are represented.

The discipline test is carried out in the 3rd semester and is set on the basis of the discipline rating compliance scale and grades.

Table 1 - scale compliance rating for the discipline

Less than 61%	not counted
61% to 75%	offset
76% to 85%	offset
86% to 100%	offset

Evaluation tools for ongoing certification

Test tasks

1. Tourism is
 - a) travel to another country for several years
 - b) change of permanent residence
 - c) temporary departure to another country from 24 hours to 6 months
2. Select the main reasons for the active development of ecotourism:
 - a) Preservation of a favorable environment
 - b) Attracting investment
 - c) Both options are correct
3. One of the main tasks of ecotourism is
 - a) to teach people to love and respect nature, to understand its laws, to treat it with care.
 - b) Profit from natural resources
 - c) scientific activity
 - d) education and training
4. The purpose of the new tourism policy:

- a) provide physical and spiritual relaxation of people in direct contact with nature
- b) maximize the use of natural resources
- c) ensure the spiritual and cultural growth of the population

5. Ecotourism should:

- a) Do not harm nature and cost-effective
- b) contribute to the preservation of the local socio-cultural environment
- c) Aimed at environmental education and enlightenment
- d) All of the above is true

6. Select the line where the types of ecotourism are indicated by purpose:

- a) scientific, extreme, rural, mountain, equestrian
- b) educational, scientific, sports, medical
- c) automobile, water, amateur, summer
- g) botanical, rural, diving, skiing

7. According to the main goals of the tour, ecotourism is divided into the following types:

- a) Observation and study of the "wild" or "cultivated" nature
- b) Treatment with natural factors
- c) Getting the maximum profit

8. endangered animals and plants listed

- a) in the Red Book of Nature
- b) the yellow book of Nature
- c) The Blue Book of Nature
- d) The Golden Book of Nature

9. Which of the following trips belong to the ecotour:

- a) Scientific tourism
- b) Nature History Tours
- c) Adventure tourism
- d) Travel to unique, exotic natural sites

10. The main objects of ecological tourism are:

- a) Sports facilities

b) Cinema and educational institutions

c) National and natural parks, state nature reserves, natural monuments;

11. Ecotourism refers to:

a) extreme tourism

b) towards nature-oriented tourism

c) to educational tourism

d) to sports tourism

12. The collection of any scientific data in the area in which travel takes place relates to:

a) recreational tourism

b) scientific tourism

c) educational tourism

d) event tourism

13. Destination is

a) a place of visiting attracting tourists with its specific natural resources, attractions, historical and cultural heritage

b) the ability of tourism to maintain its quantitative indicators for a long time

c) a system characterizing the presence of a significant number of subsystems of a whole kind of tourist inclusions

14. What type of tourism include rest and treatment

a) scientific

b) business

c) recreational

15. Adventure tourism includes:

a) expeditions, hunting, rafting,

b) sports travel, competitions, orienteering, rally

c) cross-country travel,

16. Which of the following characteristics do not relate to the characteristics of the target groups of tourism

a) age composition

- b) racial composition
- c) national composition
- d) sports training
- e) gastronomic preferences

17. Health tourism is:

- a) climatic object or phenomenon capable of satisfying human needs
- b) an individual type of tourism, which, depending on the means of influence, is divided into climatic-balneological, sea- and mud therapy
- c) hiking along routes of a certain category of complexity and competitions in sports tourism techniques

18. What kind of tourism include trips on rivers, lakes, seas in inflatable boats:

- a) mountain tourism
- b) ecological tourism
- c) water tourism

19. How does the volume of tourism product sales at maturity change?

- a) stabilizes;
- b) growing;
- c) drops sharply;
- d) is steadily increasing;
- e) slows down and even starts to fall.

20. How does the recession stage manifest in the life cycle of a tourist product?

- a) stabilization;
- b) increased competition;
- c) price reductions;
- d) a sharp decline in sales and profits;
- e) reduced demand.

Final test

1. 1. Tourism is

- a) travel to another country for several years

- b) change of permanent residence
 - c) temporary departure to another country from 24 hours to 6 months
2. The main task of ecological tourism is.
- a) teach people to love and respect nature, understand its laws, treat it carefully
 - b) Extraction of economic profit from natural resources;
 - c) Scientific activity
 - d) Recreation, outdoor recreation
3. Which of the following items relate to types of ecotourism and ecotourism:
- a) Scientific tourism
 - b) Nature History Tours
 - c) Adventure tourism
 - d) Travel to unique natural sites
4. The main objects of ecological tourism are:
- a) Sports facilities
 - b) Cinema and educational institutions
 - c) National and natural parks, state nature reserves, natural monuments;
5. What type of ecotourism involves the collection of any scientific data in the area in which travels take place?
- a) recreational tourism
 - b) scientific tourism
 - c) mountain tourism
6. Destination is
- a) a place of visiting attracting tourists with its specific natural resources, attractions, historical and cultural heritage
 - b) the ability of tourism to maintain its quantitative indicators for a long time
 - c) a system characterizing the presence of a significant number of subsystems of a whole kind of tourist inclusions
7. What is referred to as adventure tourism
- a) hiking expeditions, hunting, rafting, orienteering
 - b) travel for sports

c) travel for meetings with relatives

8. What kind of tourism are trips on rivers, lakes, seas in inflatable boats:

a) mountain tourism

b) ecological tourism

c) water tourism

9. How does the volume of tourism product sales at maturity change?

a) stabilizes;

b) growing;

c) drops sharply;

d) is steadily increasing;

e) slows down and even starts to fall.

10. What can not be attributed to the results of ecological tourism:

a) National park protection

b) Addressing the causes of environmental degradation

c) Only maximum profit

11. For travel agencies, reserves:

a) Territory not representing any values

b) This is a normal protected area

c) Resource area, which does not require large financial costs

12. When tourism harms the environment and natural resources, it's:

a) The conflict of tourism and nature

b) The conflict of economics and ecology

c) Both options are correct

13. Environmental management is ...

a) A set of diverse activities aimed at implementing the environmental goals of projects and programs

b) Activities for the protection of nature and natural objects

c) Targeted tourism program

14. The range of services, work, goods necessary to meet the needs of a tourist is:

a) Travel package

b) Travel product

15. Naturally-oriented forms of tourism:

- a) Soft, mountainous, adventure;
- b) Mountain, adventure, environmental
- c) Adventure, mountain, soft, ecological

16. What can be attributed to the hallmarks of ecotourism:

- a) Sustainable nature management
- b) Less resource and energy intensity
- c) Negative environmental impact

17. The economic and geographical factors primarily include:

- a) GDP
- b) the profitability of the economic and geographical location

18. The term "Geography of Tourism" originated:

- a) In Russia at the beginning of the 20th century.
- b) In England
- c) In the USA in the 20s of the 20th century

19. Construction of facilities and development of tourist infrastructure:

- a) positively affects the environment
- b) detrimental to the environment
- c) Virtually no effect

20. The direct impact of tourism on natural systems includes:

- a) The extermination of representatives of flora and fauna in the process of hunting
- b) Intervention in the natural processes of plants and animals
- c) the introduction and spread of infections, diseases through human waste products
- d) all statements are true

21. What influence can be attributed to the artificial breeding of animals, a change in the natural habitat

- a) Direct
- b) Indirect

c) Mixed

22. What is a "resort area"?

- a) territory with resorts compactly located on it
- b) the area with health-improving resources
- c) the totality of identified health-improving resources

23. What principles are inherent in ecotourism:

- a) environmental
- b) economic
- c) social
- d) educational
- e) political
- e) all of the above

24. In accordance with which principle, the bulk of the income from the development of environmentally oriented forms of tourism feeds the local economy:

- a) Social
- b) political
- c) Economic

25. What factor could affect the decline in tourist flows on the Adriatic coast of Italy:

- a) Due to a decrease in tourist demand for it
- b) Due to the rapid growth of brown algae, greatly interfering with swimming
- c) So the authorities of Italy decided
- d) high prices for vouchers

26. The negative impact of tourism affects, first of all, on:

- a) The natural wealth of countries or areas of mass recreation and travel
- b) The health of the turi

Test Evaluation Criteria

□ 100-86 points are awarded to the undergraduate if the undergraduate correctly answered more than 85% of the test questions;

□ 85-76 points are awarded to the undergraduate, if the undergraduate correctly answered 75 - 85% of the test questions;

□ 75-61 points are awarded to the undergraduate, if the undergraduate correctly answered 61 - 75% of the test questions;

□ 60-50 points are awarded to the undergraduate if the undergraduate correctly answered less than 61% of the test questions.

Guidelines for the implementation of the draft article

Project preparation has the goal of:

□ Consolidation, expansion and deepening of theoretical knowledge in the studied discipline;

□ Development of research skills of independent scientific work, analysis of scientific literature, practical work with databases.

The text of the article should include links to sources indicated in the list of references indicating the pages.

1. Name
2. Substantiation of the topic, the main problems
3. Review of existing studies (literature review)
4. The essence of the proposed solutions, rationale
5. References

The project should be no less than 15 pages in A4 format, size 14, spacing 1.5, top and bottom margins 2 cm, right - 1.5 cm, left - 3 cm. Indention 1.25 cm. Provided in electronic form to the teacher's mail.

The work performed is presented in the form of an oral report as part of a lecture or practical lesson. The speaker is given 3-5 minutes to report on the topic in the amount of 10-12 Power Point slides.

Sample topics for the article

1. Environmental activity as a factor in the competitiveness of travel agencies in the Far East
2. Analysis of the environmental routes of tourism enterprises in the Far East

3. The influence of national characteristics on the organization of ecological tourism in the Far East
4. The influence of climatic features on the organization of ecological tourism in the Far East
5. Organization and technology of environmental activities in tourism of the Far East (analytical note)
6. Assessment of the development of ecotourism in the national park of the Far East
7. Assessment of the development of agritourism in the Far East (choice)
8. Features and problems of sustainable tourism development in the national park (or reserve) of the Far East
9. Ecological culture and service ethics in national parks and reserves: foreign experience
10. Natural resource potential for the development of ecological tourism in the selected area
11. Monitoring the recreational load of the selected area
12. Overview of methods for monitoring the recreational load in national parks

Evaluation criteria for a draft article

□ 86-100 points are given to the undergraduate, if the undergraduate expressed his opinion on the formulated problem, argued for it, accurately determining its content and components. The data of domestic and foreign literature, statistical information, regulatory information. The undergraduate knows and has the skill of independent research work on the topic of research; methods and techniques of analysis of theoretical and / or practical aspects of the study area. There are no actual errors related to understanding the problem.

□ 76-85 points - the work is characterized by semantic integrity, coherence and sequence of presentation; no more than 1 mistake was made in explaining the meaning or content of the problem. For argumentation, data from domestic and

foreign authors are given. Demonstrated research skills. There are no actual errors related to understanding the problem. One or two errors in the design of the work;

61-75 points - the undergraduate conducts a fairly independent analysis of the main stages and semantic components of the problem; understands the basic foundations and theoretical justification of the chosen topic. The main sources on this topic were brought. No more than 2 errors are made in the sense or content of the problem, the design of the work;

50-60 points - if the work is a translated or completely rewritten text, without analysis. The structure and theoretical component of the topic is not disclosed. Three or more than three errors were made in the semantic content of the disclosed problem and in the design of the work.

Presentation Guidelines

A multimedia presentation is a special kind of electronic document with complex content and special playback control features.

The basic principle of action is the effect on the visual thinking of the audience. The simultaneous inclusion of visual and auditory perception increases the efficiency of perception of information.

Electronic presentation software is MS PowerPoint

- Charts, tables
- Video materials, sound materials
- Animation of the material presented

Presentation Information Model:

- Text material should be written in large enough font (at least 20 sizes)
- A lot of textual information (not more than 2 definitions or not more than 5 abstracts) should not be placed on one slide

The more perceived combinations of font colors and background are

Rating	50-60 points (unsatisfactory)	61-75 points (satisfactory)	76-85 points (good)	86-100 points (excellent)
Criteria	The content of the criteria			

Disclosure of the problem	The problem is not solved.	The problem is not fully disclosed.	The problem is solved.	The problem is fully disclosed.
Representation	Missing conclusions	Conclusions are not made and / or conclusions are not substantiated.	The analysis of the problem without involving additional literature. Not all conclusions are made and / or justified.	The analysis of the problem with the involvement of additional literature. The conclusions are clear and reasonable.
Registration	The information provided is not logically related. No professional terms used	The information provided is not systematized and / or inconsistent. 1-2 professional terms used	The information provided is not systematic and consistent. More than 2 professional terms used.	The information presented is systematized, consistent and logically connected. Over 5 professional terms used
Answers on questions	Not used Power Point technology. More than 4 errors in the information provided	Partial Power Point technologies used. 3-4 errors in the information provided	Used Power Point technology. No more than 2 errors in the information provided	Widely used technology (Power Point, etc.). There are no errors in the information provided.

Presentation Evaluation Criteria

86-100 points (excellent) - the content of the presentation is fully consistent with the topic and objectives. The topic is fully disclosed. The material is generalized, clear and clear conclusions are made. The illustrations presented on the slides are informative, high quality. Design presentation is fully consistent with the requirements. Work delivered on time.

76-85 points (good) - the content of the presentation is fully consistent with the topic and objectives. The topic is disclosed, however, some provisions of the presentation are not set out in too much detail and require clarification. The material is generalized, clear conclusions are made. Illustrations are informative, of good quality. Design presentation is fully consistent with the requirements. Work delivered on time.

61-75 points (satisfactory) - the content of the presentation is mainly consistent with the topic and objectives, the topic is not disclosed enough. The material is generalized, but the conclusions are cumbersome, not clear. Illustrations are not informative enough. The basic requirements for presentation design are met. The work was delivered in violation of the specified time limits.

50-60 points (unsatisfactory) - the content of the presentation is not fully consistent with the topic. The topic is not disclosed enough. The material is not generalized, there are no conclusions. Illustrations are not informative. The basic requirements for presentation design have not been met. The work was delivered in violation of the specified time limits.

Guidelines for writing annotations

An abstract is a short, generalized description (characteristic) of the text of a book or article.

Annotation Plan:

1. Output text is given before the annotation text (author, article title, journal name, journal year).
2. The abstract consists of two parts. In the first part, the main theme of the article is formulated; in the second, the main points are listed.
3. The subject of action in the annotation is usually not called (it is known from the context), passive constructions (verbal and participial) are more actively used Recommended volume Annotations at least 500 words

Evaluation Criteria

86-100 points (excellent) - the accuracy of the transmission of the main problems presented in the Annotation. Compliance with the structure, style. The correct use of special terminological vocabulary in the annotation. Language literacy (vocabulary, grammar, syntax). Accuracy of text design.

76-85 points (good) - accuracy of the transmission of the main problems presented in the Annotation. Compliance with the structure, style. The correct use of special terminological vocabulary in the annotation. Language literacy (vocabulary, grammar, syntax). There are flaws in the design of the text.

61-75 points (satisfactory) - the main problems are not accurately conveyed, terminological vocabulary is limited. The abstract contains grammatical and lexical errors. There are flaws in the design of the text.

50-60 points (unsatisfactory) - the problem is not solved, there is no knowledge of terminological vocabulary. The abstract contains grammatical and lexical errors. There are flaws in the design of the text.

Evaluation Criteria (oral response)

85-100 points (excellent) - if the answer shows strong knowledge of the main processes of the studied subject area, it differs in the depth and completeness of the topic; knowledge of the terminological apparatus; the ability to explain the essence of phenomena, processes, events, draw conclusions and generalizations, give reasoned answers, give examples; fluency in monologue, logical and consistent response; ability to give examples of modern problems of the studied area.

76-85 points (good) - an answer that reveals strong knowledge of the basic processes of the studied subject area is distinguished by the depth and completeness of the topic; knowledge of the terminological apparatus; the ability to explain the essence of phenomena, processes, events, draw conclusions and generalizations, give reasoned answers, give examples; fluency in monologue speech, logical and consistent response. However, one or two inaccuracies in the answer are allowed.

61-75 points (satisfactory) - the answer is evaluated, testifying mainly to knowledge of the processes of the studied subject area, characterized by insufficient depth and completeness of the topic; knowledge of the basic questions of theory; poorly formed skills in the analysis of phenomena, processes, insufficient ability to give reasoned answers and give examples; lack of fluency in monological speech, logical and consistent response. There are several errors in the content of the response; inability to give an example of the development of the situation, to communicate with other aspects of the study area.

50-60 points (unsatisfactory) - an answer that reveals ignorance of the processes of the studied subject area, characterized by a shallow disclosure of the topic; ignorance of the basic questions of the theory, unformed skills in the analysis of phenomena, processes; inability to give reasoned answers, poor knowledge of monological

speech, lack of logic and consistency. Serious errors are made in the content of the response; ignorance of contemporary issues of the studied area

Guidelines that determine the procedures for assessing the results of mastering the discipline

Current certification of undergraduates. The current certification of undergraduates in the discipline “Ecological tourism” is carried out in accordance with the local regulatory acts of the FEFU and is mandatory.

The current certification in the discipline “Ecotourism” is carried out in the form of control measures (tests, oral interviews, writing abstracts of the article, the implementation of practical tasks) to evaluate the actual results of training for undergraduates and is carried out by a leading teacher.

The objects of evaluation are:

- academic discipline (activity in the classroom, timeliness of various types of tasks, attendance of all types of classes in the certified discipline);
- degree of assimilation of theoretical knowledge (activity during the discussion of lecture materials, active participation in discussions with arguments from additional sources, attentiveness, the ability to ask counter-questions in a discussion or discussion, interest in the materials being studied);
- the level of mastery of practical skills in all types of educational work (determined by the results of tests, practical exercises, answers to tests);
- independent work results

Interim certification of undergraduates. Intermediate certification of undergraduates in the discipline “Ecological tourism” is carried out in accordance with local regulations of the FEFU and is mandatory.

Type of intermediate certification - offset (1 semester), consisting of an oral survey (answers to questions of examination tickets)

Brief description of the application procedure of the used assessment tool. As a result of attending lectures and seminars, the undergraduate sequentially masters the materials of the discipline and studies the answers to questions for the exam presented in the structural element of FOS VII. During the

intermediate certification, the undergraduate prepares answers to exam questions (exam questions are placed in the structural element of FOS VII). The criteria for evaluating a graduate student in an exam are presented in the structural element of FOS VII. Criteria for assessing the current certification - a test of knowledge (report, oral survey, presentation, test tasks, compilation of an annotation of the article) are presented in the structural element of FOS VII.