



“Tourism: traditions and future”

Summer school

10-24
August
2014

Objectives:

Summer school “Tourism: traditions and future” is designed for students who want to learn about the tendencies of modern international tourism development,

whether having a previous background in related areas or being new to it.

Summer school program includes lectures and workshops in tourism, practical

Russian language course and unforgettable cultural program.

Students receive **3 credit points (ECTS)**.

Program:

- provides knowledge in the fields of tourism, environmental science and culture;
- explores the problem of tourism sustainable development in environmental context;
- discovers the ways of determining potential customers (tourists) for a tourism

- destination and forming strategies of home destinations promotion on foreign markets;
- gives an overview of the most prospective types of tourism;
- estimates problems, caused by international tourism and analyses methods of removal the negative impact of tourism;

- enables students to forecast tendencies of international tourism development;
- gives an overview of Saint Petersburg history and cultural heritage;
- provides basic knowledge of Russian language.

Our Modules:

Tourism Destination Management

Managing tourism destinations is an important part of controlling tourism economical, environmental and cultural impacts. During the course you learn such aspects of tourism destination management, as land-use planning, acquiring business licenses and permits, zoning controls, environmental and other regulations. The main topics of the lectures include introduction to destination management, strategic foundations (assessing the situation on the market, setting a vision, goals and objectives), destinations positioning and branding, destination products development.

tourism genesis and development and learn strategies that are used to analyze future tourism tendencies. You investigate outbound travel trends and inbound travel trends through the studies of World Tourist Regions (Asia-Pacific, Americas, Africa, Europe, Middle East). This course enhances your professional development in the fields of tourism and environmental studies, and helps in understanding new strategies of tourism development.

sightseeing, river and channel trips, tours to the suburbs with their famous imperial palaces (Peterhof and Tsarskoe Selo) – all of this complemented by lectures on the city history. Studying outdoors has always been a part of the Summer Schools that international students find especially inspiring.

Tendencies of Future Tourism

The course provides knowledge in the fields of tourism, economy and ecology. It helps you to understand the nature of

Saint Petersburg: History and Culture

Summer School also offers students to learn some facts from history, culture and geography of Saint Petersburg – a bright, fascinating and lively metropolis, visited by millions of tourists from all over the world every year.

Program of our Summer School includes visiting the Hermitage museum, known as a pearl of Russian culture, monuments

Russian Language Course

Russian Language course allows students to feel more comfortable during their stay in Saint Petersburg. Students learn the main peculiarities of the Russian alphabet, basic rules of reading and the most common words and phrases. Course focuses on speech and communication aspects of the language. It is designed for beginners who want to practice modern Russian language in official and informal areas of communication.

Additional Information:

Meeting students

The University organizes pick-up service. We meet students (arrival from 9.00 till 21.00) at the airport and accompany them to a hostel.

Accommodation

The University provides accommodation in mini-hotels in the city center.

Meals

Hot meals and snacks are available at the University's canteen (approx. 4€-7€).

Costs

-21 830 roubles (approx. €496) – studying, cultural program*

-12 000 roubles** (approx. €300) – accommodation in a hostel (for 14 nights)

* - **extra fee** for the entrance tickets to museums and parks.

** - **the cost of accommodation** depends on the room type

Application Procedure

The following documents are to be sent to our e-mail address ir_spbsuse@mail.ru:
1. A copy of passport and name of the city, where you will apply for the Russian visa.

2. Application form

Contacts

e-mail: ir_spbsuse@mail.ru
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