

MINISTRY OF EDUCATION OF RUSSIA



Federal State Budgetary Educational Institution of Higher Education

**«Russian State University for the Humanities»
(RSUH)**

FACULTY OF ORIENTAL STUDIES AND SOCIAL AND COMMUNICATION SCIENCES
Department of Public Relations, Tourism and Hospitality

STATE FINAL CERTIFICATION PROGRAM

43.04.02-Tourism

Code and name of the training area / specialty

«Cultural Heritage Management and Sustainable Tourism»
«Сохранение культурного наследия и устойчивый туризм»

Name of the orientation (profile)

Higher education level: *Master program*

Form of training: *full-time*

The program is adapted for disabled
people

Moscow 2024

State Final Certification Program

Author-compiler:

Candidate of History, Associate Professor, M. Gordeyeva



APPROVE

_____ Head of OPOP VO

M. Gordeyeva

04.03.2024

AGREED:

Head of the department

A.P. Logunov



04.03.2024

1. General Provisions

1.1. The purpose of the state final certification of graduates is to determine the compliance of the results of mastering the main professional educational program by students with the requirements of the federal state educational standard of higher education in the direction of training 43.04.02 "Tourism".

1.2. The forms of the state final certification are:

- State exam
- Defense of the final qualifying work (hereinafter - WRC).

1.3. Types of professional activity of graduates and the tasks of professional activity corresponding to them:

33 Service, provision of services to the population (provision of personal services, hospitality services, public catering, etc.)

1.3. The list of competencies that students should master as a result of mastering the educational program of higher education

Code	Competence	Type of state test, during which the formation of competence is checked	
		State exam	WRC defense
universal competencies (UK)			
UC-1	Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	+	+
UC -2	Able to manage a project at all stages of its life cycle	+	+
UC -3	Able to organize and manage the work of the team, developing a team strategy to achieve the goal	+	+
UC -4	Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	+	+
UC -5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	+	+
UC -6	Able to determine and implement the priorities of their own activities and ways to improve it based on self-assessment	+	+
general professional competencies (GPC)			
GPC-1	Able to form the technological concept of a tourism organization, organize the introduction of technological innovations and software in the field of tourism	+	+
GPC -2	Able to carry out strategic management of tourism activities at various levels of management	+	+
GPC -3	Able to develop and implement quality management systems for tourism services	+	+
GPC -4	Able to develop and implement marketing strategies	+	+

Code	Competence	Type of state test, during which the formation of competence is checked	
		State exam	WRC defense
	and programs in the field of tourism		
GPC -5	Able to provide justification, development and implementation of the economic strategy of the enterprise, priority areas of its activities and be able to evaluate the effectiveness of management decisions	+	+
GPC -6	Able to plan and apply approaches, methods and technologies of scientific and applied research in the chosen field of professional activity	+	+
GPC -7	Able to carry out pedagogical activities in basic professional educational programs and additional professional programs	+	+
professional competencies by type of activity (PC)			
organizational and managerial activity			
PC-1	Possession of techniques and methods of working with personnel, methods for assessing the quality and effectiveness of the work of personnel of an enterprise in the tourism industry	+	+
PC -2	Possession of the ability to formulate the concept of a tourism enterprise, develop an effective strategy and form an active risk assessment policy for an enterprise in the tourism industry	+	+
PC -3	Possession of the ability to evaluate and carry out a feasibility study of innovative projects in the tourism industry at different levels (federal, regional, municipal (local) level)	+	+
PC -4	Able to carry out scientific and analytical substantiation of the choice of organizational and managerial innovations for their application in tourism enterprises	+	+
PC -5	Able to apply remote technologies for advanced training of personnel of tourism enterprises in regions and / or tourist clusters	+	+

2. State Exam Program

2.1. State Exam

The state exam allows you to identify and evaluate the theoretical preparation of a master student for solving professional problems, readiness for the main types of professional activity and provides for assessing the level of mastery of graduates of the competencies established by the Federal State Educational Standard of Higher Education in the direction 43.04.02 - "Tourism".

The state exam is conducted orally. The state exam is conducted according to a program containing a list of questions and recommendations for students to prepare for the state exam, including a list of recommended sources and literature. The state exam for the master's program "Cultural Heritage Management and Sustainable Tourism" is held in several disciplines of the educational program, the results of the development of which are of decisive importance for the professional activities of graduates.

The following disciplines' learning outcomes are checked at the exam: Methodology of research activity and academic culture; Analysis of global trends of the future; Intercultural interaction; State policy for the preservation of cultural values and cultural monuments; Open

systems technologies in the tourism industry; Marketing and branding of tourist and recreational areas; Spatial planning of tourism systems; International tourism quality management systems; Tourism sustainable development management system; Tourist centers on objects of cultural heritage; Museum resource management; Development of tours of cultural objects and destinations; Tourist potential of cultural objects and destinations; Management of investment and innovation projects in tourism.

Section 1. Research Methodology and Academic Culture

The concept of the methodology of science.

General characteristics of science. Science in the modern world.

Scientific knowledge as a system, its features and structure.

Levels of methodological analysis of scientific knowledge and their correlation.

Forms of scientific knowledge.

The concept of method and methodology of science.

Classification of methods.

Philosophical methods in the structure of the methodology of science

General scientific methods, means and methods of research.

Correlation between the method and the subject of scientific research.

Theory and method: similarities, differences and purpose

Ideographic and nomological methodological approaches.

Basic methodological programs in the field of natural and social sciences and humanities.

The conceptual apparatus of scientific research. Qualitative and quantitative methods.

Interrelation and interaction of methodology of science and philosophy. Methodological significance of philosophy for science.

Theories, concepts, models, research programs and their methodological status.

Methodology, philosophy of science and history: correlation levels.

Methodology of science and its interaction with formal logic

Historical forms of methodology. The concept of a methodological cluster.

Features of modern methodology of science.

Interdisciplinary nature of modern scientific methodology.

The concept of "context", "discourse" and "narrative" in the modern methodology of scientific knowledge.

Scientific activity, scientific research and scientific creativity: goals, objectives, results.

The meaning and meaning of scientific research in the natural sciences and the humanities.

Research as a tool for understanding scientific problems.

The role of the individual - a specialist in scientific research

Object and subject of scientific research.

Hypothesis and its role in scientific research.

Scientific apparatus of qualifying work. The concept of scientific novelty and practical significance of scientific research.

What are the features of a scientific article as a form of research?

Requirements for the content and design of the Title page, Abstract, Introduction, Main part, Conclusion, Application of the qualifying work.

General rules for choosing a research topic.

The concept of "scientific research apparatus".

Features of the scientific style of speech.

Methodological culture and issues of its improvement.

The concept of logical culture.

Public speaking.

Fundamentals of argumentation.

Moral culture of the individual.

Section 2. Analysis of global trends of the future

Levels of global trends of the future.
 Megatrends and global trends.
 Skills and global trends.
 Factors influencing the global and local "rules of the game".
 "Alternative worlds" in global trends.
 "Black swans" and global trends of the future.
 Modern theories of globalization.
 World-system analysis.
 The concept of the information society.
 Globalization as a factor in the transformation of social behavior patterns.
 Nation state in the context of global processes.
 Theory of competitive advantages.
 National and global infrastructure competitiveness indicators.
 Industry 4.0.
 Virtual economy.
 Production of new knowledge.
 Transformation of social institutions.
 Demographic changes.
 Transformation of needs in the future.

Section 3. Intercultural interaction

What is intercultural communication?
 The concept and reasons for the emergence of the theory of intercultural communication?
 Cultural identity and its essence
 The dependence of communication on the cultural context.
 Communication and communication (similarities and differences)
 Where did the word "culture" come from and what did it originally mean?
 What are cultural norms? Main types of cultural norms
 Acculturation and its forms
 "Alien" and its signs in intercultural communication
 Basic cultural values
 Why do cultural barriers arise and how are they overcome?
 Means (channels) of communication and their significance in culture
 Stereotypes and prejudices, their role in intercultural communication.
 Principles and norms of tolerance, their significance for intercultural communication
 Causes, manifestations and stages of development of "culture shock"
 The meaning of the expression "culture is the second nature"
 Opportunities to overcome cultural barriers
 The concept of "ethnocentrism"
 Adaptation to a different culture, main forms and results
 Intercultural competence, its constituents and main features
 Verbal and non-verbal communication
 Intercultural communication in the field of business relations
 Paraverbal communication
 Cultural conflicts, its nature, features and ways of overcoming
 Styles of verbal communication, their meaning in different cultures
 Intercultural dialogue, its significance in intercultural communications
 Significance and signs of successful intercultural communication
 The Role of Cultural Differences in the Modern Era
 Information filters in intercultural communications
 Negative and positive forms of intercultural communication

Section 4. State Policy for the Preservation of Cultural Property and Cultural Monuments

Monuments of architecture: problems of conservation and use
 Monuments of history: problems of conservation and use
 Monuments of history and culture as works of art
 Monuments of archaeological heritage: problems of conservation and use
 "Monuments of nature": problems of conservation and use
 Monuments of "industrial heritage": problems of identification, conservation and use
 "Historical and memorable places" as objects of historical and cultural heritage
 Monuments to animals: features of appearance and reasons for the establishment
 Unusual (funny, curious, non-traditional) monuments of our time: features of appearance, reasons for establishing
 Monuments of burial culture: features of appearance, problems of preservation and use.
 Historical cities as objects of historical and cultural heritage
 "Own" and "foreign" monuments of history and culture: political aspects of the establishment and demolition of monuments
 "National parks and specially protected areas": problems of conservation and use
 "Historical and unique landscapes" as objects of historical and cultural heritage
 "Historical Necropolises": Problems of Study, Preservation and Use
 Monuments of history and culture as a tourist resource
 Problems of preservation of objects of historical and cultural heritage in the field of excursion and tourism activities
 Legal basis for the protection of historical and cultural monuments in the countries of the world
 UNESCO and World Heritage Protection
 Modern "vandalism": the causes of a social phenomenon, ways to solve the problem
 The activities of "black searchers": the causes of a social phenomenon, ways to solve the problem
 "Museification" of historical and cultural monuments: main problems and prospects
 Privatization of historical and cultural monuments: pros and cons
 Problems of Preservation and Adaptation of Monuments of History and Culture in the Conditions of the Modern Urban Environment
 Monuments of history and culture as national shrines
 Museum estates as objects of historical and cultural heritage
 Religious and cultural complexes of the countries of the world as objects of historical and cultural heritage

Section 5. Open systems technologies in the tourism industry

Knowledge landscape within open and closed paradigms of innovation systems
 Structures of cognitive maps of business models in the tourism industry /
 Properties of open systems.
 Apply technologies for developing and managing business models based on open systems.
 Management of the competitiveness of the tourist offer based on a combination of the paradigm of open systems and open science.
 De facto and de jure open process standards.
 Implementation of modern technologies from startup to finished product.
 Technologies of cooperation with networks of "experts".
 Reference models of open systems.
 The practice of interaction within crowdfunding and crowdsourcing.
 Technologies of joint creativity, cooperation and integration in the framework of the creation and implementation of tourism projects.

Section 6. Marketing and branding of tourist and recreational areas

- Identity of the territorial space.
- Branding space in accordance with external natural factors.
- Industrial and post-industrial approach to assessing the development of territories.
- Tourism potential and goals of territory marketing.
- Tourism destination value chain.
- The territory as an independent project and a product of the tourism industry.
- Destination competitiveness models.
- Economic and social factors in the development of tourist areas.
- Psychographic model of consumer behavior in tourism (allocentrics and psychocentrics).
- "Ideal model" of the life cycle of a destination.
- Models of management of development of tourist territories.
- Scenarios for the development of tourist destinations.
- Formation of the program of research and assessment of the tourist potential of the territories.
- Diagnostics and monitoring of tourist attractiveness of territories.
- PESTEL and SWOT analysis in assessing the potential of territories.
- Forecast of the dynamics of tourist flows, the capacity of the regional tourist market.
- Methods for measuring tourist satisfaction with travel.
- Methodology for evaluating the aesthetic attractiveness of landscapes.
- Assessment of the potential of new types of tourism.
- Symbolic capital of the territory: concept, objective factors of existence. Typology of brands of territories.
- Idea, values, brand design of tourist areas.
- Subject-oriented model of destination brand.
- Technologies for promoting tourist spaces in SMM.
- Territory marketing in various markets of interaction with potential audiences.
- Creation and promotion of the attractiveness of the territory.
- Cost and income management systems for the promotion of tourist and recreational areas.

Section 7. Spatial planning of tourism systems

- The role and importance of planning in the activities of a tourist enterprise in modern conditions.
- Planning as a function of management.
- The place of planning in the system of strategic management of a tourist enterprise.
- Tourist enterprise planning system. Operational and strategic plans.
- Business planning in tourism.
- Program-targeted planning in tourism.
- Tour operating program. Regional tourism development programs.
- The role and importance of a business plan in the activities of a tourist enterprise. The purpose and purpose of the business plan.
- The structure of the business plan of a tourist enterprise.
- The main sections of the business plan: description of the tourism market, description of the tourism product, production plan, personnel development plan, marketing plan, financial plan and financial strategy of the tourism enterprise.
- The content of the tour operating program.
- Scheme for the development of a tour operating program.
- Calendar dates for the development of a tour operating program.
- Current requirements for tour operating programs.
- The main objectives of the development of a regional program for the development of tourism.
- The content of the regional tourism development program.
- Types of regional tourism development program.
- The main tools used in the development of a regional tourism development program.

Section 8. International tourism quality management systems

Characteristics of international tourism standards.

Characteristics of national tourism standards.

The concept, essence and purpose of corporate tourism standards.

Components of a corporate standard. Describe the aspects that govern the standards. goals and objectives that tourism standards solve.

Regulatory framework for the development of tourism standards

Characteristics of business processes in the service of tourists.

Technologies, stages, principles for developing tourism standards.

Methods for the development and analysis of the service process. Diagrammatic design method. Method of points of contact (moments of truth). Consumer scenario method. reengineering method. Working day photography method.

Features of the development of standards depending on the expectations of consumers (peculiarities of the segment).

Technologies for the implementation of tourism standards. Mistakes arising in the development and implementation of tourism standards.

Service quality factors.

The functionality of the quality management department in tour operating.

Interaction of the quality management department with key partners.

The practice of developing internal operating standards for a tourism company.

Features of the development of a quality management system in tourism: at the level of a commercial company.

Features of the development of the quality management system in tourism: at the level of the state structure.

Section 9. Management system for sustainable development of tourism

Evolution of Approaches to the Assessment of Sustainable Development. Criteria for selecting sustainable development indicators. Development indicators used by the UN system.

Modern cadastre of criteria and indicators of sustainable development. Problems and prospects for their improvement.

Classification of approaches to the development of indicators of sustainable development. Levels of sustainable development - local, regional, national, interstate, global. Factors that determine the possibilities of sustainable development at each level.

Experience in developing strategies for sustainable development in the world. Existing national models, concepts and programs of sustainable development, their common features and features.

Russian experience in developing indicators of sustainable development. Approaches to the creation of systems of indicators and indices of socio-economic and institutional development.

Indicator systems. Integral assessments of social development

Integral Indices of Institutional Aspects of Development. Experience in monitoring and evaluating sustainable socio-economic development.

The UN Millennium Development Goals system and its indicators for Russia

Integral assessments of human development, quality of life in the regions and socio-economic disadvantage

Integral assessments of the level and sustainability of socio-economic development

Systems of indicators of environmentally sustainable development. Approaches to building systems of indicators of environmentally sustainable development Indicators of environmental sustainability in the system of the UN Millennium Development Goals

Population health indicators.

Sustainability indicators for key natural exploitation sectors

Integrated indicators of environmentally sustainable development

UN System of Environmental Economic Accounting
 Real Progress Index
 Environmental Performance Index
 Ecological footprint
 Living Planet Index
 Human development index for the regions of the state. Adjusted Net Savings
 Greened Human Development Index and State of the Environment Index
 Ensuring sustainable development of the state. Strategic ways of development of the country, their advantages and disadvantages.

Section 10. Tourist centers by cultural heritage sites

Heritage as a sociocultural phenomenon. The concept of "cultural and natural heritage" in the theory and practice of heritage protection, as well as in international legal documents.

The concept of "object of cultural heritage" and its disclosure in the system of legislation.

Types of cultural heritage objects in accordance.

Monuments as part of the cultural and natural heritage. Kinds and types of monuments. Methods of detection and the main stages of working with them.

Movable and immovable monuments. Optimal forms of conservation and use of movable and immovable monuments.

The concept of "cultural layer", "monument" and features of their understanding.

International legislation in the field of protection of cultural and natural heritage.

The main provisions of the UNESCO Convention "On the Protection of the World Cultural and Natural Heritage".

The main criteria for the inclusion of a site in the UNESCO World Heritage List.

Cultural landscape as an object of heritage. Interpretation of the concept in the domestic theory and practice of heritage protection, as well as in international legal documents.

Types (categories) of cultural landscapes, main forms and principles of conservation.

Main types/categories of specially protected natural areas.

The main difference between a national park and a natural park.

What information is included in the cadastre of specially protected natural areas?

Monuments as part of the cultural heritage. Kinds and types of monuments. Methods of detection, preservation and use.

Museums - reserves as objects of cultural and natural heritage. Classification of museum-reserves. Goals, objectives, specifics of activity.

Cultural landscape as an object of heritage. Interpretation of the concept in the domestic theory and practice of heritage protection, international documents. Types of cultural landscapes, forms and principles of conservation.

The concept of "place of interest". Examples of "points of interest".

Historic cities as heritage sites. Signs of historical cities.

Features of the organization of excursion and tourist activities in the territories of historical cities.

International legislation in the field of protection of cultural and natural heritage. Main provisions of the UNESCO Convention on the Intangible Cultural Heritage.

Section 11 Museum Resource Management

The main functions of the museum as a socio-cultural institution.

Museum activity profiles.

Museum exposition.

The general structure of modern museums.

The specificity of museum items as objects of culture endowed with special meanings. The difference between unique and typical items.

The role of the museum exhibition in the general structure of the museum.

Modern directions of activity of museums (new museum projects, economic and political aspects).

The role of museums in the history, culture, economy and politics of the city and the country

Exotic museums of the world. non-traditional museums.

Features of museums in Asia and Africa and their role in the culture of these regions.

Features of museums in the countries of North and South America and their role in the culture of these regions.

Cultural and educational work in the museum. Types of propaganda work: excursions, lectures, thematic events, consultations. The role of excursions in the work of the museum.

Research work of museums.

Publication of publications on museum topics. The main types of museum publications

museum management.

museum marketing.

Museum in the tourism business.

Section 12. Development of Tours of Cultural Sites and Destinations

The concept of cultural objects in the tourism industry.

Destinations and their key features in tourism.

Features of the development of tours with the involvement of cultural heritage sites.

The system of financial relations in terms of the use of cultural heritage in tourism.

Rules for visiting cultural heritage sites and destinations.

Requirements for the behavior, appearance of tourists at cultural heritage sites.

Stakeholders of tourist destinations.

Property rights and the structure of relations within the framework of visiting cultural heritage sites.

Section 13. Tourism potential of cultural sites and destinations

Parameters of the potential of cultural heritage sites.

The concept of tourist load on the destination and cultural objects.

Features of assessing the attractiveness of cultural objects and destinations.

Overtourism as a phenomenon at cultural sites and destinations.

Cultural heritage and globalization.

Mutual enrichment of cultures and integration of countries into the global tourist cultural space.

Practice management of the tourism potential of objects of culture and art.

Tourism potential of the territory and its effective management.

Section 14. Management of investment and innovation projects in tourism

The concept of innovation and its criteria. Different approaches to the definition of innovation.

Life cycle of innovation.

Driving forces of innovation in the company.

Classification of innovations in the tourism industry.

State and prospects of specific innovations in the tourism industry.

Innovative resources and innovative potential of the organization.

Innovative strategies and their types.

Foreign experience of innovations in tourism.

Forms of stimulation of innovative activity in the company.

Sources of innovative ideas.

Risks of innovative activity in the tourism business.

Evaluation of the effectiveness of innovative and investment projects in the tourism industry.

Demand and supply of innovative services in the tourism industry.

The need for innovation in the tourism industry.

Factors influencing the promotion of innovative technologies in the tourism industry

Investment projects in the tourism industry.
 Investment programs for tourist projects.
 Key parameters of the effectiveness of investment tourism projects.

2.2. Assessment materials for the state exam

2.2.1. Description of indicators, criteria and evaluation scale

Grade	Criteria for evaluation
excellent	Master student: <ul style="list-style-type: none"> - shows a high level of competence, knowledge of the program material, educational, periodical and monographic literature, reveals the basic concepts and analyzes them based on the positions of various authors; - shows a high level of theoretical knowledge in the disciplines included in the final state exam in specialization, and sees interdisciplinary connections; - professionally, competently, consistently, in good language, clearly presents the material, formulates conclusions with reason; - knows, within the framework of the requirements for the program, the legislative, regulatory and practical framework; - answers the questions of the members of the commission briefly, reasonably, confidently, to the point.
good	Master student: <ul style="list-style-type: none"> - shows a sufficient level of competence, knowledge of lecture material, educational and methodical literature. Confidently and professionally, in competent language, clearly, clearly and understandably sets out the state and essence of the issue; - knows the normative-legislative and practical base, but when answering, he makes minor errors; - shows a sufficient level of professional knowledge, freely operates with concepts, methods for evaluating decision-making, has an idea: about interdisciplinary connections, links knowledge gained in the study of various disciplines, is able to analyze practical situations, but allows some errors. The answer is built logically, the material is presented in a good language, informative and illustrative material is involved, but when answering, it allows some errors. The questions asked by the members of the examination committee do not cause significant difficulties.
satisfactory	Master student: <ul style="list-style-type: none"> - shows sufficient knowledge of educational and lecture material, but when answering, there is no proper connection between analysis, argumentation and conclusions; - answers questions uncertainly, makes mistakes; - owns practical skills, attracts illustrative material, but feels insecure when analyzing interdisciplinary connections; - does not always attract sufficiently weighty arguments. - finds it difficult to answer the questions posed by the commission, shows insufficiently deep knowledge.
unsatisfactory	Master student: <ul style="list-style-type: none"> - shows poor knowledge of lecture material, educational literature, legislation and practice of its application, low level of competence,

	<p>uncertain presentation of the issue;</p> <ul style="list-style-type: none"> - shows a weak level of professional knowledge, finds it difficult to analyze practical situations; - cannot give examples from real practice; - presents the material uncertainly and logically inconsistently; - incorrectly answers the questions put by the members of the commission or finds it difficult to answer.
--	---

2.2.2. Typical cases or other materials

Approximate typical situational tasks (cases)

Case 1

Travel company "Waltz Tours" (Pskov) works offline. Existed due to word of mouth, many regular loyal customers. Tours at the prices of tour operators without additional commissions. The company began to go online relatively recently, invited all its old clients to the community on Vkontakte. At the time of the start of the advertising campaign, there were 480 people in the community (not bots), all targeted. Audience predominantly: Women, 30-45 years old. Content is maintained by company employees.

Task: to develop a strategy that will allow:

- attract more active audience;
- make it so that people leave applications more, and not just sit in a group.

Case 2.

Mandarin Tours is one of the leading travel agencies in Kurgan. It has been operating since 2009, has 2 offices in different parts of the city, positions itself as a travel agency. The company chose the Vkontakte group as the beginning of its promotion, which is logical and inexpensive. Next, a multi-page website was developed, each page of which was essentially a mini-landing page for a specific country for travel. At the same time, the bet was made on SEO-promotion of the site. A CRM system for processing applications was also connected. Contextual advertising was set up in 2017, and later it was repeatedly adjusted in accordance with the innovations of Yandex and Google. The company's problem is the high cost of the application. All advertising was carried out on the main website of Mandarin Tours. contextual advertising was set up and repeatedly processed, there was no doubt about its quality. But the landing page raised questions - site visitors did not have a desire to leave an application "here and now". It may not be so bad, but the firm wanted to gain control of this flow and lower the price of the application.

- What solutions might this problem have?
- Can designing a quiz help a firm? If so, why wasn't it introduced immediately?

Case 3

Travel company BelTour - one of the leading tour operators of the Republic of Belarus - has set a task for SMM contractors: to sell tours through social networks. Together with the customer, it was decided to choose lotteries as the main way to attract customers.

Exercise:

- Identify at least 3 reasons for the effectiveness of this step;
- How to increase the reach of the target audience?
- Calculate the payback ratio of such a strategy for the company.

Case 4

Travel company "Vishing" (Yekaterinburg) is one of the most successful companies in the city, specializing in expensive and high-quality holidays around the world. With such success, the company decided to increase promotion in social networks, namely on Instagram. The corporate account already had a good base of subscribers, but they did not show much activity, especially in the "off season", when the order was made to the contractor. The contractor, first of all, conducted an

analysis and identified certain patterns in the activity of the audience of the travel agency account. The data obtained played a key role in the further development of the content strategy.

Initially, the client profile was the following:

- subscribers: about 2000 people;
- activity under posts on average: 200-215 likes, 3-4 comments, saves - 5-7, coverage of publications - 200-250 unique visitors;
- activity in Stories: reach 40-60 views;
- lack of corporate identity: there is no single concept and composition.

How will you solve the following tasks: stimulate demand and build confidence; reactivate the old audience; attract new subscribers; keep interest in the "dead season"? Give examples of content for design and texts for promotion on Instagram.

Case 5.

Consider the different types of social and cultural enterprises and tourism, and for each of them, show the intellectual property objects that are used in the activities of these organizations.

2.2.3. Methodological materials defining assessment procedures

The state exam in the direction 43.04.02 - "Tourism" is held in accordance with the schedule, which is approved by order of the rector of the RSUH no later than 30 calendar days before the day of its holding.

The state interdisciplinary exam in the direction 43.04.02 - "Tourism" is taken by the state examination commission, which is headed by the Chairman.

The composition of the commissions is approved by order of the Rector of the RSUH no later than 1 month before the start date of the state final certification. The commission is valid for a calendar year. The state interdisciplinary exam in the direction 43.04.02 - "Tourism" is conducted orally with the obligatory preparation of written abstracts of answers on forms specially prepared for this.

Questions on disciplines are formed based on the requirements of the Federal State Educational Standard of Higher Education in the direction 43.04.02 - "Tourism" of the master's program "Cultural Heritage Management and Sustainable Tourism" in accordance with the approved work programs of the disciplines of the curriculum. The list of questions for each discipline included in the state exam is approved at a meeting of the Department of Public Relations, Tourism and Hospitality.

The state exam is conducted by tickets. Each ticket contains three sections.

The first section - on one of the disciplines of the mandatory part, as well as the part formed by the participants in the educational relations of the curriculum of the EP in the direction 43.04.02 - "Tourism": Methodology of research activities and academic culture; Analysis of global trends of the future; Intercultural interaction; State policy for the preservation of cultural values and cultural monuments; Open systems technologies in the tourism industry; Marketing and branding of tourist and recreational areas; Spatial planning of tourism systems; International tourism quality management systems; Tourism sustainable development management system; Tourist centers on objects of cultural heritage; Museum resource management; Development of tours of cultural objects and destinations; Tourist potential of cultural objects and destinations; Management of investment and innovation projects in tourism.

The second section is a description of a situational task (case).

The third section is a task related to the substantiation of the thesis topic by the master in terms of formulating the goal, objectives, object and subject of the study, substantiating the methodological approaches of the study, as well as the base of the study (empirical material).

To answer the tickets, undergraduates are given the opportunity to prepare for 30 minutes. To answer questions, each undergraduate is given time to speak up to 10 minutes, after which the chairman of the state examination commission invites its members to ask the undergraduate additional questions within the scope of the questions in the ticket.

If the undergraduate finds it difficult to answer additional questions, the members of the commission can ask questions within the scope of the state exam program.

The responses of undergraduates are evaluated by each member of the commission, and the final grade on a five-point system is set as a result of a closed discussion.

Decisions of the commissions are taken by a simple majority of votes of the members of the commissions participating in the meeting. In case of an equal number of votes, the chairperson has the casting vote.

The results of the state interdisciplinary examination are announced on the day of its holding.

The decisions taken by the commissions are documented in minutes. The minutes of the meeting of the state examination commission for the admission of the state certification test reflect the list of questions asked to the student and the characteristics of the answers to them, the opinions of the members of the state examination committee on the level of preparedness of the student to solve professional problems, the formation of competencies, as well as the identified shortcomings identified during the state certification test in the theoretical and practical training of the student.

The protocol of the meeting of the State Examination Commission is signed by the chairperson of the meeting of the State Examination Commission and the Secretary of the State Examination Commission. The minutes of the meetings of the commissions are bound into books and kept in the RSUH archives.

According to the results of the state exam, the student has the right to appeal. It is submitted personally by students to the appeal commission no later than the next working day after the announcement of the results of the state certification test.

If the appeal is satisfied, the result of the state attestation test is subject to cancellation. The Appeal Commission has the right to recommend changing the result of the SEC or passing a re-test within the time limits set by the university.

2.3. Educational, methodological and information support of the state exam **Obligatory Sources**

1. Багдасарян, В. Э. История туризма : учеб. пособие / В.Э. Багдасарян, И.Б. Орлов, А.Д. Попов. — Москва : ИНФРА-М, 2018. — 190 с. — (Высшее образование: Бакалавриат). — www.dx.doi.org/10.12737/textbook_590857de03fbc8.64508513. - ISBN 978-5-16-105776-6. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/950856> (дата обращения: 08.02.2023)

2. Башкатов, А.Н. Культурно-историческое и природное наследие как образовательные ресурс Дистанционное и виртуальное обучение. 2011. № 1. С. 43-47. - URL: <https://elibrary.ru>

3. Баумгартен, Л. В. Менеджмент в туристской индустрии : учебник / Л.В. Баумгартен. — Москва : Вузовский учебник : ИНФРА-М, 2019. — 236 с. - ISBN 978-5-16-103904-5. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/976501> (дата обращения: 08.02.2023)

4. Быстров, С. А. Технология организации туроператорской и турагентской деятельности : учебник / С.А. Быстров. — Москва : ИНФРА-М, 2019. — 375 с. — (Высшее образование: Бакалавриат). — www.dx.doi.org/10.12737/textbook_5a685a89b76dd5.66618286. - ISBN 978-5-16-106572-3. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/1010787> (дата обращения: 08.02.2023)

5. Василенко, Н. В. Экономика сферы услуг : учебник / Н.В. Василенко. — Москва : ИНФРА-М, 2020. — 439 с. + Доп. материалы [Электронный ресурс]. — (Высшее образование: Бакалавриат). — DOI 10.12737/996072. - ISBN 978-5-16-107159-5. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/996072> (дата обращения: 08.02.2023)

6. Воскресенский, В.Ю. Международный туризм: учеб. пособие для студентов вузов, обучающихся по специальностям «Социально-культурный сервис и туризм», «География», «Менеджмент организации», «Экономика и управление на предприятии (по

отраслям)» / В.Ю. Воскресенский. — 2-е изд., перераб. и доп. - М.: ЮНИТИ-ДАНА, 2017. - 463 с.- ISBN 978-5-238-01456-2. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/1028528> (дата обращения: 08.02.2023)

7. Джанджугазова, Е.А. Туристско-рекреационное проектирование Современные проблемы сервиса и туризма. 2013. № 4. С. 82-83. - URL: <https://elibrary.ru>

8. Долженко, Г. П. История туризма : учебник для академического бакалавриата / Г. П. Долженко, Ю. С. Путрик, А. И. Черевкова. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2019. — 227 с. — (Бакалавр. Академический курс). — ISBN 978-5-534-09717-7. — Текст : электронный // ЭБС Юрайт [сайт]. — URL: <https://biblio-online.ru/bcode/428448> (дата обращения: 08.02.2023).

9. Милорадов, К.А. Особенности проектного менеджмента в индустрии гостеприимства. Индексируемая РИНЦ статья в изданиях ВАК и РАН (журналы, специальные сборники институтов РАН, тематические сборники докладов на конгрессах, конференциях, симпозиумах, организованных отделениями и институтами РАН). .Ноябрь 2014.Россия.Журнал «РИСК: ресурсы, информация, снабжение, конкуренция» 2014. - №03 - URL: <https://elibrary.ru>

10. Морозов, А.А. Гастрономический туризм на северо-западе России (на примере республики Карелия) Национальные интересы: приоритеты и безопасность. 2019. Т. 15. № 5 (374). С. 851-869. - URL: <https://elibrary.ru>

11. Основы туристской деятельности; Учеб. для лицеев, колледжей и сред. спец. учеб. заведений турист. профиля / [Г. И. Зорина, Е. Н. Ильина, Е. В. Мошняга и др.; Редкол.: В.А. Квартальнов и др.]; Рос. междунар. акад. туризма. Москва, 2003. - URL: <https://elibrary.ru>

12. Пастухова, Л. С. Социально-проектная деятельность как открытое воспитательное пространство формирования гражданских качеств молодежи : монография / Л.С. Пастухова ; науч. ред. С.В. Иванова. — Москва : ИНФРА-М, 2020. — 232 с. - ISBN 978-5-16-107569-2. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/1078396> (дата обращения: 08.02.2023)

13. Садохин, А. П. Межкультурная коммуникация : учебное пособие / А. П. Садохин. - Москва : НИЦ ИНФРА-М, 2016. - 288 с. - ISBN 978-5-16-104204-5. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/542898> (дата обращения: 08.02.2023)

14. Шишикина М.В., Закипной М.В. Взаимосвязь туризма и экологии В сборнике: Студенческие чтения Сборник статей. Составитель А.В. Косоплечев; Российский государственный социальный университет. Москва, 2015. С. 166-169. - URL: <https://elibrary.ru>

15. Управление проектами : учебник и практикум для академического бакалавриата / А. И. Балашов, Е. М. Рогова, М. В. Тихонова, Е. А. Ткаченко ; под общей редакцией Е. М. Роговой. — Москва : Издательство Юрайт, 2019. — 383 с. — (Бакалавр. Академический курс). — ISBN 978-5-534-00436-6. — Текст : электронный // ЭБС Юрайт [сайт]. — URL: <https://biblio-online.ru/bcode/431784> (дата обращения: 08.02.2023).

Экономика стран и регионов : учебное пособие для академического бакалавриата / А. И. Погорлецкий [и др.] ; под редакцией А. И. Погорлецкого, С. Ф. Сутырина. — Москва : Издательство Юрайт, 2019. — 192 с. — (Бакалавр. Академический курс). — ISBN 978-5-534-01022-0. — Текст : электронный // ЭБС Юрайт [сайт]. — URL: <https://biblio-online.ru/bcode/433580> (дата обращения: 08.02.2023).

Additional Sources

1. Березовая, Л. Г. История туризма и гостеприимства : учебник для академического бакалавриата / Л. Г. Березовая. — Москва : Издательство Юрайт, 2019. — 477 с. — (Бакалавр. Академический курс). — ISBN 978-5-9916-3980-4. — Текст : электронный // ЭБС Юрайт [сайт]. — URL: <https://biblio-online.ru/bcode/425154> (дата обращения: 08.02.2023).

2. Быстров, С. А. Организация туристской деятельности. Управление турфирмой: Учебное пособие / Быстров С.А. - Москва :Форум, НИЦ ИНФРА-М, 2014. - 400 с. (Высшее

образование: Бакалавриат) ISBN 978-5-91134-609-6. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/423744> (дата обращения: 08.02.2023)

Obligatory Literature

1. Свириденко, Ю. П. Сервисная деятельность в обслуживании населения [Электронный ресурс] : Учебное пособие / Ю. П. Свириденко. - Москва : Дашков и К, 2012. - 220 с. - ISBN 978-5-394-01503-8. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/415409> (дата обращения: 08.02.2023)

2. Скобкин, С. С. Маркетинг и продажи в гостиничном бизнесе : учебник для академического бакалавриата / С. С. Скобкин. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2019. — 197 с. — (Бакалавр. Академический курс). — ISBN 978-5-534-07356-0. — Текст : электронный // ЭБС Юрайт [сайт]. — URL: <https://biblio-online.ru/bcode/438658> (дата обращения: 08.01.2020). Сухов, Р. И. Организация туристской деятельности: Учебное пособие / Сухов Р.И. - Ростов-на-Дону :Южный федеральный университет, 2016. - 267 с.: ISBN 978-5-9275-2003-9. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/991783> (дата обращения: 08.02.2023)

3. Трухачев, А.В. Туризм. Введение в туризм [Электронный ресурс] : учебник / А.В. Трухачев, И.В. Таранова. – Ставрополь: АГРУС Ставропольского гос. аграрного ун-та, 2013. – 396 с. - ISBN 978-5-9596-0862-0. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/514838> (дата обращения: 08.02.2023) - URL: <https://elibrary.ru>

4. Туризм и современность: состояние, проблемы и прогнозы развития; Сборник материалов Международной научно-практической конференции / 2018. - URL: <https://elibrary.ru>

5. Швец, И.Ю. Правовое обеспечение туризма Учебное пособие / Москва, 2016. - URL: <https://elibrary.ru>

Literature additional

1. Долженко, Г. П. Экскурсионное дело в высших учебных заведениях: история и методика обучения : учеб. пособие / Г. П. Долженко. - Ростов-на-Дону : Издательство ЮФУ, 2011. - 134 с. - ISBN 978-5-9275-0802-0. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/550477> (дата обращения: 08.02.2023)

2. Джум, Т. А. Организация сервисного обслуживания в туризме: Учебное пособие / Т.А. Джум, С.А. Ольшанская. - Москва : Магистр: НИЦ ИНФРА-М, 2015. - 368 с. (Бакалавриат). ISBN 978-5-9776-0329-4. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/478441> (дата обращения: 08.02.2023)

3. Жираткова, Ж. В. Основы экскурсионной деятельности : учебник и практикум для среднего профессионального образования / Ж. В. Жираткова, Т. В. Рассохина, Х. Ф. Очиллова. — Москва : Издательство Юрайт, 2020. — 189 с. — (Профессиональное образование). — ISBN 978-5-534-13031-7. — Текст : электронный // ЭБС Юрайт [сайт]. — URL: <https://biblio-online.ru/bcode/448848> (дата обращения: 08.02.2023).

4. Ивлиева, О. В. Природные туристские ресурсы мира : учебник / О. В. Ивлиева, А. В. Шмыткова ; Южный федеральный университет. - Ростов-на-Дону ; Таганрог : Издательство Южного федерального университета, 2018. - 246 с. - ISBN 978-5-9275-2638-3. - Текст: электронный. - URL: <https://new.znaniium.com/catalog/product/1021666> (дата обращения: 08.02.2023)

5. Киседобрев, В. П. Менеджмент в туризме: Учебник / В.П. Киседобрев, О.Н. Кострюкова, А.В. Киседобрев; Под ред. проф. Е.И. Богданова. - Москва: НИЦ ИНФРА-М, 2013. - 152 с. (Высшее образование: Бакалавриат). ISBN 978-5-16-006294-5. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/369961> (дата обращения: 08.02.2023)

6. Колесова, Ю. А. Туристско-рекреационное проектирование: Учебное пособие / Колесова Ю.А. - Москва :КУРС, НИЦ ИНФРА-М, 2016. - 352 с. (Обложка. КБС) ISBN 978-5-

906818-65-2. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/551158> (дата обращения: 08.02.2023)

7. Кошечая, И. П. Профессиональная этика и психология делового общения: учеб. пособие / И.П. Кошечая, А.А. Канке. — Москва : ИД «ФОРУМ» : ИНФРА-М, 2019. — 304 с. — (Среднее профессиональное образование). - ISBN 978-5-16-100669-6. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/987725> (дата обращения: 08.02.2023)

8. Кошечая, Д. А. Проектирование туристских кластеров: системно-агломерационный подход : монография / Д.А. Кошечая, О.Ю. Исопескуль. — Москва : ИНФРА-М, 2020. — 326 с. + Доп. материалы [Электронный ресурс]. — (Научная мысль). — DOI 10.12737/1019221. - ISBN 978-5-16-108157-0. - Текст : электронный. - URL: <https://new.znaniium.com/catalog/product/1019221> (дата обращения: 08.02.2023)

List of resources of the information and telecommunications network "Internet", necessary for preparing for the State exam

Ennomotive, s.l. - Режим доступа: <https://www.ennomotive.com/open-innovation>

FRED. Economic Data - Режим доступа: <https://fred.stlouisfed.org/searchresults/?st=Tourism&t=travel&ob=sr&od=desc&types=gen>

Global Sustainable Tourism Council - Режим доступа: <https://www.gstcouncil.org/>

Statista: Travel, Tourism & Hospitality - Режим доступа: <https://www.statista.com/markets/420/travel-tourism-hospitality/>

Travindy: Sustainability consulting, training and certification for the travel and tourism industry - Режим доступа: <https://travindy.org/>

UNESCO World Heritage Centre - Режим доступа: <https://whc.unesco.org/>

United Nations Educational, Scientific and Cultural Organization (UNESCO) - Режим доступа: <https://en.unesco.org/>

World Economic Forum. Travel & Tourism Competitiveness Index - Режим доступа: <https://www.weforum.org/>

World Tourism Organization - Режим доступа: <https://www.unwto.org>

Ассоциация туроператоров - Режим доступа: <https://www.atorus.ru/>

Департамент по экономическим и социальным вопросам. Устойчивое развитие – Режим доступа: <https://sdgs.un.org/ru/goals>

Единое окно доступа к образовательным ресурсам. – Режим доступа: <http://window.edu.ru>

Информационно-правовая система «Гарант» [Электронный ресурс]. – Электрон. дан. – М. – Режим доступа: www.garant.ru

Открытые данные Ростуризма - Режим доступа: <https://opendata.tourism.gov.ru>

Платформа eLIBRARY.RU – Режим доступа: <https://www.elibrary.ru>

Портал Welcome Times - Режим доступа: <https://welcometimes.ru/>

Российский союз туриндустрии - Режим доступа: <https://rostourunion.ru/>

Справочная правовая система «КонсультантПлюс» [Электронный ресурс]. – Электрон. дан. – М. – Режим доступа: <http://www.consultant.ru>

Федеральная служба государственной статистики - Режим доступа: <https://rosstat.gov.ru/>

Электронно – библиотечная система «Знаниум» [Электронный ресурс], Режим доступа: <http://znaniium.com>

Электронно – библиотечная система изд-ва «Лань» [Электронный ресурс], Режим доступа: <https://e.lanbook.com/>

Электронно – библиотечная система изд-ва «ЮРАЙТ» [Электронный ресурс], Режим доступа: <https://urait.ru/>

Электронно – библиотечная система РГГУ [Электронный ресурс], Режим доступа: <http://elib.lib.rsuh.ru/>

Юридическое агентство «Персона грата» - Режим доступа: <https://persona-grata.ru/>

№ п/п	Наименование
1	Международные реферативные наукометрические БД, доступные в рамках национальной подписки в 2020 г. Web of Science Scopus
2	Профессиональные полнотекстовые БД, доступные в рамках национальной подписки в 2020 г. Журналы Cambridge University Press ProQuest Dissertation & Theses Global SAGE Journals Журналы Taylor and Francis
3	Профессиональные полнотекстовые БД JSTOR Издания по общественным и гуманитарным наукам Электронная библиотека Grebennikon.ru
4	Компьютерные справочные правовые системы Консультант Плюс, Гарант

3. Recommendations for the preparation and execution of the WRC

3.1. General requirements for the content and design of the WRC

The final qualification work of the master (hereinafter referred to as VCRM) is the final stage in the preparation of highly qualified masters in the direction 43.04.02 - "Tourism". VKRM allows undergraduates to reveal their creative potential and demonstrate the ability to put into practice the knowledge gained in the learning process. Graduation qualification work is carried out in the form of a master's thesis during the period of undergraduate practice and research work during the entire period of study in the magistracy.

VKRM is an independent and logically completed final qualifying work aimed at solving the problems of those types of activities for which the undergraduate is preparing (research, scientific and pedagogical, and others). WKRM is a scientific research of a theoretical or applied nature, aimed at obtaining and applying new knowledge. The logical completeness of the VCRM implies the integrity and internal unity of the work, the interconnectedness of the goal, objectives, methodology, structure, completeness, research results.

The independence of the WKRM implies its originality, the fundamental novelty of the presented materials and results, or a conceptually new generalization of previously known materials and provisions. The originality of the text must be at least 75%.

The master's thesis is distinguished by its fundamental nature, the depth of the theoretical development of the problem, its independent formulation, reliance on in-depth specialized knowledge and the free choice of theories and methods in solving research problems. VKRM reflects, first of all, the level of professional training of a master's degree graduate. The undergraduate chooses the topic of the master's thesis independently, taking into account his scientific and practical interests.

In some cases, with sufficient grounds (taking into account the specifics of the undergraduate's practical work), in agreement with the supervisor and dean of the Faculty of Oriental Studies and Social and Communication Sciences, the undergraduate may choose a topic that is not included in the recommended list. When choosing a topic, the WCRM should be guided by the relevance of the problem, the possibility of obtaining specific statistical data, the availability of special scientific literature, and the practical significance of the topic.

Topics of final qualifying works of masters must correspond to the profile of the master's program. Having chosen the topic of the final qualifying work, the undergraduate submits an

application addressed to the head of the graduating department of public relations, tourism and hospitality (Appendix 1).

The topic of the final qualifying work of the undergraduate and the supervisor (if necessary, and scientific consultant) for each graduate is approved at a meeting of the graduating department no later than 6 months before the defense.

Assignment of graduation qualification papers to students, appointment of supervisors, consultants and reviewers is carried out by order of the rector.

The preparation of the VKRM is carried out at the graduating department, where the undergraduate receives a task (Appendix 2) for the implementation of the VKRM and a schedule for the preparation, writing and defense of master's theses is drawn up.

The order of work on the WQRM implies a certain sequence of stages of its implementation, including the choice of a research topic, planning, organization and types of research work at each stage of the preparation of a master's work, as well as the fulfillment of the requirements for reporting documentation, reflecting the intermediate results of the master's work on the WQR.

Any topic can have multiple presentation options. In some cases, the theoretical part will dominate, in others, the practical part. The final qualifying work consists of an introduction, the main part, a conclusion, a list of sources and literature used, an application.

The introduction reflects the relevance of the topic; the degree of development of the problem; purpose and objectives of the study; its object and subject; scientific novelty; methodological basis; practical significance.

The relevance of the research topic is one of the main criteria in evaluating a master's thesis and means that the tasks set require a solution for economic practice and/or science. The relevance of the topic is considered from theoretical and practical points of view. Relevance in the scientific aspect means that:

- the tasks of fundamental sciences require the development of this topic to explain new facts;
- clarification, development and resolution of the dissertation problem are possible and necessary in modern conditions;
- The theoretical provisions of the dissertation will allow to remove the existing differences in the understanding of the process or phenomenon.

The relevance of the topic in the applied aspect means that:

- the tasks of applied research require the development of questions on this topic;
- there is an urgent need to solve the problems of the dissertation for the needs of the economy;
- a dissertation on this topic significantly improves the quality of developments of creative and scientific teams in a particular field of knowledge;
- new knowledge obtained in the dissertation work contributes to the improvement of staff qualifications or can be included in the curricula of student education.

The degree of development of the problem determines the role of research in a particular scientific field. The degree of scientific sophistication is a listing of previously encountered gaps during research and determines the need for their resolution. The degree of scientific elaboration of the topic is presented as follows:

- reference to the authors who were engaged in research activities on this issue;
- a brief description of the previously studied issues;
- questions to be investigated; these questions represent an independent choice of the undergraduate.

The purpose and objectives of the master's thesis.

The purpose of the study is what the undergraduate strives for in his scientific research, that is, the final result of the work. The purpose of the work is usually consonant with the title of the topic. The purpose of the work may be to describe a new phenomenon, study its characteristics, identify patterns, etc.

The formulation of the research goal usually begins with the words: "develop ...", "establish ...", "substantiate ...", "identify ...", etc.

After formulating the goal, the research objectives are formed.

Tasks define the main stages of the study to achieve the goal. When formulating research objectives, it must be taken into account that the description of the solution of these problems will be the content of the chapters and paragraphs of the work, the titles of which are consonant with the tasks set. The formulation of tasks usually begins with the words: "Explore the essence", "clarify the definition", "systematize", "analyze", "clarify and supplement", "substantiate", etc.

Object and subject of research.

The object is what the undergraduate intends to study, and the subject of research is an indication of the specific problem that he is going to pose and solve.

An object is that part of the surrounding phenomena that the researcher is engaged in: projects in the field of tourism; socio-economic tourism systems of any level, tourism markets, process, service and research processes, i.e. everything that can be objects of professional activity of graduates of master's programs.

The subject of research is a side, aspect, point of view, "projection", from which the undergraduate cognizes an integral object, while highlighting the main, most significant (from the point of view of the researcher) features of the object.

Scientific novelty contains a new solution to the problem, expected upon completion of the study. The novelty of knowledge in the scientific sense involves the discovery, development, formulation of new knowledge for the branch of science, society.

The following allows identifying and defining novelty: it can be associated both with old ideas, which is expressed in their deepening, concretization, additional argumentation, showing possible use in new conditions, in other areas of knowledge and practice, and with new ideas put forward personally by the applicant.

- a thorough study of the literature on the subject of research with an analysis of its historical development;

- consideration of existing points of view and their critical analysis, which may lead to new or compromise solutions;

- involvement in scientific circulation of new digital and factual material;

- detailing a known process, phenomenon; a detailed analysis of almost any scientifically interesting object leads to new useful results, conclusions, and generalizations.

The theoretical and methodological foundations of the study are the main philosophical worldview provisions from the position of which the study is conducted, the strategy of approaches in the study is determined, the choice of methods and the interpretation of its results. The terminological apparatus of the study is described. Specific methods for solving the tasks set, the methodology and technique for conducting the experiment, processing the results, etc. are determined and characterized.

The undergraduate must show the ability to use system analysis in the consideration of scientific problems, various methods of scientific knowledge (methods of empirical and theoretical research, general methods of abstraction, analysis, synthesis, modeling, etc.). The practical significance of a study, including a theoretical one, is determined by the possibilities of applied use of its results (with an indication of the scope and evaluation of effectiveness).

Approbation of the research results is necessary in applied works and must be documented. In the introduction, it is necessary to indicate at which scientific conferences, seminars, round tables the results of research included in the final master's work were reported. If there are publications, their list is given indicating the volume (number of printed sheets) of each publication and their total number.

The main part of the master's thesis consists of several logically completed chapters, which are divided into paragraphs.

Each chapter is devoted to solving one of the problems formulated in the introduction, and ends with the conclusions that the author came to as a result of the research. Each chapter is the basis for the next.

The master's thesis should contain three chapters (the semantic content of each of their chapters is sequential: theoretical, analytical, practical).

The titles of the chapters should be as short as possible and accurately reflect their main content, while the title of the chapter cannot repeat the title of the WCWP.

The final chapter analyzes the main scientific results obtained personally by the undergraduate in the process of research, provides recommendations and proposals developed by him, experience and prospects for their practical application.

The conclusion of the WCRM states:

- specific conclusions based on the results of the study, in accordance with the tasks set, representing the solution of these tasks;

- the main scientific result obtained by the author in accordance with the purpose of the study (solving the scientific problem posed, obtaining / applying new knowledge about the subject and object), confirmation or refutation of the working hypothesis;

- possible ways and prospects for continuing the work.

The list of sources and literature should include all the sources mentioned and cited in the text of the work, scientific literature, reference publications, Internet resources.

Applications.

All materials of the VKRM of a reference and auxiliary nature (text documents, tables, graphs, illustrations, samples of questionnaires and tests developed by the author that were not included in the main text) are included in the appendices.

It is not allowed to transfer the author's text to the appendices in order to reduce the volume of the dissertation.

The content of the introduction, the main part and the conclusion of the VCRM must exactly correspond to the topic of the work and fully disclose it.

The content of the work reflects the initial premises of scientific research, its entire course and the results obtained.

The final master's work cannot be compilative and descriptive. The content of the VKRM is characterized by the obligatory presence of debatable (polemical) material.

The content of the work must satisfy the current state of scientific knowledge and the qualification requirements for the preparation of a master. The style of the final master's work is determined by the requirements for written scientific works.

The master's thesis is notable for its semantic completeness, integrity and coherence of the text, the evidence of all judgments and assessments. The stylistic features of written scientific speech include its semantic accuracy, i.e. unambiguousness of the statement, brevity, the ability to avoid repetition and excessive detail.

The language of the WKRM involves the use of a scientific apparatus, special terms and concepts introduced without additional explanations. If the work introduces a new, previously unused terminology, or the terms are used in a new meaning, it is necessary to clearly explain the meaning of each term.

At the same time, it is not recommended to overload the work with terminology and other formal attributes of the "scientific style". They should be used to the extent that they are really necessary for the argumentation and solution of the tasks.

The volume of the master's thesis is determined by the subject, purpose, objectives and methods of research. The average volume of a master's thesis (excluding the list of references and applications) is 3-4 author's sheets.

Job design is recommended in Microsoft Word 2003 and later.

The text of the entire final qualification work of masters, including the title page and appendices, is printed in Times New Roman. Size (font size): for the main text and formulas - 14; for subscript links - 10.

The line spacing is one and a half. Field sizes according to GOST 7.32-91: left - 30 mm, right - 10 mm, top - 15 mm, bottom - 20 mm.

Alignment of the main text - according to the width of the page.

The text should be indented at the beginning of each paragraph (1.25 cm red line).

WRC should be made on one side of a sheet of A4 paper in accordance with GOST 9327-60 and submitted in printed bound (bound) form and in electronic form.

The original is printed on one side of A-4 size writing paper. If there are drawings, it is allowed to print the work on a color printer. All structural elements of the text of the work (content, introduction, each section, conclusion, list of sources and references, applications) begin on a new sheet, for which it is recommended to use the Microsoft Word "Page Break" function in the "Insert" menu. Page numbering is through in the upper right corner in Arabic numerals, without gaps and letter additions (2a, 3b).

The continuous pagination includes all elements of the WRC, including illustrations and tables located on separate sheets, as well as applications. The page numbering starts from the third page (introduction).

The title page and the sheet containing the content of the work (table of contents) are included in the scope of the work, but the page number is not put on them. Application pages are numbered in the order of continuous numbering of the entire work, but are not included in the total amount of work.

The names of the structural elements (contents, introduction, section headings, conclusion, list of sources and references used) are aligned in the center of the page, are highlighted in capital letters, must be typed without hyphenation, and do not end with a dot.

Headings of subsections, section conclusions are aligned to the width of the page, begin with a paragraph, are printed as in sentences, and do not end with a dot. Headings of sections and subsections are numbered with Arabic numerals. The subsection number is two-level and consists of the section number and the subsection number, separated by a dot. Enums can be given inside the text. Each enumeration should be preceded by a hyphen or, if necessary, a reference in the text of the document to one of the enumerations, a lowercase letter followed by a bracket.

The main condition for abbreviating words is the unambiguity of their understanding and ensuring the decoding of abbreviated words. Words should not be abbreviated in cases where this may distort or make the meaning of the text of the description unclear or make it difficult to understand.

The abbreviations used must correspond to the generally accepted abbreviation. All tables and figures should have titles and numbers, while formulas and equations should have numbers. The numbering is in Arabic numerals. Before the digit denoting the number, the sign No; and after it - do not put a point.

The table number is aligned to the right edge of the page. The dot after the number indicating the number of the table is not put. The table heading is placed on the next line from the word "Table" and aligned to the center of the page. A period is not put after the table name, but a footnote is used to indicate its source. The table has two levels of division: vertical - columns; horizontal - lines. The columns and rows of the table must have headings expressed by a noun in the nominative case. Subheadings of columns and lines should be grammatically consistent with headings. In the headings and subheadings of the columns and rows of the table, only generally accepted abbreviations and symbols are used.

The table should have horizontal and vertical lines delimiting the rows of the table. The columns of the table must be numbered if the table is located on more than one page.

The column "No. p / p" is not included in the table. If the text repeated in different rows of the column of the table consists of one word, then after the first writing it is allowed to replace it with quotes; if from two or more words, then at the first repetition it is replaced with the words "The same", and then with quotation marks. Putting quotes instead of repeating numbers, signs, mathematical symbols is not allowed.

The title of the figure is placed after the figure itself without a paragraph. A dot is not placed after the title of the figure, but a footnote is used to indicate its source. The figure and the captions accompanying it must not be broken and must have one empty line from the main text to the figure

and after the inscription below it. Formulas are given on a separate line; alignment is centered on the page.

To present formulas, it is recommended to use the "Formula Editor" option in Microsoft Word. The formula number is indicated on the same line in parentheses at the extreme right position on the line.

To the above formulas, an explanation is given for each character when it occurs for the first time, and the unit of its measurement is indicated. References in the text to ordinal numbers of formulas are given in brackets. To highlight the formula before it and after explaining the symbols included in it, one empty line is left.

When designing the scientific reference apparatus of the VKRM, it is necessary to focus on the guidelines posted on the website of the Scientific Library of the Russian State Humanitarian University. <http://liber.rsu.ru/section.html?id=684>.

The list includes bibliographic descriptions of used (cited, considered, mentioned) documents, editions, resources. All literature, including electronic editions, is arranged in alphabetical order of authors or document titles.

The content and structure of the List is determined by the author of the master's thesis, based on the purpose and objectives of its implementation.

It includes the following sections (in the order in which they are presented): Sources (published and unpublished), Literature, Reference and information publications, Internet resources. The list is not numbered and is printed with 1.5 line spacing.

Structural elements of the List - its sections (sources, published, unpublished, literature, reference and information publications, addresses of Internet resources) are aligned in the center of the page, indicated without quotes and dots at the end and are not numbered.

Each position within a section of the List begins with a paragraph and is numbered in Arabic numerals within the entire List. Published sources are listed in order of their legal significance:

In the bibliographic description of unpublished documents, information about the imprint (where, by whom, when the edition was published) is not given. Depending on the structure of the described object, the bibliographic description includes:

Title (author). Title proper: information relating to the title / first statement of responsibility; subsequent liability information. - Publication information. - Place of publication: publisher, date of publication. - Volume. - (Title proper of the series; series issue number).

For electronic resources, information is given on the number of physical units (in Arabic numerals) and the specific designation of the material. . - Notes.

Scheme of the bibliographic record of the electronic edition:

Title (author). Title proper [Electronic resource] : information related to the title / statement of responsibility. - Publication information. - Resource type designation. - Place of publication: publisher, date of publication. - (Title title of the series). - Note (specify access mode

In the description of an article from books, collections, serials and periodicals (magazine, newspaper), first provide information about the article indicating the author's last name and title or only the title if there is no author, and then about the source in which it is given.

If the article is published in a periodical, the name of the publication, year, number and pages must be indicated. The volume of the article is given in the form "from and to" and the abbreviated word page "C" is indicated before the number.).

Scheme of the bibliographic record of the article:

... from collections Title (author). Title proper: information relating to the title / first statement of responsibility; subsequent statement of responsibility // Title proper: information relating to the title / first statement of responsibility. - Publication information. - Place of publication: publisher, date of publication. - Volume number. - Volume ... from magazines.

Title (author). Title proper: information relating to the title / first statement of responsibility; subsequent statement of responsibility // Title proper: information relating to the title. - Year. - Number. - Volume ... from newspapers. Title (author).

Title proper: information relating to the title / first statement of responsibility; subsequent statement of responsibility // Title proper: information relating to the title. - Year. – Date (day and month). - Volume.

Reference and information publications are given alphabetically in accordance with the general scheme of the bibliographic description of literature. Information for the description of electronic publications is taken from the title screen.

When describing electronic resources, it is necessary to indicate the designation of the type of resource: electronic data (electronic data).

In the note, after the words access mode, the e-mail address of the resource is indicated.

Scheme of the bibliographic record of the Internet resource:

Title (author). Title proper [Electronic resource] : information related to the title / statement of responsibility. - Publication information. – Resource type designation. – Place of publication: publisher, date of publication. – (Title title of the series). – Note (specify access mode).

Subscript bibliographic references are used in all cases of citing, paraphrasing or borrowing information with an indication of the source. Subscript references must confirm all the facts, figures and other specific data given in the text).

Bibliographic references in the form of footnotes are drawn up in accordance with GOST R 7.0.5-2008. To link the link and the text, a footnote sign is used, which is drawn up as a superscript.

References are numbered consecutively in Arabic numerals throughout the work and placed at the bottom of the page under the strike line. Subscript links are printed in Times New Roman 10 font with 1.0 line spacing. Links are separated by an empty line. In repeated references to one work of the author (authors), the title proper and the repeating elements following it are omitted, the surname and initials of the author (authors) are written, using the words: "Decree. op." and give the page number to which they refer.

In the link to the electronic source, in addition to the main title, the designation [Electronic resource] and the electronic address (access mode), the date of access must be indicated.

Appendices to the master's final qualification work should be arranged in a logical sequence after completing the list of sources and literature used.

In the text of the work, all applications should be given references in the order they are mentioned, and the applications themselves are given in the order in which they are mentioned in the text.

Each application starts on a new sheet. The word "Appendix" is written in the upper right corner of the sheet and its number is indicated, indicated by an Arabic numeral (without the number sign and a dot at the end), for example: Appendix 1 Each appendix must have a title that is given on the next line without punctuation and centered page, and below it is the application itself.

A blank line is left between the application name and the application itself. The text of applications should be clear and updated, which determines the assessment of the quality of their design.

The presentation of the master's final qualification work should include slides that reveal the content of the report on the work:

1. the topic of the work and its format, last name, first name, patronymic of the author of the VKRM and the supervisor;
2. formulation of the problem (relevance of the study);
3. characteristics of the object of study (if necessary);
4. main results of the study.

The volume of the presentation is no more than 10 slides, including the first one.

Not later than 2 (two) calendar days before the day of defending the final qualifying work of the master, the following is submitted to the state examination commission:

- 1) VKRM bound in accordance with established requirements
- 2) VKRM in electronic form along with presentation slides
- 3) review of the supervisor (with a copy)
- 4) review (reviews) of the opponent (reviewers) (with copies)

5) conclusion on the examination of the text of the VKRM under the program "Antiplagiarism".

For text VKRM - extension format (.doc / .docx), for slides - format (.ppt). The file name should reflect its content:

- for the text of the VKRM, it consists of the surname of its author and the title of the topic of the work (for example, Ivanov_Name of the VKRM.doc);

- for presentation: after the topic of the work, it is indicated in brackets (..... (presentation)).

Files are written to a CD - disk or flash media.

The text of the WCRM is submitted on electronic media in the doc format of the Microsoft Word text editor.

Review, review, reference - in PDF format.

The CD-ROM or flash media must contain an external marking in the form of a sticker or an inscription with a permanent marker indicating - the student's surname and initials; - name of the faculty (Faculty of Oriental Studies and Social and Communication Sciences); - code of the direction of training (43.04.02 - Tourism) - name of the master's program - year of defense. The texts of final qualifying works of masters are placed in the electronic library system of the Russian State University for the Humanities.

3.2. Evaluation materials for the WRC

3.2.1. Description of indicators, criteria and evaluation scale

When determining the score obtained based on the results of the defense of the VKRM, it is necessary to proceed from the following criteria:

- relevance, completeness of the disclosure of the topic, the scientific apparatus of the VKRM, the validity of the conclusions and recommendations, the reflection in the work of the student's practice,

- Compliance of the work with the profile of the direction of training.

Established methodological requirements for the design of work,

- the report of the student (including the availability of presentation and handouts, etc.) and the reasoning of the answer to the questions of the SAC members and the comments of the reviewer and opponent;

- review of the supervisor and assessment of the work by the reviewer and opponent, and other requirements imposed by the GIA program.

Grade	Criteria
excellent	<p>Deserves defender,</p> <ul style="list-style-type: none"> - firmly knowing the content of the VCRM; - competently and confidently, using legal terminology, answering all additional questions; - showing the ability to think freely logically and clearly; - who has found solid skills and the ability to apply theoretical knowledge to their practical application. Such an answer should demonstrate knowledge of the topic under study, legal and special sources used in writing the WCRM. <p>The grade "excellent" is set only with complete answers to all the main and additional questions - he knows, within the framework of the requirements for the direction of preparation, the legislative, regulatory and practical framework.</p> <ul style="list-style-type: none"> - Answers the questions of members of the commission briefly, reasonably, confidently, to the point.
good	<p>Deserves defender,</p> <ul style="list-style-type: none"> - who discovered full knowledge of the content of the VKRM; - successfully, without significant shortcomings, answering all additional questions, but some answers are not entirely complete, or

	<p>were given without using special legal terminology.</p> <p>When answering the additional questions received, the diplomat reveals knowledge of the logical connections of the ticket questions with other sections of the course, but the answers are not clear enough.</p> <p>Conclusions based on the work are made, but they do not have sufficient relevance.</p>
Satisfactory	<p>Deserves a defender who:</p> <ul style="list-style-type: none"> - found on all issues knowledge of only the basics of the topic under study, but did not master the details, making mistakes of a fundamental nature; - answers the additional questions asked, but does not fully own the terminology, allows significant errors in the answer; - has the necessary knowledge to eliminate the mistakes made by answering additional questions; - when answering additional questions, he cannot link the content of the topic under study with related branches and institutions of law; - committed gross violations of the rules for the design and content of the VKRM, did not eliminate the remarks of the supervisor; - as conclusions, he brought to the defense positions that do not have scientific relevance. <p>A positive assessment can be made provided that the diploma student understands the essence of the main categories on the considered and additional issues.</p>
Unsatisfactory	<p>The defender is exposed to the discoverer</p> <ul style="list-style-type: none"> - complete ignorance of the topic chosen for the study; - who made fundamental mistakes in the design and content of the VKRM, - did not answer additional questions received

The results of the defense of the VKRM are determined on the basis of the value judgments presented in the review of the supervisor, written reviews and speeches of opponents, comments by the Chairman and members of the SEC, data on the main content of the work, and the answers of the undergraduate to the questions posed during the defense.

The members of the commission evaluate all stages of the thesis defense - the presentation of the results of the work, understanding of questions and answers to them, the ability to conduct a scientific discussion, the general level of preparedness of the undergraduate, demonstrated during the defense of competence.

The main criteria for evaluating VCRM are:

- the degree of compliance of the work with the level of qualification requirements for the preparation of masters, as well as the requirements for master's thesis;

- correspondence of the topic of the WCRM to the master's program, relevance, degree of elaboration of the topic;

- the quality and independence of the research: substantiation of one's own approach to solving the debatable problems of theory and practice, independent choice and justification of the research methodology, representativeness, originality of the sources used, independence of the analysis of the material, development of the model, solution options, completeness and consistency of the proposals made on the problem under consideration, independent and scientifically substantiated formulation of conclusions based on the results of the study, the completeness of the solution of the tasks set in the work;

- novelty and practical significance of the scientific results obtained by the author, their reliability;

- language and style of VKRM;

- Compliance with the requirements for the design of the VKRM.

When evaluating the study of the main sources on the topic of the master's thesis, the following are taken into account:

- identification of sources and literature that perform a methodological function (0-9 points);
- identification of sources and literature that can serve to confirm the provisions put forward in the study (0-8 points);
- determination of the range of discussion sources subject to criticism (0-8 points).

When evaluating the rationale for the relevance of a scientific problem and the formation of a scientific hypothesis, the following are taken into account:

- an explanation of the reasons why the research topic is ripe at the moment (0-5 points);
- an explanation of what was an obstacle to the disclosure of the problem under study earlier (0-5 points);
- revealing the extent to which the appeal to this topic is due to the development of science, the accumulation of new information and research methods on this issue (0-5 points);
- the expected benefit of your research for science, the economy as a whole or the industry (0-5 points);
- the degree of compliance of the put forward hypothesis, firstly, with the laws established in science, secondly, with the actual material, and thirdly, with the laws of formal logic (0-5 points).

When evaluating the selection, processing and analysis of statistical information on the research topic, the following are taken into account:

- the degree of intensity of the phenomenon under study in the economic system (0-5 points);
- the degree of prevalence of economic processes and phenomena (0-5 points);
- consideration of economic processes and phenomena in dynamics (0-5 points);
- the degree of reflection by statistical indicators of the internal structure, the structure of the phenomenon under study (0-5 points).

When evaluating the analysis of the main sources and literature on the topic of the master's thesis, the following are taken into account:

- analysis of the basic concepts, scientific and practical problems of the topic under study (0-5 points);
- comparison of different points of view in order to identify the one that most fully and comprehensively reveals the phenomenon under study (0-5 points);
- degree of complexity of the source (0-5 points);
- use of foreign literature (0-5 points).

When evaluating the wording of the provisions characterizing the elements of the master's thesis novelty, the following are taken into account:

- the presence of theoretical provisions, conclusions that are formulated for the first time (0-5 points);
- the presence of theoretical provisions, conclusions that are convincingly substantiated (0-5 points);
- consideration of existing points of view, their critical analysis and comparison in the light of new tasks of the dissertation (0-5 points);
- involvement in the scientific circulation of new statistical and factual material (0-5 points);
- disclosure of previously insufficiently studied issues (0-5 points).

When evaluating the presentation of a master's thesis, the following are taken into account:

- completeness of information about the study (0-9 points)
- connection of the presentation with the dissertation (0-7 points)
- graphic information (illustrations, graphs, tables, diagrams, etc.) (0-7 points) - graphic design (0-7 points)

In the course of preparing for the defense and defense of the final qualification work, the master must demonstrate the development of the following competencies:

At the stage of choosing a topic, substantiating the relevance and its importance for the development of the tourism sector UK-1, UK-2, UK-3, UK-4, UK-5, UK-6.

At the stage of registration of the documents OPK-1, OPK-2, OPK-3, OPK-4, OPK-5, OPK-6, OPK-7 that provide the choice of topic and the procedure for preparing for the protection of documents.

When analyzing the degree of development of the chosen WRC topic and forming one's own view on the theoretical aspects of the object of study GPC-1, GPC-2, GPC-3, GPC-4, GPC-5, GPC-6, GPC-7, PC-1, PC-2, PC-3, PC-4, PC-5.

When writing the analytical and practical part of the WRC PC-1, PC-2, PC-3, PC-4, PC-5.

3.2.2. Approximate topics of WRC

Master Program «Cultural Heritage Management and Sustainable Tourism»

Simplification of the visa regime and the impact on the creation of new jobs in the tourism sector.

Implementation of ESG principles in the activities of the organization.

Development of an open innovation policy for a tourism company.

Involvement of a cultural heritage object in a tourism project.

Development of a policy for the preservation of tourist objects of a material and spiritual object.

Social responsibility of tourism and management of cultural heritage sites.

Formation of a regional policy for managing the optimal tourist load on the region.

Creation of a sustainable tourism development system for the company / region.

The quality of employment of the population in the structure of the implementation of sustainable tourism development practices.

Circular economy of sustainable tourism development.

Crowdsourcing in tourism activities for sustainable development.

Features of the application of the "open tourism" paradigm in the activities of a travel company.

Development of effective management practices in relation to cultural heritage sites.

Joint creativity in tourism projects.

3.2.3. Methodological materials defining assessment procedures

The procedure for conducting the defense and evaluation of the WRC.

Final qualifying works, completed upon completion of educational programs for the preparation of masters of all forms of education, are subject to verification.

They are checked by the graduating departments for originality and independence of the author's text. (minimum text originality - 75%)

Further, the supervisor submits a written review (Appendix 5) on the work of the undergraduate during the preparation of the VCRM, which gives a general assessment of the work and its admission to the defense.

In addition, a master student receives a review for the final qualifying work (Appendix 6).

Graduation papers for master's programs are subject to external review.

For external review, the final qualifying work is sent to one or more reviewers from among persons who are not employees of the graduating department, faculty (institute), RSUH.

If the final qualification work is of an interdisciplinary nature, it can be sent to several reviewers.

The reviewer analyzes the final qualifying work and submits a written review of the specified work.

The review (reviews) of the VKRM should contain a preliminary assessment in the form of a conclusion: "The work is allowed to be defended with an assessment ..." or "The work is not allowed to be defended". The final score is given after the defense.

If the work is not allowed to be defended, then it must be revised by the undergraduate in accordance with the review and re-submitted to the department. The student must be familiarized with the review of the supervisor and the review (reviews) no later than 5 calendar days before the day of the defense of the final qualification work.

For the defense of the VKRM, the student presents:

- VKRM on paper and electronic media; - review of the supervisor with a recommendation for admission to protection, review;

- a protocol for the examination of compliance with the level of achievement by the undergraduate of the planned results of the implementation of the VKRM - a record book.

The defense of the VKRM is public in the presence of a commission - the SEC, formed by order of the dean of the faculty and in accordance with the order of the rector.

The protection procedure includes the following steps:

– message of the undergraduate about the main content of the work;
– answers of the undergraduate to the questions of the SEC members. The undergraduate must carefully prepare for the defense of the WRC.

The total duration of the report is no more than 7 minutes.

General protection scheme:

- you should give a brief justification of the topic, show its relevance;
- specify the purpose of the work and its tasks;
- to analyze the existing problems in the tourism industry;
- disclose what results have been achieved in the course of the study and what has been done personally by the student;

- state the main conclusions and proposals arising from the study.

A summary report can be prepared in writing, but the defense should be presented before the SEC without reading the text.

The report must be illustrated with presentations: graphs, tables, diagrams, prepared in advance in the form of a presentation.

Presentations should include 8 - 10 slides.

The evaluation of the results of the defense of the VCRM is carried out collectively by the members of the SEC present at the defense of the work.

The assessment is announced after the end of the defense of all WRCs at this meeting of the SEC.

VKRM having a certain practical value or containing original solutions, the SAC may recommend for publication, implementation or use in the educational process.

A student who has not defended the GCSE on the set day for a valid reason, documented, the term of study may be extended by the decision of the administration of the faculty and the university in accordance with the requirements of the Ministry of Higher Education and Science of the Russian Federation.

4. Logistics support of the state final certification

To conduct the exam and defend the WRC, an audience equipped with a PC and a multimedia projector is required.

№п /п	Software	Producer	Contract
1	Adobe Master Collection CS4	Adobe	licence
2	Microsoft Office 2010	Microsoft	licence
3	Windows 7 Pro	Microsoft	licence
4	AutoCAD 2010 Student	Autodesk	free
5	Archicad 21 Rus Student	Graphisoft	free
6	SPSS Statistics 22	IBM	licence
7	Microsoft Share Point 2010	Microsoft	licence
8	SPSS Statistics 25	IBM	licence
9	Microsoft Office 2013	Microsoft	licence
10	ОС «АЛЬТ Образование» 8	ООО «БАЗАЛТ СПО»	licence
11	Microsoft Office 2013	Microsoft	licence

12	Windows 10 Pro	Microsoft	licence
13	Kaspersky Endpoint Security	Kaspersky	licence
14	Microsoft Office 2016	Microsoft	licence
15	Visual Studio 2019	Microsoft	licence
16	Adobe Creative Cloud	Adobe	licence
17	Zoom	Zoom	licence

5. Features of the state final certification for students from among persons with disabilities

The procedures for conducting the GIA for students with disabilities are regulated by the current Regulations on the State Final Attestation for Educational Programs of Higher Education - Bachelor's Programs, Specialist's Programs and Master's Programs.