Educational Establishment
«Grodno State Agrarian University»

APPROVED BY
Rector of Grodno State Agrarian University
_____**V.K. Pestis**

_____

Registration №

TOURISM BUSINESS ETHICS

SPECIALTY 1-25 80 01 "ECONOMICS"

Grodno 2020

CONPOSED BY:
Khatsianevich T.G., Leading Researcher, Department of Organizational and Methodological Support of Scientific and Innovative Activities, Yanka Kupala State University of Grodno, Candidate of Juridical Sciences, Associate Professor

REVIEWERS:
A. G. Avdej, Head of the Department of Modern Technologies of Education, Institute for Advanced Studies and Retraining of Personnel of the Educational Institution "Yanka Kupala State University of Grodno", Candidate of Juridical Sciences, Associate Professor;

A. A. Kazlov, Head of the Chair of Economics in AIC of Grodno State Agrarian University, Associate Professor.

IT HAS BEEN RECOMMENDED TO CONFIRMING BY:
Department of management, marketing and law
(protocol № 10 from 15.06.2020)

Methodical council of Establishment of education « Grodno State Agrarian University »
(protocol №   from   )

1. EXPLANATORY NOTE

1.1 Goals and objectives of the training discipline

The aim of the discipline "Tourism business ethics " is the systematic development by students of the main sections of professional and ethical knowledge, ethical and psychological foundations of business culture, which involves solving the following tasks:

- understanding the originality of professional and ethical knowledge, the specifics of professional morality and the consequences of its violation in the field of tourism;

- familiarization with the problem field, conceptual and categorical apparatus, basic concepts of professional ethics and psychology, as well as the principles and norms governing the business relations of a specialist in the field of tourism;

- the formation of the ability to independently understand complex moral and psychological collisions of professional activity, analyze specific business situations, find morally grounded and psychologically correct decisions;

- the development of interest in the problems of professional morality, the ability to personal moral reflection (over their own value orientations, the system of motivation, actions);

- assistance in the formation of moral guidelines and meanings of individual professional activity.

1.2. The place of training discipline in the system of training of specialists, relations with other training disciplines

The study of the discipline "Tourism business ethics " is based on the competencies acquired during the study of courses such as "Philosophy", "Sociology", "Fundamentals of the ideology of the Belarusian state", "Fundamentals of Law", "Fundamentals of Management", "Political Science" The results of studying the ethics of business relations in tourism are important for the successful mastering of a number of disciplines in the areas of specialization and disciplines of specialization.

1.3. Competency requirements (according to the educational standard of the specialty)

As a result of studying the discipline, the master must consolidate and develop the following universal and in-depth professional and special competencies provided for by the educational standards of the Republic of Belarus.

UK-1. Be able to apply the methods of scientific knowledge (analysis, comparison, systematization, abstraction, modeling, data verification, decision making, etc.) in independent research activities, generate and implement innovative ideas,

UK-3. Show initiative, including in situations of risk, resolve problem situations based on an innovative approach,

UK-4. Use fundamental knowledge in professional activities,

UK-6. Possess the methodology of scientific knowledge, be able to analyze and evaluate the content and level of philosophical and methodological problems in solving research and innovation problems,

UPK-4. Be able to analyze ethical norms governing the conduct of tourism activities,

UPK-5. To be able to apply the norms of business ethics in the process of professional activity, which determine the rules of conduct in the implementation of tourist services,

SK-10. To be able to use in practice the basic methods and tools of ethics of business communication in the field of tourism.

Upon completion of the study of the academic discipline, students should know:

- the essence of the basic concepts of the psychology of professional relations;

- psychological characteristics, ethical standards and principles of business communication;

- features of business communication in different countries;

- basic techniques and rules of communication;

- essence, causes, types, formulas and consequences of conflicts;

- basic rules of conflict-free behavior;

- professional and ethical rules of psychodiagnostics;

- types of communications;

- phases of business communication;

- the basics of psychological influence and manipulation;

- methods of psychological protection;

- management ethics;

- rules of business etiquette.

As a result of studying the academic discipline, students should be able to:

- to carry out business relations in accordance with ethical norms and principles;

- choose the way of behavior in a conflict situation;

- use the mechanisms of psychological defense;

- to analyze the features of the development of business culture in the modern world, its state and prospects in Belarus;

- to carry out ethical and psychological interpretation of topical problems in the activities of a tourist manager, in business communication, to promote their correct solution;

- to contribute to the improvement of the moral and psychological climate of the organization.

1.4 Methods (technology) of training

The process of education consist of lectures, practical trainings, self-training.

The main methods (technologies) of training are:

- elements of problem thinking (problem solving, alternative statement, partial and search method) realized at lectures;

- the elements of educational and research activity and creative approach realized on a practical training and during the self-work;

- the design technologies used in the analysis of concrete object or situation, realized when performing settlement works.

1.5   Organization of self-work

When studying discipline the following forms of independent work of students are used:

- Preparation for a practical training;

- Preparation of the paper work;

- Preparation for modules;

- Using written and Internet resources.

1.6 Diagnostics of students competences

The total assessment of educational achievements and knowledge of students is made at passing an credit.

The total time of the course is 68 hours. Auditory – 24 hours (including 12 hours of lectures, 12 hours - practical).

2. APPROXIMATE THEMATIC PLAN OF DISCIPLINE

Subject	The quantity of classroom hours		
	classroom	including	
		lectures	practical
Topic 1. The concept of business ethics	4	2	2
Topic 2. Features of business etiquette in tourism	4	2	2
Topic 3. Psychological foundations of business ethics in tourism	4	2	2
Topic 4. Psychology of image in tourism	4	2	2
Topic 5. Conflict resolution in tourism	4	2	2
Topic 6. Oratory in excursion activities	4	2	2
Total	24	12	12

3. CONTENT OF EDUCATIONAL MATERIAL

Topic 1. The concept of business ethics

Business ethics concept. The essence of business ethics. A history of business ethics. Principles of Business Ethics. Basic rules of business ethics. Basic elements of business ethics. Greetings, introduction, address, subordination.

Topic 2. Features of business etiquette in tourism.

Principles of Business Etiquette in Tourism. Common sense. Freedom. Ethics. Convenience. Feasibility. Profitability. Ease. Conservatism. Universalism. Business etiquette in tourism. The role of business etiquette in tourism. Types of business communication in tourism and hospitality. Verbal and non-verbal communication. The purpose of business communication in the field of tourism. Male-cultural communications.

Topic 3. Psychological foundations of business ethics in tourism

The verbal foundations of business ethics in tourism. Greetings and introductions. Correct answer to the client's question. Psychological techniques of etiquette. Compliments. Business etiquette in telephone conversations. Incoming calls. Outgoing calls. Use of cellular communication. Business correspondence in Russian and English. Business correspondence as a type of business communication and as a rule of etiquette. Rules of business correspondence in the field of tourism and hospitality. Major mistakes in business correspondence. Drawing up business letters.

Topic 4. Psychology of image in tourism

The concept of image. Corporate philosophy and internal image of a travel company. The relationship between corporate philosophy and internal image. Corporate philosophy concept. Determination of the goal in corporate philosophy. Mobilization of additional resources of a travel company in corporate philosophy. Personnel self-identification as a function of corporate philosophy. Creation of a value system. The external image of a travel company. Elements of the external image. Office decoration as an element of the business image of a tourist organization. Raising the status of a travel company. Employee appearance is the first step to success.

Topic 5. Conflict resolution in tourism

The concept and function of the conflict. The place of conflict in tourism. Types and types of conflicts in tourism. Causes of conflicts. The dynamics of the conflict in tourism. The emergence of a conflict. The development of the conflict. Conflict resolution. Preventing conflict. The concept of negotiations and their importance for the elimination (resolution) of the dispute. The value of negotiation for various types of alternative dispute resolution. The strategy and tactics of the negotiation process. Negotiation stages. Preparation for negotiations. Presentation of proposals. Discussion.

Completion of negotiations. Working out the terms of the agreements reached. Psychological mechanisms of the negotiation process.

Topic 6. Oratory in excursion activities

The value of oratory. Psychological aspects of public speaking in excursions. The basics of the guide's skill. Psychology of the personality of the guide. The main components of public speaking in the excursion. Preparing for the performance. Memory of the guide. The culture of the guide's speech. Activation of assimilation of excursion material. Special methodological techniques. The form of presenting the material. The main prerequisites for success.

4. ADDITIONAL INFORMATION

4.1 LITERATURE

1. Zelenkova, I. L. Ethics: Textbook / I. L. Zelenkova. - Mn. : TetraSystems, 2008 .-- 352 p.

2. Kibanov, A. Ya. Ethics of business relations: Textbook / A. Ya. Kibanov, DK Zakharov, VT Konovalova; ed. A. Ya.Kibanova.- M.: INFRA-M, 2009.-424 p

3. Psychology and ethics of business communication: a textbook for university students / Ed. V.N. Lavrinenko. - M .: UNITI-DANA, 2006 .-- 415 p.

4. Professional ethics: Textbook. manual / MN Rosenko, [and others]; under total. ed. M.N. Rosenko. - SPb .: Lan, 2006 .-- 200 p.

5. Ethics: Encyclopedic Dictionary / Ed. R.G. Apresyan and A.A. Huseynov. - M .: Gardariki, 2001 .-- 671 p.

6. Bakshtanovsky, V.I. Ethics of the profession: mission, code, deed / V.I. Bakshtanovsky, Yu.V. Sogomonov. - Tyumen, 2005 .-- 378 p.

7. Alekseeva, I.Yu. Ethical problems of information technology development / I.Yu. Alekseeva, A.V. Sidorov, E.N. Shklyarik. - M., 2007.

8. Antsupov, A.Ya., Conflictology / A.Ya.Antsupov, A.I.Shipilov. - SPb. : UNITY, 2008.

9. Babkin, B.A. Intellectual property on the Internet / B.A. Babkin. - M., 2006.

10. Bayburin, A.K. At the origins of etiquette / A.K. Bayburin, A.L. Toporkov. - L.: Lenizdat, 1990.

11. Berkeley, A.M. The Forgotten Art of Listening / A.M. Berkeley. - SPb., 1997.

12. Bern, E. Games that people play / E. Bern. - L .: Lenizdat, 1992.

13. Borozdina, G.V. Psychology of business communication / G.V. Furrow. - M.: INFRA-M, 2006.

14. Woodcock, M. Liberated manager / M. Woodcock, D. Francis. - M., 1991.

15. Braim, I.N. Ethics of business communication / IN Braim. - Minsk: FE "Ecoperspectiva", 1996.

16. Bennett K. Business etiquette and protocol: a short guide for a professional / K. Bennett. - M .: Omega-L, 2008.

17. Weber, M. Selected Works / Translated from it. - M .: Progress, 1990 .-- 808 p.

18. Grushevitskaya, T.G. Basics of intercultural communication / T.G. Grushevitskaya, V.D. Popkov, A.P. Sadokhin. - M., 2002.

19. Gutner, G.B. Risk and responsibility of the subject of communicative action / G.B. Gutner. - M., 2008.

20. De George, R.T. Business ethics: In 2 volumes / Per. from English. - M.: Progress, 2001.

21. Demidov, A.B. The phenomena of human existence: Textbook / A.B. Demidov. - Minsk: EC "Econompress", 1999. Dotsenko, EL. Psychology of manipulation: phenomena, mechanisms and protection / E.L. Dotsenko. - SPb .: Rech, 2004.

22. Dubko, E.L. The nature of moral conflict / E.L. Dubko. - M.: Knowledge, 1985.

23. Dubrovsky, D.I. Cheating. Philosophical and psychological analysis / D.I. Dubrovsky. - M., 1994.

24. Zaretskaya, E.N. Business communication: textbook: In 2 volumes / E.N. Zaretskaya. - M.: Delo, 2008.

25. Jonas, G. Principle of Responsibility: Ethics Experience for Technological Civilization / Per. with him. - M., 2004.

26. Kagan, M. S. World of communication / M.S. Kagan. - M .: Politizdat, 1988.

27. Kanke, V.A. Ethics of responsibility. The theory of morality of the future / V.A. Kanke. - M .: Omega-L, 2000.

28. Capto, A.S. Professional ethics / A.S. Capto. - M., Rostov-on-Don, 2006.

29. Kapshuk, O. N. Ethics and psychology of business communication between a manager and a subordinate / O. N. Kapshuk. - Rostov-on-Don, 2008.

30. Kara-Murza, S.G. Manipulation of consciousness / S.G. Kara-Murza. - M., 2008.

31. Carnegie, D. How to Win Friends and Influence People? / Per. from English. - M .: Progress, 1989.

32. Kirillova, N.B. Media culture: from modern to postmodern / N.B. Kirillova. - M., 2005.

33. Cole, J. Human Resource Management in Modern Organizations / J. Cole. - M., 2005.

34. Kuzin, F.A. Modern image of a business person, businessman, politician / F.A. Kuzin. - M .: Os-89, 2008. Kurbatov, V.I. Business success strategy / V. I. Kurbatov. - Rostov-on-Don: Phoenix, 1995.

35. Labunskaya, V.A. Human expression: communication and interpersonal knowledge / V.A. Labunskaya. - Rostov-on-Don, 1999.

36. Lazarevich, A.A. Global communication society / A.A. Lazarevich. - Mn., 2008.

37. Lup'yan, Ya.A. Communication barriers. Conflicts. Stress / Ya.A. Lupyan. - Minsk: Higher school, 1986.

38. Lewis, R.D. Business cultures in international business. From collision to mutual understanding / Translation from English. - M., 2001.

39. McLuhan, M. Understanding the Media: External Human Extensions / Per. from English. - M., 2007.

40. Mitroshenkov, O. A. Effective negotiations / O. A. Mitroshenkov. - M .: INFRA-M, 2000.

41. Mikhalkevich, G.N. Protocol and etiquette of international communication / G.N. Mikhalkevich. - Mn., 2003.

42. Mishatkina, T.V. The Phenomenon of Communication in Philosophy and Culture of the 20th Century / T.V. Mishatkina, Ya.S. Yaskevich. - Mn., 2000. Nazarov, V.N. Applied ethics: Textbook / V.N. Nazarov. - M.: Gardariki, 2005.

43. Nazarchuk, A.V. Communication theory in modern society / A.V. Nazarchuk. - M., 2009.

44. Public morality / R.G. Apresyan [and others]; under total. ed. R.G. Apresyan. - M., 2009.

45. Petrunin, Yu. Yu. Business ethics: textbook / Yu.Yu. Petrunin, V.K.Borisov. - M .: Prospect, 2007.

46. Bottom, A. Body language / A. Piz. - N. Novgorod: I-Q, 1994.

47. Poznin, V.F. From pictograms to the Internet. A short sketch of the development of information and communication media / V.F. Poznin. - SPb., 2001.

48. Pocheptsov, G.G. Imageology / G.G. Pocheptsov. - M.: Refl-book, Kiev: Vakler, 2000.