



ONLINE SUMMER SCHOOL

# TOURISM FACING COVID-19. NEW REALITIES

July 05- 23, 2021

ARE YOU INVOLVED INTO TOURISM BUSINESS?  
DO YOU WANT TO CREATE THE UNIQUE SALES  
PROPOSAL FOR TOURISTS IN YOUR DOMESTIC  
REGION? JOIN THIS SUMMER SCHOOL!

ECTS credits: 4.0



**POLYTECH**

Peter the Great  
St. Petersburg Polytechnic  
University



## You will learn different topics such as:

- Economy of a tourist destination
- Economic assessment of the tourism projects at the regional level
- The economic foundations of the tourism industry
- Financial management of a travel company
- The Break-even theory and its implementation in the tourism industry
- Economic efficiency of a travel company
- Domestic and International travel
- Hotels and accommodations
- Transportations
- Tourists behavior

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### **Cost:**

US\$421

### **A virtual trip that includes:**

- Virtual interactive program "Legends of the Yaroslav's Court"
- Academic session: "Tourism facing Covid-19: Novgorod the Great experience".

 **Enroll NOW**



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**Program dates:** July 05– 23, 2021

**Registration deadline:** June 14, 2021

**Entrance requirements:**

- . Good command of English (B1+)
- . All classes and out-of-class activities are conducted in English
- . Knowledge of the Russian language is not required
- . Applicants are expected to have at least 1 year of University level studies.

**Professors and lecturers:**

- PhD Nelli Kozlova, Associate professor
- PhD Elena Korchagina, Professor
- PhD Natalya Pletneva, Associate professor
- Rafael Arutyunyan, Chief Commercial Officer of «Akyan Group»

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