

Educational Visit of Polytech Delegation to RAU: New Knowledge and International Experience

Students from Peter the Great St. Petersburg Polytechnic University embarked on an educational trip to the Russian-Armenian University in Yerevan. The program included academic classes in their field of study, meetings with RAU faculty and the rector, as well as a rich cultural agenda.



SPbPU students were introduced to current approaches to the development of tourism and service in an international context. They studied specialized disciplines at RAU, working in classrooms alongside Armenian peers. On the first day, classes were held on «International Tourism,» covering global trends and regional specifics, and «Introduction to the Profession,» allowing for a comparison of educational trajectories in the two countries. The program further included lectures on Destination Management and Territorial Branding, where they studied models for coordinating tourist flows and tools for place branding. Students also attended a «Quality Management» class focused on service standardization and methods for assessing customer satisfaction. The participants explored topics related to organizing tourism activities, geo-innovations in tourism, and public relations, which provided deeper insights into designing tourism products, using digital technologies, and PR communications. The outcome was an expansion

of their practical toolkit and an understanding of the role of modern technologies in enhancing project competitiveness.



A separate professional component of the trip was the participation of SPbPU students and faculty in a round table organized by the RAU Department of Tourism and Service. The discussion, dedicated to leadership and innovation in the service sector, was moderated by the Head of the RAU Department of Tourism and Service, Armine Aghajanyan. During the expert discussion, the parties exchanged experiences in developing educational programs and service practices, discussed innovative approaches to team management in the service industry, and shared ideas for future joint projects.

A meeting with the Rector of the Russian-Armenian University, Edward Sandoyan, was organized for the SPbPU delegation. He warmly welcomed the guests and thanked the students for their interest in studying at RAU and their willingness to participate in international programs. The students thanked him for the warm welcome and hospitality. The meeting took place in a constructive and friendly atmosphere, highlighting the shared focus of both universities on strengthening partnership and expanding opportunities for students of both countries.



The trip to RAU was intensive and extremely beneficial for the SPbPU students. The classes helped broaden their professional horizons, observe the practice of specialist training in an international format, and strengthen their interest in their future field. The cultural program added vivid impressions and gave the visit an atmosphere of genuine inter-university dialogue. The students noted that their week in Yerevan was very interesting, substantial, and left them with warm memories.

Дата публикации: 2025.12.19

[>>Перейти к новости](#)

[>>Перейти ко всем новостям](#)