**Description of Discipline**

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| Title of Discipline / **Innovative Technologies in Tourism**  |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 1 | 90 hrs. | mandatory  | 3 | 30 hours of teaching, including 16 hours of lectures, 14 hours of practical classes, 60 hours of self-study |

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| **Requirements for Participation** | **Type of examination (oral, written, term paper, etc.)** | **Methods of teaching and learning (lectures, seminars, etc.)** | **Discipline Coordinator** |
| Bachelor degree | Oral exam, calculation work | Lectures (explanation, demonstration); practical classes (research and analytical work, comparison, generalization, analysis, synthesis), self-study, individual scientific-research assignments. | PhD in Economics, Associate Professor Bezuhlyi I.V. |

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| Learning outcomes |
| General competencies:GC 01. Act on the basis of understanding civilizational humanitarian values ​​and globalization processes, national development prioritiesGC 06. Ability to develop projects and manage themGC 07. Entrepreneurial spirit, creativity, desire to succeed and self-realizationGC 08. Ability to time managementGC 09. Ability to motivate people and move towards a common goalGC 10. Ability to assess and ensure the quality of work performedSpecial competencies:SC 01. Ability to define the basic scientific concepts and categories of methodology of tourism and recreation (tourism) and apply them in professional activitiesSC 02. Ability to use research methods in the field of tourism and recreationSC 05. Ability to use the theory and methods of innovation and information development at different levels of governmentSC 06. Ability to organize and manage the tourist process at the local and regional levels, in a tourist destination, at a tourist enterpriseSC 07. Ability to develop and facilitate the implementation of regional programs for the development of sustainable tourismSC 08. Ability to put into practice the international experience of recreational and tourist activitiesSC 09. Understanding of mechanisms of interaction of subjects of the world and national tourist markets and provisions of socially responsible business in tourism and recreationSC 10. Ability to manage risks in tourismSC 11. Ability to manage informationSC 12. Ability to do business in the national and international tourism marketSC 13. Ability to identify strategic objectives in the development of tourism businessProgram learning outcomes:PLO 1. Knowledge of advanced concepts, methods of research and professional activities on the border of the subject areas of tourism and recreationPLO 3. Ability to use information and innovative methods and technologies in the field of tourismPLO 4. Knowledge of patterns, principles and mechanisms of the tourist marketPLO 7. Ability to develop and implement projects in the field of recreation, tourism, hospitalityPLO 8. Fluent in the state language and use it in professional activitiesPLO 11. To use communication skills and technologies, to initiate introduction of methods of communicative management in practice of activity of subjects of tourist businessPLO 12. Demonstrate social responsibility for the results of strategic decisionsPLO 13. Make decisions in difficult and unpredictable conditions, which requires the use of new approaches and forecasting methodsPLO 14. Be responsible for the development of professional knowledge and practices, assessment of strategic development of the team, the formation of effective personnel policyPLO 15. Demonstrate the ability to self-develop and self-improvement throughout lifePLO 16. Initiate innovative complex projects, show leadership during their implementation |

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| Content |
| The program "Innovative technologies in tourism" is intended for students in the specialty 242 "Tourism".The program is organized according to the curriculum and qualifications of the masters.In Ukraine, active steps are underway to move to an innovative path of economic development. Particular attention has recently been paid to the improvement of innovative processes in science and technology, material production. Innovation is nothing more than actions to implement the achievements of science and technology in technology and management, including in the social sphere, incl. in organizations that provide services to the public.Innovation processes have specific features, although they are subject to general economic laws. This also applies to the tourism business, which is related to the social sphere. Moreover, tourism is part of the socio-economic system of society, and it is no coincidence that in some countries the tourism industry is included in production activities.Travel agencies provide an introduction to cultural values ​​and natural beauty, accommodate and nourish consumers, give them the opportunity to rest and rejuvenate - this is also production.Tourism staff are involved in various forms and methods of leisure, cultural leisure, travel. Tourism business development is possible only on the basis of introduction of new ideas, improvement of processes of production of goods and services, expansion of their range.Distinguish between process and product innovation. Product innovation is perhaps more important for improving the quality of life in the long run.Innovative processes in the tourism business can take many forms, they have their own characteristics that influence its development.It is important to study the theoretical frameworks and the practical demand for innovation creation and implementation. |

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| Exemplary literature |
| Basic1. Vasylenko V.O., Shmatko V.G. Innovation Management: Textbook. - Kyiv: Center for Educational Literature, 2005. - 440 p.
2. Yokhna M.A., Stadnyk V.V. Economics and organization of innovation: Maanual. - К .: Publication Center "Academy", 2005.
3. Makarenko I.P., Kopka N.M., Rohozhin O.H., Kuzmenko V.I. National Innovation System of Ukraine: Problems and Principles of Construction [Text] - Kyiv: Institute of National Security Problems, 2007. - 520p.
4. Marketing of innovations and innovations in marketing. Monograph / Ed. by S.M. Illyashenko - Sumy VTD "University Book", 2008 - 615p.
5. Melnychenko S.V. Information technologies in tourism: theory, methodology, practice: Monograph. - Kyiv: Kyiv. nat. trade and economy University, 2007. - 493 p.
6. Mikityuk P.P. Innovation management. Textbook - K .: Center for Educational Literature, 2007 - 400 p.
7. Novikov V.S. Innovations in tourism. Textbook. manual for students of higher educational institutions. - M .: Publishing Center "Academy", 2007 - 208 p.

Supplementary:1. Innovative development of Ukrainian industry. Monograph [Text] / O.I. Volkov, M.P. Denysenko, A.P. Hrechan and others. - K .: KNT, 2006 - 648 p.
2. Krainev P.P., Rabotyahova L.I., Dyatlyk I.I. Patenting of inventions in Ukraine / Ed. by P.P. Krainev: Monograph. - К .: InYure, 2000. - 340 p.
3. Fundamentals of intellectual property. - К .: InYure, 1999. - 580 p.
4. Mike Stabler, Andreas Papatheodorou, M. Thea Sinclair. The Economics of Tourism / Mike Stabler. - Routledge, 2010. – 506p. [режим доступу]: <https://books.google.com.ua/books?id=0GzhqOEHMQgC&hl=ru>
5. G.Candela and P.Figini. The Economics of Tourism Destinations / G.Candela. – Berlin: Sprinter Texts in Business and Economics, 2012. – 340p. [режим доступу]: <http://www.springer.com/us/book/9783642208737>
6. Clement A Tisdell. Handbook of Tourism Economics: Analysis, New Applications and Case Studies / Clement A Tisdell. – Queensland: University of Queensland, 2005. – 420p. [режим доступу]: <http://www.worldscientific.com/worldscibooks/10.1142/7956>
7. William S. Reece. The Economics of Tourism / William S. Reece. – London and New York: Prentice Hall, 2010. – 240 p. [режим доступу]: <http://www.pearsonhighered.com/educator/product/Economics-of-Tourism-The/9780131715400.page>
8. Adrian Bull. The Economics of Travel & Tourism Paperback / A. Bull. – London: Longman, 2005. – 272p. [режим доступу]: <http://www.amazon.in/Economics-Travel-Tourism-Adrian-Bull/dp/058280731X>
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| Title of Discipline: **Innovative Technologies in Tourism** |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | Language of Instruction |
| 1 | 120 hrs. | compulsory | 4 | 30 hours of classroom training, 90 hours of self-study | Ukrainian |
| Learning Outcomes | Teaching Methods | Evaluation Methods |
| PLO 1. To know advanced concepts, methods of research and professional activity at the intersection of subject areas if tourism and recreation. | **Explanation and illustration**: a lecturer creates favorable conditions for students to perceive, comprehend and memorize information. **Interactive teaching methods****Graphic visualization****Scientific discussion and brainstorming****Creative scientific research and processing information based on facts** | Tests, evaluation of cases and the quality of solved problem tasks, questionnaires, self-evaluation.Expert evaluation to define the level of creativity of individual and group tasks solved by students |
| PLO 3. The ability to use information and innovative methods and technologies in the field of tourism.  | **Systematization of world experience** of the most successful entities in the tourism sector**Use of computer and multimedia technologies****Round-table discussions** are conducted to generate and discuss innovative ideas for the international tourism development in Ukraine (new forms of tourism business organization, ways to increase the attractiveness of tourist attractions that could be interesting for foreign tourists in Ukraine).**Interactive teaching methods****Methods of statistic data processing****Contextual learning****Creative scientific research** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to use information and innovative methods and technologies in the tourism sector.Tests, evaluation of cases and the quality of solved problem tasks, questionnaires, self-evaluation.Expert evaluation to define the level of creativity of individual and group tasks solved by students. |
| PLO 4. To know patterns, principles and mechanisms of the tourism market. | **Explanation and illustration, problem-based learning** **Scientific discussion****Creative scientific research****Project-based learning** that means development of different projects applying knowledge, patterns and mechanisms of functioning of the tourism market.**Analysis and synthesis** – systematization of various facts and indicators concerning the market activity | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ knowledge about patterns, principles and mechanisms of the tourism market.Tests, evaluation of cases and the quality of solved problem tasks, questionnaires, self-evaluation.Expert evaluation to define the level of creativity of individual and group tasks solved by students. |
| PLO 7. The ability to develop and implement projects in the field of recreation, tourism, hospitality. | **Reproductive method:** a lecturer gives a task and students acquire knowledge and skills completing it following an example;**Problem-based learning** (a lecturer presents and solves a case meanwhile students track the process of solving the problem);**Research, creative, game and practice-based projects** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to develop projects in the field of tourism and hospitality.Evaluation of accuracy of tasks solved by students, presentation of research projects; self-evaluation, expert evaluation. |
| PLO 8. To know the official language to perform the professional activity. | All the methods used in the educational process, especially verbal ones | All the methods of group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations |
| PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities. | **Scientific discussion****Methods that require leadership and creative skills** (world café, quest)**Non-routine tasks, prognostic tasks** based on real-life situations**Situation modeling, cases, business games** to learn how to establish communication  | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities.Observation method, expert evaluation to define the creativity level of tasks solved, ideas expressed and involvement of students in the process and skills in substantiating one’s own point of view.Evaluation of presentation of prognostic work results and reports. |
| PLO 12. To show social responsibility for the results of strategic decisions. | **Interactive teaching methods****Modeling situations** that take place in international tourism**Non-routine tasks** in the field of international tourism**Simulation games with specialists** (representatives from travel agencies) **invited to participate****Brainstorming****Search-based learning:** a lecturer formulates a problem, students solve it step by step, a lecturer monitors the process (students combine their reproductive and creative activity); | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to show social responsibility for the results of strategic decisions.Tests, evaluation of cases and the quality of solved problem tasks, questionnaires, self-evaluation.Expert evaluation to define the level of creativity of individual and group tasks solved by students. |
| PLO 13. To make decisions in complex and unpredictable conditions, which require the application of new approaches and forecasting methods | **Non-routine tasks, prognostic tasks** based on real-life situations, **business and project competitions****Situation modeling, cases, business games** to learn how to make decisions in complex and unforeseen situations that require new approaches | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to make decisions in complex and unpredictable conditions.Tests, evaluation of cases and the quality of solved problem tasks, questionnaires, self-evaluation.Expert evaluation to define the level of creativity of individual and group tasks solved by students. |
| PLO 14. To be responsible for the development of professional knowledge and practices, evaluation of the strategic development of the team. | **Interactive teaching methods****Modeling situations** that take place in tourism**Non-routine tasks** in the field of tourism development**Simulation games with specialists invited to participate** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.Tests, evaluation of cases and the quality of solved problem tasks, questionnaires, self-evaluation.Expert evaluation to define the level of creativity of individual and group tasks solved by students. |
| PLO 15. The ability of a lifelong personal development and self-improvement. | **Non-routine tasks****Disputations****Internship, managerial and business practice** (if available) | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining students’ ability of a lifelong personal development and self-improvement.Preliminary tests, intermediate and final evaluations.Self-reflection methods |
| PLO 16. To initiate innovative comprehensive projects and show leadership skills when implementing them. | **Methods that require leadership and creative skills** (world café, quest)**Delegation of teaching duties** to students that have the highest academic performance**Cooperation with experts****Participation in competitions****Individual and group project competitions, non-routine group tasks** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to initiative and leadership skills.Observation method to assess the level of students’ activity in teamwork, the level of involvement in the process and skills in substantiating one’s own point of view. |