**Description of Discipline**

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| Title of Discipline / **Management of Regional Tourism Development** | | | | |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 2 | 120 hrs. | elective | 4 | 30 hours of teaching, including 16 hours of lectures, 14 hours of practical classes, 90 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** |
| Completed discipline “Innovative Technologies in Tourism” | Oral exam | Lectures (explanation, demonstration); practical classes (business game, simulation, cases); self-study; individual scientific-research assignments. | PhD in Economics, Associate Professor Bezuhlyi I.V. |

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| Learning outcomes |
| General competencies:  GC 01. To act on the basis of understanding of civilizational humanitarian values ​​and globalization processes, priorities of national development;  GC 03. Ability to work in the international and domestic professional environment;  GC 05. Ability to communicate with experts from other fields of activity on topical issues of tourism and recreation;  GC 06. Ability to develop projects and manage them;  GC 10. Ability to assess and ensure the quality of work performed  Special competencies:  SC 01. Ability to define the basic scientific concepts and categories of methodology of tourism and recreation (tourism) and apply them in professional activities;  SC 02. Ability to use research methods in the field of tourism and recreation;  SC 03. Ability to analyze the geospatial organization of the tourism process and design its development on a sustainable basis;  SC 04. Understanding the objectives of national and regional tourism policy and mechanisms for regulating tourism;  SC 05. Ability to use the theory and methods of innovation and information development at different levels of government;  SC 06. Ability to organize and manage the tourist process at the local and regional levels, in a tourist destination, at a tourist enterprise;  SC 07. Ability to develop and facilitate the implementation of regional programs for the development of sustainable tourism;  SC 08. Ability to implement international experience of recreational and tourist activities;  SC 10. Ability to manage risks in tourism;  SC 11. Ability to manage information;  SC 13. Ability to identify strategic objectives in the development of tourism business. Program learning outcomesPLO 01. Knowledge of advanced concepts, methods of research and professional activities on the border of subject areas of tourism and recreation;PLO 02. Ability to understand and apply in practice the theory and methodology of the system of sciences that form tourism;PLO 03. Ability to use information and innovative methods and technologies in the field of tourism;PLO 04. Knowledge of laws, principles and mechanisms of functioning of the tourist market;PLO 05. Ability to assess the situation in the tourism market, interpret the results of the study and forecast the development of the business entity in the field of recreation and tourism;PLO 08. Fluent in the state language and use it in professional activities;PLO 12. Demonstrate social responsibility for the results of strategic decisions;PLO 13. Make decisions in difficult and unpredictable conditions, which requires the use of new approaches and methods of forecasting;PLO 15. Demonstrate the ability to self-develop and self-improvement throughout life; PLO 16. Initiate innovative complex projects, show leadership during their implementation. |

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| Content |
| The discipline deals with 8 topics. In the subject. Scientific bases of management of regional development of tourism are considered basic ideas about management of regional development, regional policy as a basis of management of regional development, object, motivation of function, stages of management of regional development of economy of the regional region. The topic Local Self-Government in the Regional Tourism Development Management System consists of the disclosure of the essence, theoretical sources and historical features of the formation and development of local self-government in Ukraine, the system of local self-government in different countries and in Ukraine, the powers of regional authorities and local self-government. Studying the experience of the organization of regional tourism development management involves disclosing the role of international organizations in the regulation and management of tourism activity, management of regional development of the tourism industry in the countries of the world, the main goals, directions and methods of tourism policy in Ukraine, the organizational structure of management of regional tourism development. Review of the topic Tourism development management in the regional region aims to clarify the purpose, principles, tools and levers of regional tourism development management, analysis of preconditions for the functioning of the regional tourism development management system in the region, forms, methods and mechanisms of regulation and management of regional tourism development. The management of tourism business development in the region includes tourist destinations as the subject of regional development management, features of integration processes in the management of tourism industry organizations in the region, cluster models in the management of regional tourism development. Familiarity with Regional Marketing as a tool for managing regional tourism development involves disclosing the essence of regional marketing, marketing approach to the formation of the tourism product of the region, information and analytical support of regional marketing, features of the formation and implementation of the marketing strategy of the region. Development and economic justification of regional tourism development programs includes the study of basic approaches to the development of regional tourism development programs, conceptual principles of tourism development planning, methods of planning and forecasting tourism development, features of strategic tourism development planning and its place in the regional development management system. |

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| Exemplary literature |
| **Basic**   1. Management of regional development of tourism: Textbook / D.M. Stechenko, I.V. Bezuhlyi, N.P. Turlo, S.M. Markhonos; ed. by D.M. Stechenko. - К .: Znannia, 2012. - 455 p. 2. Dutchak S.V. Management of regional development of tourism: a textbook for students of higher educational institutions. - Chernivtsi: Chernivtsi National University, 2011, 128 p. 3. Management of regional tourism development / ed. by V.F. Semenov. Odessa: Od. ec. un-ty, 2012.   **Supplementary**   * 1. Vorotin V.E. Macroeconomic regulation in terms of global market transformations: a monograph. - К .: NADU, 2002. - 392 p.   2. Hladkyi Yu. N. Fundamentals of regional policy. Textbook / Yu. N. Hladkyi, A.I. Chistobaiev. - M .: 1998. - P. 19.   3. Declaration on Regional Regionalism in Europe of the Assembly of European Regions of 4.12.1996 [Electronic resource]. - Access mode: http // www.aer.org   4. Dmytruk O.Y. Ecological tourism: modern concepts of management and marketing. Manual. - К .: Alterpres 2004. - 192 p.   5. Bohard C. V. Good recreation area desingn help prevent side deterioration / C. V. Bohard. – Journal of soil and water conservation. – 1968. - № 1. – P. 23-27.   6. Comparative Economic System Model and Cases / Ed. By Morris Bornstein. – Homewood; Boston: Irwin, 1989. – 6th ed. 499 p.   7. The Travel & Tourism Competitiveness Report 2008: Managing in a Time of Turbulence [Text]. – Wold Economic Forum, Switzerland: Geneva, 2008. – 520 p. ISBN-13: 978-92-95044-17-0   8. The Travel & Tourism Competitiveness Report 2011: Managing in a Time of Turbulence [Text]. – Wold Economic Forum, Switzerland: Geneva, 2011. – 531 p. ISBN-13: 978-92-95044-17-0   9. The Travel & Tourism Competitiveness Report 2013: Managing in a Time of Turbulence [Text]. – Wold Economic Forum, Switzerland: Geneva, 2013. – 517 p. ISBN-13: 978-92-95044-17-0   Internet resources  1. Official site of the Ministry of Ecology and Natural Resources of Ukraine [Electronic resource]. - Access mode: http://www.menr.gov.ua  2. Law of Ukraine "On the General scheme of planning of the territory of Ukraine" from 07.02.2002 № 3059-III [Electronic resource]. - Access mode: http://www.rada.gov.ua  3. Law of Ukraine "On state forecasting and development of programs of economic and social development of Ukraine" [Electronic resource]. - Access mode: http://www.rada.gov.ua  4. Law of Ukraine "On state target programs" [Electronic resource]. - Access mode: http://www.rada.gov.ua |

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| Title of Discipline: ***Management of Regional Tourism Development*** | | | | | |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | Language of Instruction |
| 2 | 120 hrs. | optional | 4 | 30 hours of classroom training, 90 hours of self-study | Ukrainian |

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| 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**  **Interactive teaching methods**  **Graphic visualization**  **Scientific discussion and brainstorming**  **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 students’ understanding of advanced concepts of tourism regional development.  Evaluation of test results  Evaluation of quality of cases and problem situations solved by students, questionnaires, self-evaluation |
| PLO 2. To understand and implement into practice theories and methodology of tourism studies. | **Interactive teaching methods Graphic visualization**  **Scientific discussion and brainstorming**  **Creative scientific research and processing information based on facts**  **Project-based learning** that involves using knowledge from the disciplines related to tourism and recreation when completing individual projects in the field of regional development of tourism industry.  **Interactive teaching methods** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Evaluation of test results.  Final tests. |
| PLO 3. The ability to use information and innovative methods and technologies in the field of tourism | **Explanation and illustration**  **Евристичний**  **Academic discussion** where experts such as owners of rural tourism estates, specialists of the Department of Tourism of the Chernihiv Regional State Administration are involved.  **Scientific research**  **Project-based learning** that involves using knowledge from the disciplines related to tourism and recreation when completing individual projects | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Evaluation of test results.  Final tests. |
| PLO 4. To know patterns, principles and mechanisms of the tourism market. | **Professional and business games**  **Trainings** such as psychological trainings for professional development, communication, solving professional tasks in the field of international tourism | Group and individual evaluation in written and oral forms.  Tests  Expert evaluation of cases developed and problem situations solved by students  Questionnaires, self-evaluation to assess the level of students’ understanding of concepts of tourism regional development in Ukraine.  Expert evaluation to define the professional and creativity level of tasks solved by students when participating in business games. |
| PLO 5. The ability to assess the situation in the tourism market, interpret the research results and predict the development of the business entity in the field of recreation and tourism | **Imitative learning** is based on simulation of situations that could happen in reality (representatives from tourism business are involved).  **Methods of statistic data processing**  **Searching for information** (skills in working with diversified information sources)  **Interactive teaching methods**  **Use of computer and multimedia technologies** | Group and individual evaluation in written and oral forms.  Tests  Evaluation of cases developed and problem situations solved by students and use of questionnaires, self-evaluation to assess the level of students’ understanding of concepts of international tourism development in the world and Ukraine.  Expert evaluation to assess the creativity and professional level of tasks solved during business games and mock press conferences. |
| PLO 8. To know the official language to perform the professional activity. | **Traditional and innovative methods** to develop skills in speaking the official language.  **Use of computer and multimedia technologies** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Final tests. |
| PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities. | **Imitative learning** is based on simulation of situations that could happen in reality (representatives from tourism business are involved).  **Methods of statistic data processing**  **Searching for information** (skills in working with diversified information sources)  **Interactive teaching methods**  **Use of computer and multimedia technologies** | Group and individual evaluation in written and oral forms.  Tests  Evaluation of cases developed and problem situations solved by students and use of questionnaires, self-evaluation to assess the level of students’ understanding of concepts of tourism regional development in Ukraine.  Expert evaluation to assess the creativity and professional level of tasks solved during business games and mock press conferences. |
| PLO 12. To show social responsibility for the results of strategic decisions. | **Reproductive method**  **Contextual learning** | Group and individual evaluation in written and oral forms.  Tests.  Evaluation of cases developed and problem situations solved by students and use of questionnaires, self-evaluation to assess the level of students’ understanding of concepts of tourism regional development in the EU and Ukraine. |
| PLO 13. To make decisions in complex and unpredictable conditions, which require the application of new approaches and forecasting methods | **Explanation and illustration**  **Use of computer and multimedia technologies** | Group and individual evaluation in written and oral forms.  Evaluation of test results.  Quality evaluation of students’ ability to identify and solve non-routine tasks in the field of tourism regional development (for instance, a travel agency’s activity in the pandemics). |
| PLO 15. The ability of a lifelong personal development and self-improvement. | **Contextual learning**  **Creative scientific research**  **Processing statistic information**  **Gamification**  **Project-based learning** involving experts  **Modeling situations** that require application of innovative approaches to stimulate tourism regional development in Ukraine | Group and individual evaluation in written and oral forms.  Tests  Evaluation of cases developed and problem situations solved by students and use of questionnaires, self-evaluation to assess the level of students’ understanding of concepts of tourism regional development in Ukraine.  Expert evaluation to assess the creativity and professional level of tasks solved during business games and mock press conferences. |
| PLO 16. To initiate innovative comprehensive projects and show leadership skills when implementing them. | **Project-based learning** involving experts that represent regional travel agencies  **Modeling situations** that require leadership skills and introduction of innovative approaches to stimulate tourism regional development in Ukraine | Expert evaluation to define the creativity and professional level of creative tasks completed by students  Evaluation of test results  Introduction of self-evaluation system  Quality evaluation of creative individual tasks |