**Description of Discipline**

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| Title of Discipline / **Management of Tourism Enterprise** | | | | |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 4 | 90 hrs. | elective | 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** |
| Completed disciplines “Innovative Technologies in Tourism”, “Planning and Forecasting of Tourism Activity” | 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 02. Ability to organize, plan, forecast performance;  GC 06. Ability to develop projects and manage them;  GC 07. Entrepreneurial spirit, creativity, desire to succeed and self-realization;  GC 08. Ability to time management;  GC 09. Ability to motivate people and move towards a common goal;  GC 10. Ability to assess and ensure the quality of work performed;  Special (professional) competencies  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 sectoral, regional levels, in a tourist destination, at a tourist enterprise;  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 12. Ability to do business in the national and international tourism market  SC 13. Ability to identify strategic objectives in the development of tourism business SC 14. Ability to social and academic mobility in the field of tourismProgram learning outcomesDuring the study of the discipline ZVO should achieve or improve the following program learning outcomes (PRN), provided by the educational program:PLO 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 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 06. Ability to manage the enterprise of the tourism and recreation industry;PLO 08. Fluent in the state language and use it in professional activities;PLO 11. To use communication skills and technologies, to initiate introduction of methods of communicative management in practice of activity of subjects of tourist business;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 14. Be responsible for the development of professional knowledge and practices, assessment of strategic development of the team, the formation of effective personnel policy;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 |
| Abstract of discipline "Management of the tourist enterprise"  The course contains the following lecture topics:  Surrounding the tourist enterprise  Management of tourism enterprise in market conditions  The product of a tourist enterprise  Scientific aspects of functioning of the sphere of recreational services  Labor resources in the activity of the tourism enterprise  Management of the material and technical base of the tourist enterprise  Management of quality of services of tourist enterprises  Management of information processes of tourism enterprises  Efficiency of management activity of tourism enterprises  Production program of tourist business enterprises  Sources of formation and directions of use of income of tourist enterprises  Current costs and cost of the tourism product  For consolidation of competences the following practical works are offered:  Methods and indicators of using the logistic base of tourism enterprises  Using GOPPAR (gross operating profit per available room) and determining the profitability threshold of a hotel business  Use of OLE - technologies for forming electronic documents in tourist activity  Use of hypermedia technology in electronic documents and organization of network information communications  Use of contextual advertising in tourism  Basics of copywriting in tourism  Tests are also offered. |

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| Exemplary literature |
| **Basic**   1. Bezuhlyi I.V. Workshop on the subject "Tourism Enterprise Management" for students majoring in "Tourism". - Chernihiv: ChDIEU, 2018. - 40 p. 2. Kudla N.E. Management of tourist enterprise: textbook. - К .: Znannia, 2012. - 343 p. 3. Malska M.P. Tourism economics: theory and practice: textbook. - Kyiv: Center for Educational Literature, 2014. - 544 p. 4. Malska M.P. Tourist business: theory and practice: Textbook / M.P. Malska, V.V. Khudo. - Kyiv: Center for Educational Literature, 2007. - 424 p. 5. Brida J. G. Resident’s attitudes and perceptions towards cruise tourism development: a case study of Cartage de Indias (Colombia)/ J. G. Brida, E. Riaсo, S. Zapata Agurirre // Tourism and Hospitality Research. – 2011. – Vol. 11, № 3. – Р. 187-202. 6. Butler M. Worldwide Cruise Ship Activity / M. Butler. – Madrid: World Tourism Organization, 2003. – 216 р.   **Internet resources**   1. Dyadechko L.P. Economics of tourism business. - Kyiv: Center for Educational Literature, 2007. - 224 p. [Electronic resource]. - Access mode: http://tourlib.net/books\_ukr/dyadechko121.htm |

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| Title of Discipline: **Management of Tourism Enterprise** | | | | | | |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | | Language of Instruction |
| 2 | 90 hrs. | optional | 3 | 30 hours of classroom training including 16 hours of lectures and 14 hours of practical classes, 60 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.  PLO 2. To understand and implement into practice theories and methodology of tourism studies.  PLO 3. The ability to use information and innovative methods and technologies in the field of tourism.  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.  PLO 6. The ability to manage an enterprise of the tourism and recreation industry.  PLO 8. To know the official language to perform the professional activity.  PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities.  PLO 12. To show social responsibility for the results of strategic decisions.  PLO 13. To make decisions in complex and unpredictable conditions, which require the application of new approaches and forecasting methods  PLO 14. To be responsible for the development of professional knowledge and practices, evaluation of the strategic development of the team, the formation of an effective personnel policy.  PLO 15. The ability of a lifelong personal development and self-improvement.  PLO 16. To initiate innovative comprehensive projects and show leadership skills when implementing them. | | | **Active teaching methods** (situational research, individual research, group projects, class discussion, roleplaying games)  **Passive teaching methods** (lecture, explanation, demonstration)  **Explanation and illustration**: a lecturer creates favorable conditions for students to perceive, comprehend and memorize information about management of tourism enterprise.  **Reproductive method:** a lecturer gives a task to apply approaches to management of tourism enterprise and students acquire skills in applying knowledge following an example when they complete the task;  **Problem-based learning** (a lecturer presents and solves a problem of searching for new approaches to management of tourism enterprise meanwhile students track the process of solving the problem);  **Search-based learning:** a lecturer formulates a problem of resource support for management of a tourism enterprise, students solve it step by step, a lecturer monitors the process (students combine their reproductive and creative activity);  **Research-based learning:** a lecturer formulates a problem of substantiate innovative decisions on tourism enterprise management, and students solve it independently, putting forward ideas, checking them, selecting the necessary sources of information, devices, materials, etc. | | 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’ understanding of modern aspects of management of tourism enterprise in the conditions of global economy transformation and the mastery of research and professional methods.  Evaluation of all classroom and self-study activities (continuous evaluation, intermediate and final evaluation; exam, presentations, individual tasks). | |