Description of Discipline

**Description of Discipline**

|  |
| --- |
| Title of Discipline / **Organization of Specialized Tourism** |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 1 | 150 hrs. | elective | 5 | 40 hours of teaching, including 24 hours of lectures, 16 hours of practical classes, 110 hours of self-study |

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirements for Participation** | **Type of examination (oral, written, term paper, etc.)** | **Methods of teaching and learning (lectures, seminars, etc.)** | **Discipline Coordinator** |
| Bachelor degree | Written exam | . Lectures (explanation, heuristic conversation, problematic presentation, illustration, demonstration); practical classes (explanation, coaching, business game, educational discussion, research and analytical work, comparison, generalization, analysis, synthesis, specification), self-study, individual scientific-research assignments. | PhD in Economics, Associate Professor Zelenska O.O. |

|  |
| --- |
| Learning Outcomes |
| General competencies:GC 03. Ability to work in the international and domestic professional environmentGC 05. Ability to communicate with experts from other fields of activity on topical issues of tourism and recreationSpecial 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 03. Ability to analyze the geospatial organization of the tourism process and design its development on a sustainable basisSC 04. Understanding the objectives of national and regional tourism policy and mechanisms for regulating tourismSC 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 business.Program learning outcomes:PLO1) Knowledge of advanced concepts, methods of research and professional activities on the border of the subject areas of tourism and recreationPLO3) Ability to use information and innovative methods and technologies in the field of tourismPLO4) Knowledge of patterns, principles and mechanisms of the tourist marketPLO5) Ability to assess the situation in the tourism market, interpret the results of the study and predict the direction of development of the business entity in the field of recreation and tourismPLO7) Ability to develop and implement projects in the field of recreation, tourism, hospitalityPLO8) Fluent in the state language and use it in professional activitiesPLO10) Act in a multicultural environmentPLO11) To use communication skills and technologies, to initiate introduction of methods of communicative management in practice of activity of subjects of tourist businessPLO15) Demonstrate the ability to self-development and self-improvement throughout life. |

|  |
| --- |
| Contents |
| The discipline is taught in order to form a system of theoretical knowledge about the types of specialized tourism, their resourcing, infrastructure as well as practical skills of forming specialized tours in accordance with the purpose of tourists’ travel.The discipline involves the study of the status and prospects for development of specialized tourism in Ukraine and abroad; the study of experience of domestic and foreign practice of planning and organizing specialized types of tourism; formation of skills in arranging tours taking into account tourists’ motivation, resourcing and infrastructure of specialized types of tourism. **Contents:**Specialized tourism: essence and classificationTypes of specialized tourism to develop tourism destinationBusiness tourismCultural and leisure tourismEvent tourismRecreational tourismExtreme and exotic tourismReligious tourismTypes of specialized tourism to ensure the sustainable tourism developmentEcotourismRural tourismCulinary tourismIndustrial tourism |

|  |
| --- |
| Exemplary Literature |
| 1. About tourism. Law of Ukraine of 15.09.1995 № 324/95-ВРURL: as amended on 04.11.2018 https://zakon5.rada.gov.ua/laws/show/324/95-вр
2. Aleshuhina N.O., Zelenska O.O. Gastronomic offer of Chernihiv region and directions of its expansion in the context of development of inbound tourism // Scientific Bulletin of Polissya. - Chernihiv: ChNTU, 2019. - №1 (17). - P. 126-131
3. Andreeva H.P., Koval P.F. Theoretical principles of specialized tourism // Global and national problems of economy. - Issue 7, 2015. - P. 90 - 94.
4. Bazaluk O.A., Buryak V.V., Malygin D.V. etc. Space travel Collective monograph. - Volume 2 / Ed. O.A. Bazaluk. - Kharkiv: MFKO, FLP Kovalenko AV, 2012. - 240 p
5. Basyuk D.I. et.al. Wine and gastronomic tourism: global trends and local practices. - Monograph. - For science. ed. D.I. Basyuk. - Vinnytsia: PE TD "Edelweiss and K", 2017. - 316 p
6. Geography of religious tourism in Ukraine: textbook / A. Kovalchuk, M. Rutinsky, A. Manko, T. Zavadovsky, D. Kadnichansky. - Lviv: LNU named after Ivan Franko, 2016. - 474 p.
7. Herasimenko V.H. et.al. Markets of tourist services: state and tendencies of development: monograph. Odessa. nat. econ. un-ty. - Odessa: Astroprint, 2013. - 303 p.
8. Dekhtyar N.A. Tendencies of development of the world market of business tourism // Problems of economy. - № 1. - 2014. - P. 43 - 519. Sorokina H.O. Ecological tourism [Text]: textbook. State. inst. “Luhansk nat. un-ty named after Taras Shevchenko". - Luhansk: LNU named after Taras Shevchenko, 2013. - 205 p.
9. Stafiychuk V.I. Recreation: Textbook. Kyiv, 2008. 264 p.
10. Filipov Z.I. Sports tourism. Organization and methods of sports and tourism work. Textbook for students of higher educational institutions of physical culture. - Drogobich: Kolo, 2010. - 344 p.
11. Hristov T.T. Religious tourism: Textbook. - M .: Publishing Center "Academy", 2005. - 288 p
12. Andersson T., Getz D.,  Mykletun R. Festival and Event Management in Nordic Countries. Routledge. 294
13. Getz D. Event tourism: Definition, evolution, and research. *Tourism Management* 29 (2008) 403–428.
14. Getz D. Festivals, Special Events, and Tourism - Van Nostrand Reinhold, 1997.  386
15. Lew А., Hall С. World Geography of Travel and Tourism: A Regional Approach. 2008. 376 p.
16. Williams S. Tourism Geography. London-New-York: Routledge, 2003. 225 p.
17. World Tourism Organization [електронний ресурс] / UNWTO // UNWTO [офіційний сайт]. – 2019. – Режим доступу: <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>
 |

|  |
| --- |
| Title of Discipline: **Organization of Specialized Tourism** |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | Language of Instruction |
| 1 | 150 hrs. | optional | 5 | 40 hours of classroom training including 16 hours of practical classes, 110 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****Problem-based learning****Scientific discussions** involving experts from among specialists of the Regional Department of Tourism, Department of Culture And Tourism of the Chernihiv City Council, Tourist Information Center, employees of the "Chernihiv Ancient" Architectural Reserve**Scientific research****Comparative method** that presupposes comparing concepts and directions of specialized tourism development in Ukraine and the leading countries of the world; concepts and directions of the development of rural tourism and leading sectors and industries of human activity (experts are involved).**Situation modeling** that require methods of research and professional 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 students’ understanding of leading concepts of specialized tourism development and the mastery of methods of research and professional activity.Expert evaluation, self-evaluation. Observation to assess the creativity level of individual and group complex tasks solved by students. |
| PLO 3. The ability to use information and innovative methods and technologies in the field of tourism  | **Problem-based learning****Gamification****Scientific research****Project-based learning** where experts are involved.Situation modeling that involve application of information and innovative methods when preparing individual research tasks **World café** is used to generate innovative ideas for the development of individual types of specialized tourism in different regions of Ukraine**Completion of individual research tasks** using information and innovative methods and technologies and interacting with experts | 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 to apply information and innovative methods and technologies.Evaluation of the quality of individual research tasks.Expert evaluation of students’ creativity level, ideas expressed and involvement of each student in the world café. |
| PLO 4. To know patterns, principles and mechanisms of the tourism market. | **Discussion****Explanation and illustration, problem-based learning,** involving experts from among specialists of the Regional Department of Tourism, Department of Culture And Tourism of the Chernihiv City Council, Tourist Information Center, employees of the "Chernihiv Ancient" Architectural Reserve**Thematic discussions****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 development of specialized tourism in individual regions of Ukraine | 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 functioning of the tourism market in Ukraine and its regions.Evaluation of accuracy of analytical and prognostic tasks solved by students. |
| 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.  | **Problem-based learning** (a lecturer gives a case, as well as a kind of sample to solve the case) **search-based learning** (students solve a case independently step by step, a lecturer monitors students’ activity)**Method of expert evaluation** (evaluation of the favorable conditions for the development of types of specialized tourism) involving experts.**Statistic methods of information processing** **Carrying out an individual research** where the market conditions, scale and directions as well as prospects of business entities’ activity in the field of tourism are analyzed. | 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 analyze market conditions, interpret the research results and forecast directions of business entities activity. Evaluation of quality of individual research presentation where students analyze market conditions and forecast directions of business entities activity in the field of tourism. |
| PLO 7. The ability to develop and implement projects in the field of recreation, tourism, hospitality. | **Gamification****Research, creative, practice-oriented projects****Individual and group project competitions****Discussions** involving experts from among specialists of the Regional Department of Tourism, Department of Culture And Tourism of the Chernihiv City Council, Tourist Information Center, employees of the "Chernihiv Ancient" Architectural Reserve**Carrying out an individual 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 develop projects in the field of tourism and hospitality. Evaluation of students’ research, expert review, self-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 10. To act in a multicultural environment. | **Problem-based learning****Presenting information****Scientific research****Situation modeling** that require skills in acting in a multicultural environment**Carrying out an individual research** on projects for servicing tourists of different age groups, nationalities, status, sex, religions, etc.**Cases** where different points of view on unity of the human species, racism, nationalism, religious tolerance, cultural exchange are discussed. | 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 act in a multicultural environment.Interview, expert review. Evaluation of the level of students’ creativity and broad-mindedness when they solve cases. Evaluation of a business plan presentation, especially the information on options of servicing tourists of different age groups, nationalities, status, sex, religions, etc.  |
| PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities. | **Discussion****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****Non-routine tasks, prognostic tasks** based on real-life situations, **business and project competitions****Situation modeling, cases, business games with experts** 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 viewEvaluation of presentation of prognostic work results and reports |
| 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 the level of students’ ability of a lifelong personal development and self-improvement.Preliminary tests, intermediate and final evaluations.Self-reflection methods |