**Description of Discipline**

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| Title of Discipline / **Planning and Forecasting of Tourism Activity** | | | | |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 1 | 150 hrs. | mandatory | 5 | 40 hours of teaching, including 24 of lectures, 16 hours of practical classes, 110 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 02. Ability to organize, plan, forecast performance  GC 09. Ability to motivate people and move towards a common goal  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 05. Ability to use the theory and methods of innovation and information development at different levels of government  SC 08. Ability to put into practice the 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  Integrated (generalized) learning outcomes that determine the normative content of higher education:  PLO 3. Ability to use information and innovative methods and technologies in the field of tourism  PLO 4. Knowledge of patterns, principles and mechanisms of the tourist market  PLO 5. Ability to assess the situation in the tourism market, interpret the results of the study and predict the development of the business entity in the field of recreation and tourism  PLO 7. Ability to develop and implement projects in the field of recreation, tourism, hospitality  PLO 8. 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 forecasting methods |

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| Content |
| The objectives of the development of the discipline "Forecasting and planning of tourist activity" are the formation of master's complex of basic knowledge and skills in the field of forecasting and planning of tourist activity.  Objectives of the discipline:  - to study the theoretical foundations of forecasting and planning tourism activities;  - master the methods of collecting and analyzing data, their comprehensive assessment and systematization in order to develop forecasts and plans of a tourist enterprise;  - possess the skills of forecasting and planning tourism activities through the use of economic and mathematical analysis and modern computer and information technologies.  discipline includes topics  Forecasting and planning in the system of state management of economic development  Historical aspect of forecasting and planning development  Methodology and organization of forecasting and planning  System of forecasting and planning methods, intuitive methods in tourism  Formalized and integrated methods of forecasting and planning in tourism  Planning and forecasting economic growth and structure of the national economy  Government regulation and forecasting of prices and inflation  Financial forecasting and planning  Planning and forecasting of labor resources, employment and dynamics of age groups  Forecasting and planning for social development  Forecasting and planning of consumer market of tourist services  Forecasting and planning of investments and innovations in tourism  Forecasting and planning of development of branches of material production  Forecasting and planning of regional development and environmental activities  Planning and organization of marketing activities of tourist institutions. Definition of general corporate activities of tourist institutions  Basic approaches to the development of tourism enterprise strategy  Food policy in tourism  Choosing an enterprise pricing strategy  Development of marketing communication system of tourist companies  Organizational and production plan of tourist enterprise activity  Financial plan. Planning of current expenses and basic financial statements at tourist enterprises  Business plan as the end product of planning  The following practical works are offered for implementation: planning and forecasting of volumes and directions of tourist flows, forecasting of indicators of tourist activity at curvilinear dependence, linear forecasting in tourism, technological matrix and task of optimal planning. |

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| Exemplary Literature |
| **Basic**   1. Bezuglyi I.V. Workshop on the subject "Planning and forecasting in tourism" for students majoring in "Tourism". - Chernihiv: ChDIEU, 2016. - 40 p. 2. Kasperovych S.A. Forecasting and planning of the economy: a course of lectures for students majoring in 1-25 01 07 "Economics and enterprise management", 1-25 01 08 "Accounting, analysis and audit", 1-26 02 02 "Management", 1-26 01 08 "Marketing". - Minsk: BSTU, 2007. - 172 p. 3. Malskaya M.P., Borodun O. Yu. Organization and planning of tourism enterprises: theory and practice. Manual. - Kyiv: Center for Educational Literature, 2012. - 248 p.   **Supplementary**   1. Afitov E. A. Planning at the enterprise: a workshop for students majoring in 1-27 01 01 "Economics and organization of production" and 1-40 01-02 "Information systems and technologies (in economics). - Minsk: BGUIR, 2011. - 47 p. 2. Marmoza A.T. Theory of statistics: a textbook - 2nd ed. - Kyiv: Center for Educational Literature, 2013. - 592 p. 3. Melnikova I.H. Organizational design and planning in tourism: text of lectures. Yarosl. state univ. P.H. Demidov. - Yaroslavl, 2013. - 84 p. 4. 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. 5. Butler M. Worldwide Cruise Ship Activity / M. Butler. – Madrid: World Tourism Organization, 2003. – 216 р.   **Internet resources**   1. Introduction to regression analysis and planning of regression experiments in economics: Textbook / H.A. Sokolov, R.V. Sahitov. - M.: INFRA-M, 2010. - 202 p. [Electronic resource]. - Access mode: http://www.znanium.com/bookread.php?book=177060 2. Planning at the enterprise: Textbook / I.A. Lieberman. - 3rd ed. - М.: IC RIOR: INFRA-М, 2010. - 205 p. [Electronic resource]. - Access mode: http://www.znanium.com/bookread.php?book=204035 3. Planning at the enterprise: Textbook / M.I. Bukhalkov. - 4th ed. - М.: INFRA-М, 2010. - 411 p.: [Electronic resource]. - Access mode: http://www.znanium.com/bookread.php?book=222196 |

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| Title of Discipline: ***Planning and Forecasting Tourism Activity*** | | | | | | |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | | Language of Instruction |
| 1 | 150 hrs. | compulsory | 5 | 40 hours of classroom training, 110 hours of self-study | | Ukrainian |
| Learning Outcomes | | | Teaching Methods | | Evaluation Methods | |
| PLO 3. The ability to use information and innovative methods and technologies in the field of tourism. | | | **Methods of statistic data processing**  **Project-based learning** involving experts  **Problem-based learning** that requires application of innovative methods  **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 4. To know patterns, principles and mechanisms of the tourism market. | | | **Explanation and illustration, problem-based learning**  **Discussion**  **Creative scientific research** | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Final tests. | |
| 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**  **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 that is conducted as a part of intermediate and final evaluations.  Final tests. | |
| PLO 7. The ability to develop and implement projects in the field of recreation, tourism, hospitality. | | | **Research, creative, game and practice-based projects**  **Individual and group project competitions**  **Discussions involving experts**  Different types of **research tasks** | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Final tests. | |
| 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 12. To show social responsibility for the results of strategic decisions. | | | **Interactive teaching methods**  **Situation modeling**  **Non-routine tasks**  **Simulation games with specialists invited to participate**  **Brainstorming**  **Search-based learning** | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Final tests. | |
| PLO 13. To make decisions in complex and unpredictable conditions, which require the application of new approaches and forecasting methods | | | **Situation modeling**  **Non-routine tasks**  **Simulation games with specialists** **invited to participate**  **Brainstorming**  **Search-based learning** | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.  Final tests. | |