**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 performanceGC 09. Ability to motivate people and move towards a common goalSpecial 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 08. Ability to put into practice the international experience of recreational and tourist activitiesSC 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 businessIntegrated (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 tourismPLO 4. Knowledge of patterns, principles and mechanisms of the tourist marketPLO 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 tourismPLO 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 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 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 topicsForecasting and planning in the system of state management of economic developmentHistorical aspect of forecasting and planning developmentMethodology and organization of forecasting and planningSystem of forecasting and planning methods, intuitive methods in tourismFormalized and integrated methods of forecasting and planning in tourismPlanning and forecasting economic growth and structure of the national economyGovernment regulation and forecasting of prices and inflationFinancial forecasting and planningPlanning and forecasting of labor resources, employment and dynamics of age groupsForecasting and planning for social developmentForecasting and planning of consumer market of tourist servicesForecasting and planning of investments and innovations in tourismForecasting and planning of development of branches of material productionForecasting and planning of regional development and environmental activitiesPlanning and organization of marketing activities of tourist institutions. Definition of general corporate activities of tourist institutionsBasic approaches to the development of tourism enterprise strategyFood policy in tourismChoosing an enterprise pricing strategyDevelopment of marketing communication system of tourist companiesOrganizational and production plan of tourist enterprise activityFinancial plan. Planning of current expenses and basic financial statements at tourist enterprisesBusiness plan as the end product of planningThe 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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**Description of Discipline**

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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. |