**Description of Discipline**

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| Title of Discipline / **Strategic Marketing and Management in Tourism** | | | | |
| **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** |
| Bachelor in Tourism | Oral exam | Lectures (explanation, heuristic conversation, problematic presentation, illustration, demonstration); practical classes (business game, educational discussion, comparison, generalization, analysis, synthesis, specification), self-study, individual scientific-research assignments. | Doctor of Economic Sciences, Associate Professor Rohovyi A.V. |

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| Competencies and program results |
| General competencies:  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 07. Entrepreneurial spirit, creativity, desire to succeed and self-realization;  Special competencies:  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 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 09. Understanding of mechanisms of interaction of subjects of the world and national tourist markets and provisions of socially responsible business in tourism and recreation;  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 14. Ability to social and academic mobility in the field of tourism.  Program learning outcomes:  PLO1) Knowledge of advanced concepts, methods of research and professional activities on the border of the subject areas of tourism and recreation;  PLO3) Ability to use information and innovative methods and technologies in the field of tourism;  PLO4) Knowledge of laws, principles and mechanisms of functioning of the tourist market;  PLO5) 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 tourism;  PLO7) Ability to develop and implement projects in the field of recreation, tourism, hospitality;  PLO8) Fluent in the state language and use it in professional activities;  PLO10) Act in a multicultural environment;  PLO11) To use communication skills and technologies, to initiate introduction of methods of communicative management in practice of activity of subjects of tourist business;  PLO15) Demonstrate the ability to self-develop and self-improvement throughout life;  PLO16) Initiate innovative complex projects, show leadership during their implementation. |
| Content |
| Discipline "Organization of exhibition and fair activities" studies the scientific and theoretical foundations, methodological and organizational provisions of the management of exhibition and fair activities.  The task of the discipline is to study the basics of exhibition management, modern concepts and views on exhibition activities, organization of the main and auxiliary exhibition process, technical training, exhibition planning, exhibition management, organization of staff at the exhibition, quality management in the exhibition process, exhibition efficiency activities for both organizers and participants.  **Contents:**  1. Socio-economic bases of exhibition activity.  2. Basic concepts of exhibition activity.  3. Standist: tasks, functions, personal skills.  4. Exhibitions in the system of marketing communications.  5. Technology of preparation and holding of exhibitions.  6. System approach to exhibition activity.  7. Exhibition activity as a branch of economy.  8. Staffing of exhibition activities. |

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| Exemplary Literature |
| Basic   1. Pekar V.O. Fundamentals of exhibition activity. - К .: Euroindex, 2009. - 348 p.] 2. Petelin V.G. Fundamentals of exhibition management: textbook. - M .: Unity-Dana, 2012. - 447 p. 3. Strovsky L.E. Fundamentals of exhibition and fair activities. - M .: Unity-Dana, 2005. - 288 p. 4. Rutinsky M.I. Museum Studies: Textbook. / M.I. Rutinsky, O.V. Stetsyuk. - К .: Znannia, 2008. - 428 p. 5. Shidlovsky I.V. History of museum affairs and zoological museums of Ukraine / ed. J.V. Tsaryk / Igor Shidlovsky. - Lviv: LNU named after Ivan Franko, 2012. - 112 p.   Supplementary   1. Boylan, Patric J .: “Heritage and Cultural Policy: The Role of Museums.” [Research Paper for World Commission on Culture and Development. Without publishing place]. 1995. 2. Museology: textbook. manual for students majoring in 031502 - Museology / L.G. Guzhova [et al.]; under ed. N.V. Myagtina; Vladim. state un-ty. - Vladimir: Vladimir State University Publishing House, 2010. - 116 p. 3. Sotnikova S.I. Museology: a textbook. - М .: Drofa, 2010. - 194 p. 4. 9. Shlyakhtina L.M. Fundamentals of museum work. Theory and practice. - М .: Higher school, 2009. - 184 p. 5. Internet resources 6. Activities of museums, Activities of theaters. Activities of concert organizations, professional creative groups. State Statistics Service of Ukraine [Electronic resource]. - Access mode: <http://www.ukrstat.gov.ua> 7. Law of Ukraine "On Museums and Museum Affairs", as amended on 01.01.2015 [Electronic resource]. - Access mode: <http://zakon0.rada.gov.ua/laws/show/249/95-вр> 8. Historical and cultural reserves of Ukraine [Electronic resource]. - Access mode: <http://www.spadshina.org.ua/index.php?sID=14> |

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| Title of Discipline: **Strategic Marketing and Management in Tourism** | | | | | | |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | | Language of Instruction |
| 2 | 120 hrs. | optional | 4 | 30 hours of classroom training including 16 hours of lectures and 14 hours of practical classes, 90 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 3. The ability to use information and innovative methods and technologies in the field of tourism.  PLO 4. To know patterns, principles and mechanisms of the tourism market.  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 7. The ability to develop and implement projects in the field of recreation, tourism, hospitality.  PLO 8. To know the official language to perform the professional activity.  PLO 10. To act in a multicultural environment.  PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities.  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 and marketing in tourism.  **Reproductive method:** a lecturer gives a task to develop a marketing and management strategy 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 resource support to implement a management and marketing strategy in tourism meanwhile students track the process of solving the problem);  **Search-based learning:** a lecturer formulates a problem of developing a management and marketing strategy, 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 searching for alternative strategies for a tourism enterprise development, 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 leading concepts of strategic marketing and management in tourism taking into account modern trends of global economy development 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). | |