**Description of Discipline**

|  |
| --- |
| Title of Discipline / ***Tourism Policy of Foreign Countries*** |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 2 | 120 hrs. | elective  | 4 | 30 hours of teaching, including 16 lectures,14 hours of practical classes, 90 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** |
| Completed discipline “Innovative Technologies in Tourism” | 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. |

|  |
| --- |
| Learning outcomes |
| General competencies:GC 01. To act on the basis of understanding of civilizational humanitarian values ​​and globalization processes, priorities of national development;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 10. Ability to assess and ensure the quality of work performedSpecial 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 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 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 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 10. Ability to manage risks in tourism;SC 11. Ability to manage information;SC 13. Ability to identify strategic objectives in the development of tourism business.Program learning outcomesPLO 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 04. Knowledge of laws, principles and mechanisms of functioning of the tourist market;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 08. 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 methods of forecasting;PLO 15. Demonstrate the ability to self-develop and self-improvement throughout life;PLO 16. Initiate innovative complex projects, show leadership during their implementation. |

|  |
| --- |
| Content |
| The first part of the discipline examines theoretical modules on the basics of tourism organization, the functions of tour operators and travel agents, the formation of a sales network, the content of tour design, negotiation with service providers and the development of tourist services. For formation of competences students are offered practical works: "Modern methods of promotion and realization of tourist product", "Use of QR codes in tourist activity", "Tourism industry", business games: "Organization of effective work with the agent network, working in the market b2b", " Tour Operator: Starting Your Own Tourism Business. " Students are offered cases: "Wellness Tourism", "Startup Lviv", "Choosing a Tour and a Tourist Company".The second part of the course examines theoretical material on strategies for increasing the cost of service and the attractiveness of a tourism product. Different types of touring are being studied, including receptive touring, initiative touring, consolidated touringPractical works are offered for fixing the material: "Features of service of tourists on air transport", "Features of service of tourists on railway transport", "Features of service of tourists by water transport".Practical work involves the use of computer hardware. |

|  |
| --- |
| Exemplary literature |
| **Basic**1. Management of regional development of tourism: Textbook / D.M. Stechenko, I.V. Bezuhlyi, N.P. Turlo, S.M. Markhonos. - К .: Znannia, 2012. - 455 p.
2. Dutchak S.V. Management of regional development of tourism: a textbook for students of higher educational institutions. - Chernivtsi: Chernivtsi National University. University, 2011, 128 p.
3. Management of regional tourism development / ed. V.F. Semenov. Odessa: Od. ec. un-ty, 2012.

**Supplementary*** 1. Boyko M.H., Hopkalo L.M. Organization of the hotel industry. - M. Kyiv. trade and economy university, 2006. - 448 p. [Electronic resource]. - Access mode: http://tourism-book.com/pbooks/book-58/ua/
	2. Malskaya M.P. Organization of hotel services. - К .: Znannia, 2011. [Electronic resource]. - Access mode: http://westudents.com.ua/knigi/605-organzatsya-gotelnogo-obslugovuvannya-malska-mp.html
	3. Malskaya M.P., Pandyak I.H. Hotel business: theory and practice. Textbook. 2nd ed. - Kyiv: Center for Educational Literature, 2012. - 472 p.
 |

|  |
| --- |
| Title of Discipline: ***Tourism Policy of Foreign Countries*** |
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | Language of Instruction |
| 2 | 120 hrs. | optional | 4 | 30 hours of classroom training, 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. | **Explanation and illustration** **Interactive teaching methods****Graphic visualization****Comparison of conceptual approaches to the development of tourism policy in different countries** | Group and individual evaluation in written and oral forms.Tests.Final testsExpert evaluation to assess the creativity and professional level of creative tasks solved |
| PLO 2. To understand and implement into practice theories and methodology of tourism studies. | **Explanation and illustration** **Interactive teaching methods****Scientific discussion****Systematization and processing of scientific and information sources****Graphic visualization** | Tests. Quality evaluation of individual tasksIndividual evaluation in written formFinal test |
| PLO 3. The ability to use information and innovative methods and technologies in the field of tourism | **Explanation and illustration****Discussion****Graphic visualization****Interactive teaching methods**  | Group and individual evaluation in written and oral forms.TestsQuality evaluation of individual tasksIndividual evaluation in oral and written form |
| PLO 4. To know patterns, principles and mechanisms of the tourism market. | **Analytical processing of information and statistics observation****Discussion****Graphic visualization****Interactive teaching methods****Explanation and illustration methods** are used during lectures on the topic “Regional marketing as a tool for tourism development management” | Quality evaluation of individual tasksIndividual evaluation in written form when completing practical tasks “Recreational Tourism”, “Search for cruise tours” Evaluation of students’ creativity level when they discuss the latest 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 | **Analytical processing of information and statistics observation****Interactive teaching methods****Graphic visualization****Explanation and illustration****Cases** | Group and individual evaluationExpert evaluation of individual tasks solved by studentsCompetitive evaluation of practical tasks (in written form) “The World’s Virtual Museums”, “Wine Tourism in the World”Quality evaluation of cases completed by students |
| PLO 8. To know the official language to perform the professional activity. | **Traditional and innovative methods** to develop skills in speaking the official language.**Use of computer and multimedia technologies** | Group and individual evaluation in written and oral forms.Final tests |
| PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities. | **Explanation and illustration****Communication and discussion****Interactive teaching methods****Graphic visualization****Explanation and illustration** **Cases** | Quality evaluation of individual tasksTestsFinal tests in written form |
| PLO 12. To show social responsibility for the results of strategic decisions. | **Reproductive method****Interactive teaching methods****Graphic visualization****Explanation and illustration****Cases** | Expert evaluation of individual tasksEvaluation in written formExpert evaluation of students’ professional and creativity level |
| PLO 13. To make decisions in complex and unpredictable conditions, which require the application of new approaches and forecasting methods | **Interactive teaching methods****Modeling problem situations** that take place in international tourism**Non-routine tasks** in the field of tourism regional development**Simulation games with specialists** (representatives from travel agencies) **invited to participate****Brainstorming** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.Evaluation of test resultsQuality evaluation of students’ ability to identify and solve non-routine tasks in the field of tourism regional developmentExpert evaluation of the results of brainstorming |
| PLO 15. The ability of a lifelong personal development and self-improvement. | **Interactive teaching methods****Simulation games with specialists** (representatives from travel agencies) **invited to participate.****Brainstorming** | Qualitative evaluation of students’ general and professional competencesEvaluation of test resultsIntroduction of self-evaluation system |
| PLO 16. To initiate innovative comprehensive projects and show leadership skills when implementing them. | **Explanation and illustration methods** are used during lectures on the topic “Management of tourism enterprise development”**Interactive teaching methods****Brainstorming****Cases** | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations.Quality evaluation of individual tasks completed by studentsExpert evaluation of the results of brainstorming |