MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS

EDUCATIONAL PROGRAM

«ECONOMY AND TOURISM ORGANIZATION»
The first level of higher education

in specialty 242 Tourism

Field of study 24 Sphere of service

Qualification: Bachelor´s degree

Specialty «Tourism»

Specialization «Economy and Tourism Organization»

KYIV 2020

1. Educational Program
in specialty 242 «Tourism»
(Specialization «Economy and Tourism Organization»)

<table>
<tr><td colspan="2" align="center">1 – Загальна інформація</td></tr>
<tr><td>Full name of IHE and structural unit</td><td>Kyiv National University of Trade and Economics
Faculty of Restaurant, Hotel and Tourism Business
Department of Tourism and Recreation</td></tr>
<tr><td>Academic degree and qualification title in the original</td><td>Bachelor's degree in higher education
specialty "Tourism"
specialization "Economy and Tourism Organization"</td></tr>
<tr><td>Educational Program Title</td><td>«Economy and Tourism Organization»</td></tr>
<tr><td>Diploma type and volume of the program</td><td>Bachelor's degree, 240 credits ECTS, Training period 3 year 10 months</td></tr>
<tr><td>Accreditation</td><td>Accreditation in the specialty 242 "Tourism", ND certificate № 1196406 dated 21.11.2017
Valid until 01.07.2021 MES of Ukraine, Ukraine
Ministry of Education and Science of Ukraine, for the period until July 1, 2021</td></tr>
<tr><td>Cycle/Level</td><td>НРК України - 7 рівень, FQ-EHEA – перший цикл,
EQF-LLL – 6 рівень
 HPK of Ukraine – level 7, FQ-EHEA – first cycle, EQF-LLL – level 6</td></tr>
<tr><td>Preconditions</td><td>Availability of a complete general secondary education / junior specialist's degree</td></tr>
<tr><td>Language(s) of instruction</td><td>Ukrainian</td></tr>
<tr><td>Duration</td><td>01.07.21 р.</td></tr>
<tr><td>Educational Program Link</td><td>https://knute.edu.ua</td></tr>
<tr><td colspan="2" align="center">2 – Educational program aim</td></tr>
<tr><td colspan="2">Formation of general and professional competencies for the successful implementation of organizational and managerial, economic, design, production and technological activities in the field of tourism and recreation.</td></tr>
<tr><td colspan="2" align="center">3 - Характеристика освітньої програми</td></tr>
<tr><td>Subject Area (Field of study, speciality, and specialization)</td><td>Field of study   24 "Sphere of service"
Specialty 242 "Tourism"
Specialization " Economy and Tourism Organization "
The volume component of the general training cycle -60 ECTS credits (25.0%) and vocational training cycle -93 ECTS credits (38.7%); selective components - 60 ECTS credits (25,0 %), practical training - 18 ECTS credits (7.5%), preparation and defense of the final qualification work - 6 ECTS credits (2.5%), attestation exam - 3 ECTS credits (1.3%).</td></tr>
<tr><td>Educational Program</td><td>Educational and professional with applied orientation. Professional</td></tr>
</table>

Orientation	(specialization) aspects of the program contain the formation of knowledge and skills in organizational, economic, production and management activities in the field of tourism and recreation; organization and economics of tourism and recreation business.
The main focus of the educational program and specialization	Special education in the field of tourism in the specialty 242 "Tourism". Key words: organization of tourism, economics of tourism, tourism management, marketing in tourism, hotel business, restaurant business, tourist and recreational local lore, excursion business, information systems and technologies in tourism.
Specific Requirements	Annual vocational training, study of several foreign languages; one-semester study within the framework of international mobility is recommended; internship abroad. The program is implemented in the Ukrainian language of instruction. The program reflects the loyalty provided by the Law of Ukraine "On Higher Education" in the context of academic autonomy.
4 – Opportunities and Further Learning	
Career Opportunities	**Types and names of economic activity, for work which the bachelor is prepared for (according to the National Classification of Ukraine "Classification of economic activities DK 009: 2010"):** Section N. Activities in the field of administrative and support services Section 79. Activities of travel agencies, tour operators, other reservation services and related activities Group 79.1 Activities of travel agencies and tour operators Class 79.11. Activities of travel agencies Class 79.12. Activities of tour operators Group 79.9. Provision of other booking services and related activities Class 79.90. Provision of other booking services and related activities Section R. Arts, sports, entertainment and recreation Section 93. Activities in the field of sports, recreation and entertainment Group 93.2. Organization of recreation and entertainment Class 93.21. Functioning of attractions and theme parks Class 93.29. Organization of other types of recreation and entertainment Professional titles of works (according to the National Classifier of Ukraine "Classifier of professions DK 003: 2010"): 3414 Tourist service specialist 3414 Tour operator 3414 Leisure specialist 3414 Specialized service specialist 3436.1. Assistant to the head of the enterprise (institution, organization) 3439 Inspector of Tourism 2441.2 Economist in the field of tourism

Further Learning	A graduate of the first level of higher education with a bachelor's degree in 242 "Tourism" can continue his studies at the second (master's) level of higher education, as well as improve their skills and receive additional education in certified programs and postgraduate programs.

5 – Training and Assessment	
Teaching and Learning	Student-centered learning, self-learning, problem-oriented learning. Lectures, practical classes, independent work on the basis of textbooks, manuals and lecture notes, training through vocational training, consultations with teachers, preparation for the qualification exam.
Assessment	Written exams, internships, term papers, presentations, individual projects, certification and other types of work, which are evaluated in accordance with the "Regulations on the organization of the students' educational process" and "Regulations on the evaluation of students and graduates' learning outcomes", approved by KNUTE.

6 – Program Competences	
Integral Competence (IC)	The ability of a person to solve complex specialized problems and practical problems in the field of tourism or in the learning process, which involves the application of certain theories and methods of economics and organization of tourism and is characterized by complexity and uncertainty of conditions.
General Competence (GC)	GC01. Ability to actualize the rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC02. Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies, use different types and forms of physical activity for active recreation and a healthy lifestyle. GC03. Ability to act socially responsibly and consciously. GC04. Ability to think critically, analyze and synthesize. GC05.The desire to preserve the environment. GC06. Ability to search, process and analyze information from various sources. GC07. Ability to work in an international context. GC08. Skills in the use of information and communication technologies. GC09. Ability to identify, define and solve problems. GC10. Ability to communicate in the state language both orally and in writing. GC11. Ability to communicate in a foreign language. GC12. Interpersonal skills. GC13. Ability to plan and manage time.

	GC14. Ability to work in a team and independently.
Professional Competence (PC)	PC15. Knowledge and understanding of the subject area and understanding of the professional activity, in particular economics and organization of tourism. PC16. Ability to apply knowledge in practical situations. PC17. Ability to analyze the recreational and tourist potential of the territories. PC18. Ability to analyze the activities of tourism entities at all levels of management. PC19. Understanding of the current trends and regional priorities of tourism development in general and its individual forms and types. PC20. Understanding of tourist trips organization and complex tourist service (hotel, restaurant, transport, excursion, recreational). PC21. Ability to develop, promote, sell and organize the consumption of a tourist product. PC22. Understanding of principles, processes and technologies of the organization of the subject's work of tourist activity and its subsystems. PC23. Ability to ensure the safety of tourists in ordinary and complex force majeure. PC24. Ability to monitor, interpret, analyze and systematize tourist information, present tourist information material. PC25. Ability to use information technologies and office equipment in the work of tourist enterprises. PC26. Ability to determine individual tourist needs, use modern technologies of tourist service and conduct pretentious work. PC27. Ability to cooperate with business partners and clients, the ability to provide effective communication with them. PC28. Ability to work in an international environment based on a positive attitude to dissimilarity to other cultures, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, recognition of intercultural issues in professional practice. PC29. Ability to act in the legal field, to be guided by the law. PC30. Ability to work with documentation and carry out settlement operations by the subject of tourist activity.
7 – Program Learning Outcomes (PLO)	
	PLO01. Know, understand and be able to use in practice the basic statute of tourism legislation, national and international standards for tourist services. PLO02. Know, understand and be able to use in practice the basic concepts of economics and organization of tourism, organization of the tourist process and tourist activities of the tourist services market, as well as worldview and related sciences. PLO03. Know and understand the basic forms and types of tourism, their division. PLO04. Explain the organization features of recreational and tourist space. PLO05. Analyze the recreational and tourist potential of the territory. PLO06. Apply in practice the principles and methods of organization and technology of tourist services.

PLO07. Develop, promote and sell a tourism product.

PLO08. Identify tourist documentation and be able to use it correctly.

PLO09. Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.

PLO10. Understand the principles, processes and technologies of the organization of the tourism subject and its individual subsystems (administrative, managerial, socio-psychological, economic, technical and technological).

PLO11. Know the state and foreign language (s) at a level sufficient for professional activity.

PLO12. Apply skills of productive communication with consumers of tourist services.

PLO13. Establish contacts with experts in tourism and other industries.

PLO14. Show respect for individual and cultural diversity.

PLO15. Show tolerance to alternative principles and methods of performing professional tasks.

PLO16. Act in accordance with the principles of social responsibility and civic consciousness.

PLO17. Manage training for self-realization in the professional tourism field.

PLO18. Assess adequately knowledge and apply it in various professional situations.

PLO19.   Defend views with a reason in solving professional problems.

PLO20. Identify problem situations and suggest ways to solve them.

PLO21. Make informed decisions and be responsible for the results of the professional activities.

PLO22. Perform tasks professionally in uncertain and extreme situations.

8 – Resource Support for Program Implementation	
Academic staff	Specialists who train bachelors in the educational program "Economics and Organization of Tourism" have professional knowledge and professional skills in the organization and economics of tourism. Domestic and foreign specialists from the professional environment are invited to conduct problem lectures.
Facilities	The educational process involves software packages and products of the computer class "Tourism Business Management" and tools and materials of the account "Tourism studies"; field trips, production excursions, internships abroad are held. Specific characteristics of logistical support also provide for the use of laboratories of the KNUTE production complex, SMART-library and VR-library, specialized laboratories and classrooms in teaching of certain disciplines of the curriculum.
Informational, Teaching and Learning Materials	General scientific and special sources of recreational-tourist and economic information, educational-methodical and monographic literature, author's developments of the teaching staff, cartographic

	sources, IT-technologies and platforms. Use of KNUTE virtual learning environment, software: Amadeus global booking system, Fidelio V8 hotel management information system, Parus: Pidpryjemstvo software package, etc.
9 –Academic Mobility	
National Credit Mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility.
International Credit mobility	International credit mobility is realized through the conclusion of agreements on international academic mobility (including Erasmus + Option K1 / Credit mobility), on double graduation, on long-term international projects involving student training and the issuance of a double diploma, etc.
Training of Foreign Students	Conditions and special aspects of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

1.2. List of Educational Program Components and Their Logical Order

2.1.2.1. Educational Program Components

Code	Educational Program Components (disciplines, term projects (papers), practical training, qualification exam, graduate paper)	Total Credits
1	2	3
(CC) Compulsory Components of EP		
CC 1.	Foreign Language for Professional Purposes	24
CC 2.	Philosophy	6
CC 3.	Legal Science	6
CC 4.	Hotel Business	6
CC 5.	Tourist and recreational local lore	6
CC 6.	Information technologies in business	6
CC 7.	Excursion business	6
CC 8.	Restaurant business	6
CC 9.	Tourism Organization	12
CC 9.1.	TP on Tourism Organization	
CC 10.	Economic theory	6
CC 11.	Specialty Foreign Language	12
CC 12.	Marketing in tourism	6
CC 13.	Economics of tourism	12
CC 14.	Management	6
CC 14.1	TP on Management	
CC 15.	Foreign Language	12
CC 16.	Information Systems and Technologies in Tourism	6
CC 17.	Modeling of Financial and Economic Activities of the Enterprise	9
CC 18.	Accounting	6
Total Credits for Compulsory Components:		**153**
(OC) Optional Components of EP		
OC 1.	Ecology	6
OC 2.	Cultural and cognitive tourism	6
OC 3.	Recreation	6
OC 4.	Specialized tourism	6
OC 5.	Tourist cartography	6
OC 6.	Data analysis technologies	6
OC 7.	Statistical methods of analysis and forecasting	6
OC 8.	Statistics of the goods and services market	6
OC 9.	Econometrics	6
OC 10.	Startup management in tourism	6
OC 11.	Equipment of tourist and recreational complex	6
OC 12.	Business planning	6
OC 13.	Economic analysis	6
OC 14.	Economic and mathematical modeling	6
OC 15.	Analysis of economic activity	6
OC 16.	E-commerce	6
OC 17.	Communicative management	6

OC 18.	Resort business	6
OC 19.	Event technologies in tourism	6
OC 20.	Commercial law	6
OC 21.	Labor Law	6
OC 22.	European law	6
OC 23.	Business law	6
OC 24.	Legal regulation of tourist activity	6
OC 25.	Legal regulation of tourism in the European Union	6
OC 26.	Economic security of the enterprise	6
OC 27.	Design	6
OC 28.	Digital technologies in business	6
OC 29.	Web-design and Web-programming	6
OC 30.	Conflictology and psychology of business communication	6
OC 31.	Economic psychology	6
OC 32.	Psychology	6
OC 33.	Psychology of leadership and career	6
OC 34.	Management psychology	6
OC 35.	Second foreign language	42
OC 36.	Life safety	6
OC 37.	Business correspondence	6
OC 38.	Aesthetics	6
OC 39.	Cultural heritage of Ukraine	6
OC 40.	Public speaking	6
OC 41.	Religious studies	6
OC 42.	World culture	6
OC 43.	Business ethics	6
OC 44.	Logic	6
OC 45.	Politology	6
OC 46.	Sociology	6
Total Credits for Optional Components:		**60**
Practical Training		
Practical training 1		6
Practical training 2		6
Practical training 3		6
Total practical training		**18**
Assessment		
Performance of qualification work and defense		6
Qualification Exam Preparation and Attestation		3
Total attestation		**9**
TOTAL NUMBER OF CREDITS		**240**

3. Certification form of applicants for higher education

Certification is carried out in the form of public defense of the qualification work and attestation exam.

Qualification work should include theoretical and analytical generalizations or solutions to practical problems in the field of tourism and recreation using theories and methods of tourism.

Qualification work must be checked for plagiarism.

Qualification work must be published on the official website of the higher education institution or its structural unit, or in the repository of the higher education institution.

The attestation examination should be aimed at verifying the achievement of learning outcomes defined by this standard and the educational program.

4.1. Program Competences and Compulsory Components Matrix

Components / Competences		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18
General competencies	C01			+															
	C02		+					+		+									
	C03		+												+				
	C04		+				+				+								
	C05									+									
	C06															+	+		
	C07									+									
	C08																+		
	C09									+					+				
	C10		+	+						+					+				
	C11	+										+				+			
	C12														+				
	C13														+				
	C14														+				
Special (professional, subject) competencies	C15									+			+	+					
	C16									+			+	+				+	
	C17				+	+													
	C18												+	+	+				
	C19					+				+					+				
	C20				+			+	+	+									
	C21									+			+						
	C22									+			+	+	+			+	
	C23									+									
	C24					+				+									
	C25														+		+		
	C26												+	+					
	C27												+		+				
	C28											+			+				
	C29			+						+									
	C30													+				+	+

4.2. Program Competences and Optional Components Matrix

Components / Competences		OP1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38	OC39	OC40	OC41	OC42	OC43	OC44	OC45	OC46
General competencies	C01																																														+	
	C02																																									+	+				
	C03																																														+
	C04																																												+		
	C05	+																																													
	C06						+	+	+	+			+	+	+	+											+																				
	C07																						+			+																					
	C08																+												+	+																	
	C09																									+																					
	C10																																					+			+						
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	C12																	+													+		+											+			
	C13										+																							+													
	C14										+							+																	+												
Special (professional, subject) competencies	C15		+		+																																										
	C16		+		+																																										
	C17			+		+															+																										
	C18								+	+					+	+																															
	C19		+	+	+																		+	+																							
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	C28																		+																		+						+	+			
	C29																					+	+	+	+	+	+																				
	C30						+	+																															+								

5.1. Program Learning Outcomes and Compulsory Components Matrix

Components/ Program Learning Outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18
PLO1			+						+									
PLO2	+			+	+		+	+	+			+	+					
PLO3									+									
PLO4					+		+											
PLO5					+													
PLO6				+			+	+	+									
PLO7									+			+						
PLO8									+								+	
PLO9				+				+	+							+		
PLO10						+				+			+	+			+	+
PLO11	+	+							+		+				+			
PLO12									+			+						
PLO13									+									
PLO14		+									+							
PLO15									+					+				
PLO16														+				
PLO17									+					+				
PLO18									+			+	+	+			+	
PLO19									+			+	+	+			+	
PLO20									+			+	+	+			+	
PLO21									+			+	+	+			+	
PLO22									+			+	+	+			+	

5.2. Program Learning Outcomes and Optional Components Matrix

Components/Program Learning Outcomes	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38	OC39	OC40	OC41	OC42	OC43	OC44	OC45	OC46
PLO01		+	+	+														+				+		+	+																					
PLO02		+	+	+						+								+																					+		+	+				
PLO03		+		+																																										
PLO04		+	+	+	+													+																												
PLO05		+	+	+	+		+	+										+																												
PLO06		+	+	+							+							+																												
PLO07		+		+									+				+	+	+								+																			
PLO08				+						+																																	+			
PLO09		+	+	+							+					+	+													+	+						+									
PLO10						+				+			+	+	+											+																				
PLO11																																		+		+				+						
PLO12																					+									+	+		+	+		+				+						
PLO13																					+									+						+							+			
PLO14		+																																				+	+		+	+				
PLO15																				+										+		+	+	+										+		
PLO16	+																					+																						+	+	+
PLO17																																	+													
PLO18				+							+				+																			+										+		
PLO19																														+	+		+	+										+		
PLO20					+	+				+		+	+	+	+			+								+				+		+	+	+												
PLO21	+				+	+					+												+			+	+			+				+		+								+		
PLO22																										+				+	+		+			+										