

3. Educational Program

The Head of the Project Group (the Guarantor of the Educational Program) is Doctor of Sciences (Economics), Professor of the Department of Tourism and Recreation Mikhailichenko H.I.

1. Profile of Educational Program in Subject Area 242 "Tourism" (specialization "International Tourist Business")

1 – General Information	
Full name of HEI (Higher Educational Institution) and structural unit	State University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation
Level of higher education and qualification title in the original language	Master's degree, Specialty "Tourism" Specialization "International Tourist Business"
Educational program title	"International Tourist Business"
Diploma type and volume of the program	Master's diploma, 90 ECTS credits, program duration is 1 year and 4 months
Accreditation	Accreditation Certificate HD № 119409 from 21.11.2017 of Ministry of Education and Science of Ukraine, Ukraine. Accreditation Certificate is valid till 01.07.2024
Cycle / Level	NQF of Ukraine – the 7 th level, FQ-EHEA – the second cycle, EQF-L.L.L. – the 7 th level
Preconditions	Availability of Bachelor's Degree
Language of instruction	Ukrainian and English
Validity period of EP	till 01.07.2027
Education program link	https://knute.edu.ua
2. Educational Program Aim	
Training of specialists capable of identifying and creatively solving complex tasks and problems in the field of tourism and recreation during the implementation of professional activities or during the training process, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements for the successful development of business entities tourist activity on the international market.	
3 – Educational program characteristics	
Subject area (field of study, specialty)	Field of study 24 "Service Sector" Specialty 242 "Tourism" Specialization " International Tourist Business "
Educational program orientation	Academic, educational and professional, applied
Educational program goals	Special education and practical training to solve professional and scientific tasks related to the effective management of tourism business in the segment of international tourism, ensuring the leadership of the subject of tourism activity in the

	<p>domestic and foreign markets of tourist services in the conditions of internationalization and globalization, development and implementation by subjects of tourism business of various hierarchical levels of innovative projects and reasonable marketing strategies.</p> <p>Experience acquirement in making reasonable decisions in the key areas of activity of international tourism companies, as well as own business projects based on a balanced mastery of analytical, information-technical and organizational business technologies, research of successful practices for the implementation of business ideas and entrepreneurship, knowledge of ethical norms of conducting international business, the use of scientific and analytical tools to ensure the competitiveness of economic entities on the international market for the sustainable development of tourism.</p> <p>Keywords: international tourism, national / regional tourism product, innovative project in tourism, strategic marketing, international tourism corporations, quality management, management of tourist destinations, international business, international competition, business process management, business psychology, sustainable development of tourism</p>
Features of the program	<p>Internship (pre-diploma) training, particular abroad with obtaining certificates; interactive on-site practical classes in tourist organizations, at enterprises successful in the international tourism business, representative offices of international tourist corporations; involvement of practitioners to deliver problematic lectures and conduct master classes; the possibility of studying abroad for one semester within the framework of the international mobility program, internship abroad.</p> <p>The program is implemented in Ukrainian and English as the languages of instruction</p>
4-Graduate career opportunities and further learning	
Career opportunities	<p><i>Under the National Classification of Economic Activities DK 009: 2010 types and titles of economic activities for which a Master's Degree is prepared:</i></p> <p>79. Activities of travel agencies, travel operators, provision of other reservation services and related activities. Activities of travel agencies, transportation and accommodation in temporary accommodation facilities for tourists and travelers, organization and conducting of tours sold by travel agencies or directly by agents, such as travel operators, other types of activities related to tourist services, including booking, activity of tourist guides and promotion of tourist services of the section.</p> <p>79.1. Activities of travel agencies and travel operators</p> <p>79.9. Provision of other reservation services and related activities</p> <p><i>Under the National Classification of Professions DK 003: 2010 a graduate may hold the following primary positions such as:</i></p> <p>12 Heads of enterprises, institutions and organizations</p>

	<p>1238 Head of projects and programs (in the field of tourism)</p> <p>13 Managers of small enterprises without a management apparatus</p> <p>1319 Director (manager) of a small enterprise without a management apparatus (in the field of tourism)</p> <p>14 Managers (managers) of enterprises, institutions, organizations and their divisions</p> <p>1475.4 Manager (manager) for administrative activities in the field of tourism and resorts;</p> <p>1448. Managers (managers) of travel agencies and travel bureaus</p> <p>1475.4 Sales manager (manager) in the field of tourist activity;</p> <p>1475.4 Manager (manager) of relations with the public in the field of tourism;</p> <p>1475.4 Manager (manager) of foreign economic activities in the field of tourism;</p> <p>1477.1 HR manager in the field of tourism;</p> <p>1477 Managers (managers) for the selection, provision and use of personnel in the field of tourist activity;</p> <p>2419.2 Specialists in the field of marketing, business efficiency and rationalization of production and implementation of services in the field of tourism;</p> <p>3431 Secretaries of administrative bodies in the field of tourism and resorts</p> <p>2471 Quality control professionals</p> <p>2482.2 Hospitality specialist in places of accommodation (hotels, tourist complexes, etc.)</p> <p>248. Professionals in the field of tourism, hotel, restaurant and sanatorium-resort business:</p> <p>2481 Professionals in the field of tourism</p> <p>2481.1 Research staff (tourism, excursion science)</p> <p>2481.2 Tourism experts</p> <p>2483.1 Research staff (recreation)</p> <p>2320 Teachers of secondary educational institutions</p> <p>2310.2 Other teachers of universities and institutions of higher education</p> <p>2351.1 Research staff (learning methods)</p> <p>2359.1 Other research workers in the field of education</p> <p>2359.2 Other specialists in the field of education</p> <p>2447. Professionals in the field of project and program management (in tourism)</p>
Further learning	<p>Graduates have the right to continue their studies at the third (educational and scientific) level of higher education as the doctor of philosophy, to receive postgraduate education, professional development, academic mobility</p>
5 – Teaching and assessment	
Teaching and learning	<p>Problem-oriented learning, student-centered learning, self-learning.</p> <p>Lectures, practical classes using active and interactive forms of learning, self-study work based on the processing of educational materials, specialized literature and information sources in the</p>

	Internet system, through internship (pre-diploma practice) and professional internship, consultations with academic staff, conducting scientific research and preparing a final qualification work
Assessment	Current control, written exams, defense of practice, defense of final qualification work. The evaluation is carried out in accordance with the "Regulations on the evaluation of the results of studies and postgraduates of SUTE", "Regulations on the organization of the educational process of students"
6 –Program competence	
Integral competence	<i>The ability of a person to set and successfully solve at a sufficient professional level complex research and practical tasks of the development of international tourism business, to generalize the practice of international tourism and recreation, to forecast the directions of their development, and to solve professional problems and practical tasks of international tourism activities in the process of work and /or in the learning process, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements</i>
General competence (GC)	<p><i>GC 1. Act on the basis of understanding civilizational humanitarian values and globalization processes, priorities of national development</i></p> <p><i>GC 2. Ability to organize, plan, and forecast the results of management of tourist activity entities</i></p> <p><i>GC 3. Ability to work in an international and domestic professional environment</i></p> <p><i>GC 4. Fluency and ability to communicate in business English and other foreign language(s) in professional activities</i></p> <p><i>GC5. Ability to communicate with experts from other fields of activity on current problems of the development of tourism and recreation</i></p> <p><i>GC 6. Ability to develop projects and manage them in the field of international tourism and recreation</i></p> <p><i>GC 7. Ability to entrepreneurship, creativity, desire to achieve success and self-realization</i></p> <p><i>GC8. Ability to time-management</i></p> <p><i>GC 9. Ability to motivate people and move towards a common goal in the development of tourism according to the principles of sustainability</i></p> <p><i>GC 10. Ability to evaluate and ensure the quality of performed works in the field of tourism</i></p> <p><i>GC11. Research skills and abilities in the field of tourism and recreation</i></p> <p><i>GC 12. The ability to make informed decisions and solve problems in the field of tourism</i></p>
Professional competence of the specialty (PC)	<p><i>PC 1. Ability to determine the main scientific concepts and categories of the methodology of tourism and recreation (tourism ology) and apply them in professional activity</i></p> <p><i>PC 2. Ability to use scientific research methods in the field of tourism and recreation</i></p>

	<p><i>PC 3. Ability to analyze the geospatial organization of the international tourism process and project its development on the basis of sustainability</i></p> <p><i>PC 4. Understanding the tasks of national and regional tourism policy and mechanisms of regulation of tourism activity</i></p> <p><i>PC 5. Ability to organize and manage the tourist process at the local, regional, national and international levels in a tourist destination, at a tourist enterprise</i></p> <p><i>PC 6. Ability to develop and promote the implementation of regional programs for the sustainable development of tourism</i></p> <p><i>PC 7. Ability to put into practice the international experience of tourist and recreational activities</i></p> <p><i>PC 8. Understanding the mechanisms of interaction between subjects of the world and national tourism markets and the provisions of socially responsible business in tourism and recreation</i></p> <p><i>PC 9. Ability to plan and organize innovative activities, develop and implement innovative projects, start-ups, product and technological innovations in enterprises in the field of tourism and recreation, and evaluate their efficiency and effectiveness.</i></p> <p><i>PC 10. Ability to do business on the national and international tourist market</i></p> <p><i>PC 11. Ability to define strategic tasks in the development of international tourism business</i></p> <p><i>PC 12. Ability to social and academic mobility in the field of international tourist activity, intercultural interaction in the field of tourism</i></p> <p><i>PC 13. Ability to manage the quality of tourist services based on the use of national and international legislation in the field of tourism and recreation</i></p> <p><i>PC 14. Ability to use methods of marketing diagnostics, analysis and evaluation of the international market of tourist and recreational services; interpret the results of the research and forecast the directions of development of the subject of tourism activity</i></p> <p><i>PC 15. Ability to carry out research work in the field of tourism and recreation</i></p>
7 – Program learning outcomes (PLO)	
	<p><i>1. Knowledge of advanced concepts, methods of scientific research and professional activity on the border of the subject areas of tourism and recreation</i></p> <p><i>2. Ability to understand and apply in practice the theories and methodology of the system of sciences that form tourism</i></p> <p><i>3. Ability to use informational and innovative methods and technologies in the field of tourism</i></p> <p><i>4. Knowledge of laws, principles and mechanisms of functioning of world and national tourist markets</i></p> <p><i>5. Ability to assess the tourist market situation, interpret research results and forecast directions of development of the subject of entrepreneurial activity in the field of recreation and tourism</i></p>

	<p>6. Ability to manage the enterprise and their integration associations of enterprises (corporations) of the tourism and recreation industry</p> <p>7. Ability to develop and implement projects in the field of tourism, recreation, hospitality</p> <p>8. Ability to solve scientific and applied problems in the field of tourism and recreation</p> <p>9. Be fluent in the state language and use it in professional activities</p> <p>10. Be able to practice the use of foreign languages in professional activities</p> <p>11. Be able to act in a multicultural environment</p> <p>12. Use communication skills and technologies, initiate the introduction of communication management methods into the practice of tourism entities</p> <p>13. Meet the requirements of communication in a dialog mode with the wider scientific community and the public in the field of tourism and recreation</p> <p>14. Demonstrate social responsibility for the results of strategic decision-making</p> <p>15. Make decisions in difficult and unpredictable conditions, which requires the use of new approaches and forecasting methods</p> <p>16. Be responsible for the development of professional knowledge and practices, evaluation of the strategic development of the team, formation of an effective personnel policy</p> <p>17. Demonstrate the ability to self-develop and self-improve throughout life</p> <p>18. Initiate innovative complex projects, show leadership during their implementation</p>
8 – Resource support for the implementation of the program	
Staff support	The academic staff, involved in the teaching of professionally oriented disciplines, has scientific degrees in their specialty. The academic staff with B2 level certificate of the English language is involved in the teaching of the English-language program. National and foreign specialists from the professional environment of the tourist and resort-recreation business are invited to conduct problem-oriented lectures.
Material and technical support	<p>SUTE program complexes, special equipped classes and laboratories are involved in the educational process:</p> <p>Computer class: "Tourism business management"</p> <p>Class, tools and materials of the class "Tourism Science"</p> <p>Laboratory of integrated business process management systems</p> <p>Computer class on hotel business</p> <p>Laboratory for organization of service in restaurants</p> <p>Laboratory of bar work and oenology</p> <p>Laboratory of integrated business process management systems</p> <p>VR library and SMART library</p>
Information and educational methodical support	General scientific and special sources of recreational and tourist information; educational, methodological and monographic

	literature; cartographic sources; IT technologies and platforms, etc. Ensuring access of higher education applicants to the Internet resource and the use of packages of specialized applied licensed programs: Amadeus selling platform, Parus: Enterprise, Samo-Tur, Google Earth, Statistica, Surfer Golden Software, Microcal Origin, MapInfo Pro. Authors' developments of the academic staff
9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with the signed agreements on academic mobility.
International credit mobility	International credit mobility is realized through the signed agreements on international academic mobility (Erasmus +K1), on double-degree graduation, on long-term international projects involving student education, issuance of double-degree diplomas, etc.
Training of foreign applicants for higher education	Conditions and features of the educational program in the context of studying foreign citizen are knowledge of the Ukrainian/English language at a level not lower than B1.

2. List of educational program components and their logical sequence

2.1 List of EP components

Code №	Components of educational program(academic disciplines, term projects(papers) , internship, qualification exam, graduate paper)	Amount of credits
CC 1.	International tourism	6
CC 2.	Innovation in tourism	6
CC 3.	Management of corporations in tourism	6
CC 4.	Management of tourist destinations	7,5

CC 5.	Strategic marketing in tourism	7,5
CC 6.	Project management in tourism	6
CC 7.	Quality management in tourism	6
The total amount of compulsory components:		45
OC 1.	Anti-crisis psychology	6
OC 2.	Global marketing	6
OC 3.	Contract law	6
OC 4.	Environmental policy	6
OC 5.	Intellectual Property	6
OC 6.	Consumer law	6
OC 7.	Corporate law	6
OC 8.	Methodology and organization of scientific research	6
OC 9.	International competition	6
OC 10.	International MICE tourism	6
OC 11.	International business	6
OC 12.	International credit and settlement and currency operations	6
OC 13.	Management psychology	6
OC 14.	Management of business processes	6
OC 15.	Luxury service management	6
OC 16.	Value-oriented management	6
OC 17.	Revenue management	6
The total amount of optional components:		24
Total amount:		69
Internship		
Practical Internship		9
Attestation		
Completion and defense of final qualification work		12
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

The form of final control for all components of the educational program is an exam.

3. Forms of certification of applicants for higher education

Attestation is carried out in the form of a public defense of the final qualification work.

The final qualification work has to involve solving a complex problem or a task in the field of tourism and recreation, a problem or a task in the field of international tourism business, which requires research and/or innovation and is characterized by the complexity and uncertainty of conditions, using the theories and methods of economic science.

The final qualification work must not contain academic plagiarism, falsification, fabrication.

The final qualification work must be published on the official website of the institution of higher education or its division, or in the repository of the institution of higher education.

4.1 Matrix of correspondence of program competence to EP compulsory components

Components/ Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC1	•	•		•	•		•
GC 2		•	•	•	•	•	•
GC 3	•		•	•	•		•
GC 4	•	•	•	•			
GC 5	•			•	•		•
GC 6		•	•			•	
GC 7		•				•	•
GC8		•	•			•	
GC 9				•	•	•	
GC 10			•				•
GC 11	•	•		•	•	•	
GC 12			•	•	•	•	•
PC 1	•	•		•	•		
PC 2		•		•	•	•	
PC 3	•					•	
PC 4		•		•			
PC 5			•	•		•	
PC 6	•			•		•	
PC 7	•		•				
PC 8	•		•	•			•
PC 9		•				•	
PC 10	•		•	•			
PC 11	•		•	•	•		
PC 12	•						
PC 13	•						•
PC 14					•	•	
PC 15		•	•	•	•	•	•

4.2. Matrix of correspondence of program competence to EP optional components

[illegible]

5.1. Matrix for providing program learning outcomes (PLO) relevant to compulsory components of the educational program

Components / Program Learning Outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
1.		•		•		•	•
2.	•	•		•			
3.		•				•	
4.	•			•	•		•
5.				•	•		
6.			•	•	•		•
7.		•				•	
8.	•			•		•	•
9.	•	•	•	•		•	
10.	•	•	•	•		•	
11.	•		•	•			•
12.	•		•	•		•	•
13.	•		•	•		•	
14.			•	•	•		•
15.		•	•		•	•	
16.			•		•	•	
17.		•				•	
18.		•				•	

5.2. Matrix for providing program learning outcomes (PLO) relevant to optional components of the educational program

Components / Program Learning Outcomes	OC1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC14	OC 15	OC 16	OC 17
1.				•	•			•						•	•		
2.								•									
3.					•									•	•	•	•
4.										•						•	
5.				•		•			•	•						•	
6.	•	•	•		•	•	•		•	•	•		•	•	•		•
7.	•		•		•			•		•			•	•	•		
8.								•		•				•	•		
9.	•												•			•	
10.		•							•	•	•	•				•	
11.		•					•		•	•	•	•				•	•
12.	•												•			•	
13.	•		•			•							•			•	
14.				•	•	•							•	•	•	•	
15.									•								•
16.	•												•	•	•	•	
17.	•			•									•			•	
18.	•		•		•	•							•				•