

### 3. Educational Program

Head of Project Group (Guarantee of Educational Program)

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#### 1. Educational Program is specialty 242 «Tourism» (in specialty «Tourism and recreation»)

1 - General information	
<b>Full name of IHE and structural unit</b>	State University of Trade and Economics, Faculty of Technologies and Business, Department of Tourism and of creative industries management.
<b>Academic degree and qualification title in the original</b>	Academic degree Master's degree specialty «Tourism and recreation»
<b>Educational Program Title</b>	«International Tourism Business»
<b>Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine</b>	Meet the standards of higher education of the Ministry of Education and Science of Ukraine.
<b>Qualification Title (Degree), program credits and duration</b>	Diploma type – individual. 90 ECTS credits, Training Schedule - 1, 4.
<b>Accreditation</b>	Certificate of accreditation ND № 119409 from 21.11.2017. For the period of validity until 01.07.2027. Ministry of Education and Science of Ukraine, Ukraine
<b>Cycle/Level</b>	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
<b>Academic Background</b>	Existance of Bachelor's Degree.
<b>Language(s) of instruction</b>	Ukrainian /English
<b>Program duration</b>	01.07.2027.
<b>Educational Program Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
2 Educational program aim	
Specialist training, able to identify and resolve complex tasks and problems creatively in the sphere of tourism and recreation in the context of professional activity or in the training process that requires the researches and/ or innovation actualizing and characterised by uncertainly of conditions and requirements by <i>successful</i> business growth of subjects of tourism activity at the international market.	
3 Educational program general information	
<b>Subject area</b>	<p><b>Objects of study:</b></p> <ul style="list-style-type: none"> <li>- tourism as a social phenomenon and a complex dynamic system that includes objects, phenomena, conditions and processes of geographical, economic, organizational, legal, socio-cultural, environmental, and psychological content related to safe travel and tourist services;</li> <li>- tourism as a sphere of professional activity of tourism industry entities in organizing and managing the tourism process at various hierarchical levels, ensuring the conditions for the functioning and development of tourism market.</li> </ul> <p><b>Studying objectives:</b></p> <p>Acquiring the ability to solve research and / or innovation and / or management problems in the field of tourism and recreation.</p>

	<p><b>Theoretical content of the subject area:</b> basic concepts, categories, concepts, principles that determine the specifics of functioning the tourism and recreation industry entities at different hierarchical levels of territorial management and tourism business.</p> <p><b>Methods, techniques and technologies:</b> spatial and temporal, socio-cultural, environmental, economic and mathematical, non-financial analysis, synthesis, forecasting, project management, digital technologies.</p> <p><b>Tools and equipment:</b> specialized software, integrated databases, mapping sources; specialized classrooms or laboratories.</p>
<b>Educational program orientation</b>	Academic, training, applied program
<b>Educational program and specialization goals and objectives</b>	<p>Professional education and practical training to resolve professional and scientific tasks to effective management of tourism business in the segment of international tourism, providing leadership of tourism activity subjects in domestic and foreign markets of tourism services in the conditions of internationalization and globalisation, development and implementation of tourism business subjects of different hierarchical levels of innovative projects and prove marketing strategies.</p> <p>Gaining experience to obtain reasoned decision in the main spheres of international tourism companies activities, as well as personal business projects on the basis of balanced analytical, information and technological knowledge of business; investigation of successful training and realization of business ideas and enterprise, knowledge of ethical norms of international business, using of scientific and analytical tools of maintaining the competitiveness subjects of hospitality in international markets for stable tourism development.</p> <p><i>Key words:</i> international tourism, national/ regional tourism product, innovative projects in tourism, strategic marketing, international tourism corporations, quality control, management of tourism destination, international business, international competition, business processes management, psychology of business, tourism stable development.</p>
<b>Specific requirements</b>	<p>Practical training, including abroad practice, obtaining the certificates, interactive offsite practical training in tourism organisations, at successful international tourism organisations, representatives of international tourism corporations, attraction of experts for giving lectures and master-classes, opportunities for training abroad during one semester as part of international mobility program and international internship.</p> <p>Program is realised by Ukrainian and English languages of training.</p>
<b>4 Career opportunities and further learning</b>	
<b>Career opportunities</b>	<i>Types and titles of economic activity to work to which holder of master's degree is trained (according to National classifier of Ukraine "Classification of Types of Business Activities SC 009:2010»):</i>

79. Activity of travel agencies and tour operators, providing of reservation service and related activity. Activities of travel agencies, transportation and placement in temporary accommodation of tourists and travellers, tours organisation that travel agencies sell or direct agents as tour operators, and other activities, related with travel services, such as reservation. Tourist guides activity and providing of tourist facilities belong to this section.

79.1. Activity of travel agencies and tour operators

79.9. Providing of reservation service and related activity.

***Positions that graduate of Master's degree able to have (according to National classification of Ukraine "Occupational Classification SC 003:2010»):***

12 Managers of the enterprises, establishments and organisations;

1238 Managers of projects and programs (tourism);

13 Managers of small businesses without managerial apparatus in commercial service;

1319 Director of small businesses without managerial apparatus in commercial service (tourism);

14 Managers (directors) of the enterprise, establishments, organizations and their divisions;

1475.4 Managers (director) of administrative activity in the sphere of tourism and resorts;

1448. Managers (directors) of tourism agencies;

1475.4 Manager (Sales manager) in the sphere of tourism activity;

1475.4 Managers in Public Relations;

1475.4 Manager (Director) of foreign economic activity in the sphere of tourism;

1477.1 Personnel manager (director) of in the sphere of tourism activity;

1477 Managers (directors) of selecting, providing and employing personnel in the sphere of tourism activity;

2419.2 Marketing executives, enterprise effectiveness and rationalization of production and services realization in the sphere of tourism activity;

3431 Secretaries of administrative authorities in the sphere of tourism and resorts;

2471 Professionals of quality control;

2482.2 Experts of hospitality in the places of locations (hotels, tourist complexes and so on);

248. Professionals in the sphere of tourism, hotel, restaurant and sanatorium-and health-resort business:

2481 Professionals in tourism sphere

2481.1 Scientific researchers (tourism, tourist guidance);

2481.2 Specialist in Tourism

2483.1 Scientific researchers (recreation)

2320 Teachers of secondary educational institutions;

2310.2 Other teachers of universities and higher educational institutions;

2351.1 Scientific researchers (methodologists);

2359.1 Other scientific researchers in educational field;

2359.2 Other experts in education;

2447. Professionals in the sphere of project management and programs (tourism).

<b>Further learning</b>	Graduates of Master's degree have the right to continue training on the third (educational and scientific) degree of Higher education – Doctor of Philosophy. Obtaining supplementary qualifications in the system of Postgraduate Education, further training, academic mobility, acquire additional qualifications in the education system for adults.
<b>5 Training and assessment</b>	
<b>Teaching and learning</b>	Problem-based learning, students-centralized training, self-education. Lectures, practices with using active and interactive forms of education, individual study with books, course-books and specialised literature and informative materials from the Internet, training by means of practical training, tutorials with teachers, preparation of graduation thesis.
<b>Assessment</b>	Process control, written exams, credit of entrepreneurial (undergraduate) practice, graduation thesis defense. Assessment is protected under the “Act about the assessment of training results of SUTE students and postgraduate students” and “Act about the organisation of students’ educational process”.
<b>6 - Program competences</b>	
<b>Integral competence</b>	Ability to solve complex research and/or innovation problems in the field of tourism and recreation.
<b>General competence (GC)</b>	GC 1. Ability to organize, plan, and forecast performance results. GC 2 Ability to conduct professional activities in the international and domestic environment. GC 3. Ability to communicate in foreign language. GC 4. Ability to develop and manage projects. GC 5. Ability to evaluate and ensure the quality of performed work. GC 6. Ability to think abstractly, analyze and synthesize. GC 7. Ability to identify, formulate and solve problems.
<b>Professional competence (PC)</b>	PC 1. Ability to apply in professional activities the categorical and terminological apparatus, concepts, methods and tools of the system of sciences that form the scientific basis of tourism and recreation. PC 2. Ability to plan and carry out scientific and / or applied research in the field of tourism and recreation. PC 3. Ability to manage the tourism process in the public sector, in a tourist destination, tourism enterprise at different hierarchical levels. PC 4. Ability to organize the activities and cooperation of regional, national and international tourism markets on the basis of sustainable development, taking into account international experience. PC 5. Ability to operate tools for collecting, processing information, analyzing and managing tourism information. PC 6. Ability to analyze, forecast, plan business processes and geospatial planning in the field of tourism and recreation. PC 7. Ability to develop and implement innovations in the activities of tourism market players.
<b>7 Program learning outcomes (PLO)</b>	

	<p>PLO 1. Specialized conceptual knowledge, including modern scientific achievements, critical thinking of problems in the field of tourism and recreation and knowledge areas.</p> <p>PLO 2. Specialized problem-solving skills necessary for conducting research and/or conducting innovative activities to develop new knowledge and procedures in the field of tourism and recreation.</p> <p>PLO 3. Apply modern digital technologies, methods and tools of research and innovation to solve complex problems in the field of tourism and recreation.</p> <p>PLO 4. Analyze the geospatial organization of the tourism process, design its strategic development on the basis of sustainability.</p> <p>PLO 5. Carry out a comprehensive analysis and evaluation of the functioning of tourism market at different hierarchical levels, forecasting trends in its development.</p> <p>PLO 6. Analyze and evaluate the activities of tourism market players, plan the results of their strategic development.</p> <p>PLO 7. To organize cooperation with stakeholders, to form mechanisms of interaction between tourism market players, taking into account aspects of social and ethical responsibility.</p> <p>PLO 8. To manage processes in tourism and recreation industry at different hierarchical levels, which are complex, unpredictable and require new strategic approaches.</p> <p>PLO 9. Develop and implement projects in the field of tourism and recreation on the basis of economic, social and environmental efficiency.</p> <p>PLO 10. To make effective decisions in the field of tourism and recreation to address a wide range of issues, including safety and quality of tourist services.</p> <p>PLO 11. Communicate fluently in the state and foreign languages orally and in writing to discuss professional issues, present research results and projects in the field of tourism and recreation.</p> <p>PLO 12. Analyze, formulate and implement national and regional tourism policy, improve mechanisms for managing tourist destinations at the national, regional and local levels.</p> <p><i>PLO 13. To develop and implement accessible tourism programs, including through the organization of rehabilitation, health improvement, resort rest, recreation and other forms and types of tourism.</i></p>
<b>8 Resource support for program implementation</b>	
<b>Academic staff</b>	<p>Professionals who realise the training of Masters’ degree students in Educational program “International Tourism Business” must have Scientific Diploma Degree in Specialty. The training of English language program the specialists with the knowledge of English language with the level B2 are engaged.</p> <p>Foreign specialists and practitioners can take part in teaching the cycle of professional training.</p>
<b>Facilities</b>	<p>Specific features of equipment and material procurement provide the usage of laboratories of KNUTE manufacturing complex, specialized laboratories:</p> <p>Computer class of tourist business management</p> <p>Tourism study classroom</p>

	<p>Laboratory of integration systems of business processes management</p> <p>Laboratory of food technology</p> <p>Laboratory of service organisation in restaurant business establishments</p> <p>Laboratory of bar business enology</p> <p>Laboratory of integration systems of business processes management</p> <p>VR-library and SMART-library</p>
<b>Informational, teaching and learning materials</b>	<p>Scientific and specialized researches or recreation and tourist information, curricular and monographic literature, source maps, IT technologies and platforms and other. Using the virtual of KNUTE teaching environment and specialist software: Program complexes Amadeus selling platform, “Parus”: Enterprise, “Samo-Tur”, Google Earth, Statistica, Surfer Golden Software, Microcal Origin, MapInfo Pro.</p> <p>Authors’ development results of teaching staff.</p>
<b>9 Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out according to concluded agreements about academic mobility.
<b>International credit mobility</b>	International credit mobility is realised as a result of conclusion of agreements about international academic mobility (Erasmus+ K1), about double certification, about longtime international projects that provide training of foreign students and receiving dual degree and so on.
<b>Training of foreign students</b>	Requirements and particularities of education program in the case of foreign citizens’ training are Ukrainian language knowledge on the level no less than B1.

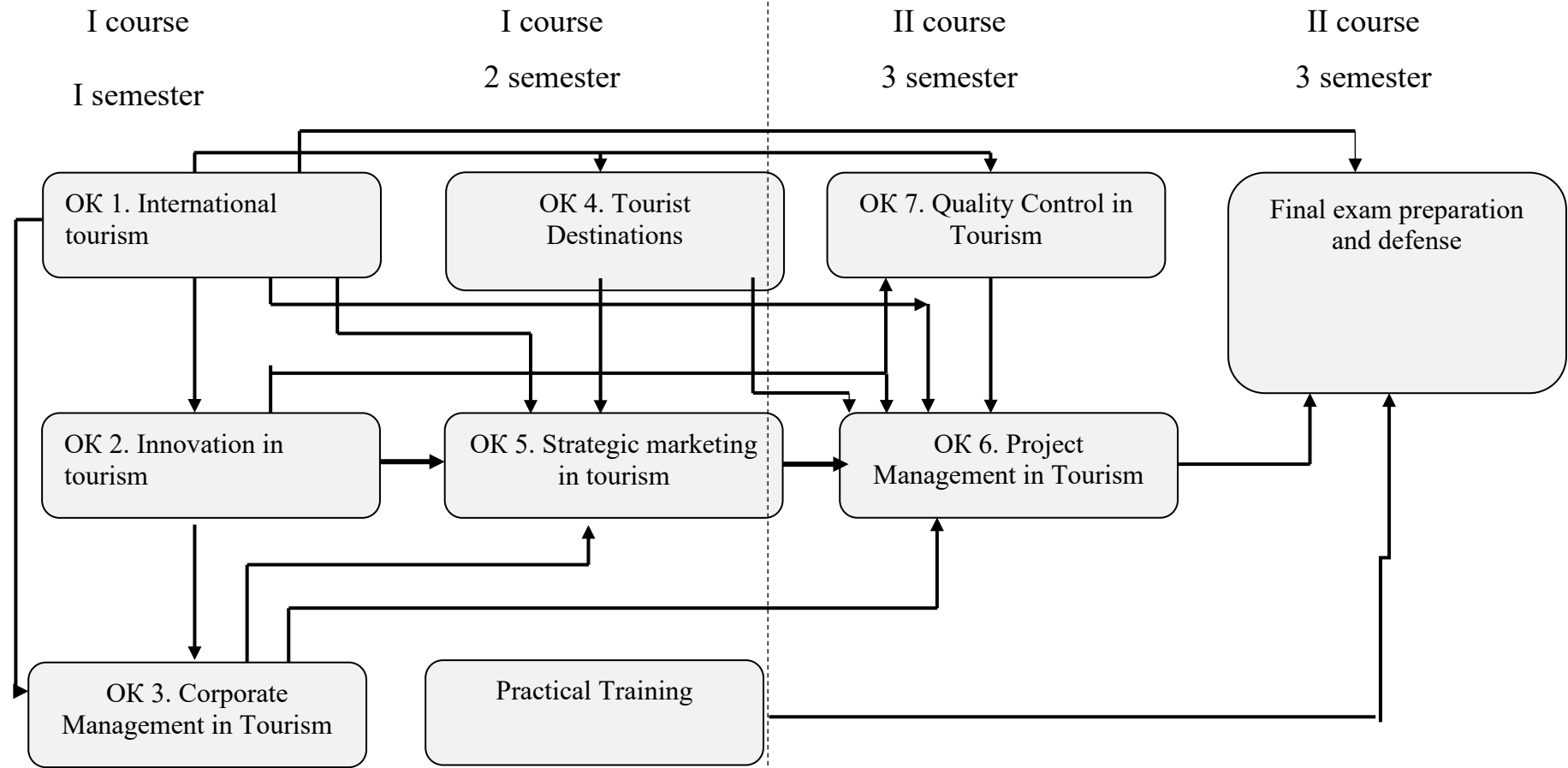
## 2. List of educational program components and their logical order

### 2.1. List of educational program components

№	Educational Program components	Total credits
CC 1.	International Tourism	6
CC 2.	Innovation in tourism	6
CC 3.	Corporate Management in Tourism	6
CC 4.	Tourist Destinations	7,5
CC 5.	Strategic Marketing in Tourism	7,5
CC 6.	Project Management in Tourism	6
CC 7.	Quality Control in Tourism	6
<b>Total credits for compulsory components:</b>		<b>45</b>
OB 1.	Anti-crisis psychology	6
OB 2.	Crisis management in international business	6
OB 3.	Life safety	6
OB 4.	Global Marketing	6
OB 5.	Contract law	6
OB 6.	Intellectual Property	6
OB 7.	Information wars	6
OB 8.	Consumer Law	6
OB 9.	Corporate Law	6
OB 10.	Critical thinking	6
OB 11.	Resort tour operator	6
OB 12.	Methodology and organisation of scientific researches	6
OB 13.	International Competition	6
OB 14.	International Business	6
OB 15.	International credit, settlement and exchange operations	6
OB 16.	Healthy nutrition	6
OB 17.	Basics of cybersecurity	6
OB 18.	Psychology of Business	6
OB 19.	Business Process Management	6
OB 20.	Management of luxury service	6
OB 21.	Value-based Management	6
OB 22.	Revenue management	6
<b>Total credits for compulsory components:</b>		<b>24</b>
<b>Total by cycle</b>		<b>69</b>
<b>Practical Training</b>		
Practical Training		9
<b>Assessment</b>		
CC 9. Preparation of the final qualification work and defense		12
<b>TOTAL</b>		<b>90</b>

\* The final assessment for all educational program components is exam.

## 2.2. Structural and logical scheme of Educational Program





### **3. Final assessment**

Assessment is carried out openly and publicly of Graduation thesis.

Graduation thesis has to involve the complex problem solving or problems in the sphere of management that expect for researches and/ or innovations and is characterised by complexity and uncertainty conditions, with the use of theories and methods of economic science.

Graduation thesis cannot involve academic plagiarism, adulteration, fabrication.

Graduation thesis must be released to the public in the official website of Higher educational establishment or its subdivision or its repository.

#### 4.1. Program Competences and EP Components Matrix

Components Competencies	OK1	OK2	OK3	OK4	OK5	OK6	OK7	OK 8	OK 9
3K1	•	•	•	•	•	•		•	•
3K2	•	•	•	•	•	•		•	•
3K3	•							•	•
3K4			•	•	•	•	•	•	•
3K5			•			•	•	•	•
3K6		•	•			•	•	•	•
3K7		•	•		•	•		•	•
CK1	•			•		•		•	•
CK2	•		•	•		•		•	•
CK3	•			•	•	•		•	•
CK4	•			•		•		•	•
CK5		•			•	•		•	•
CK6		•		•		•		•	•
CK7	•					•		•	•

#### 4.2. Program Competences and EP Components Matrix

Components Competencies	OK1	OK2	OK3	OK4	OK5	OK6	OK7	OK 8	OK 9
<b>3K1</b>	•	•	•	•	•	•		•	•
<b>3K2</b>	•	•	•	•	•	•		•	•
<b>3K3</b>	•							•	•
<b>3K4</b>			•	•	•	•	•	•	•
<b>3K5</b>			•			•	•	•	•
<b>3K6</b>		•	•			•	•	•	•
<b>3K7</b>		•	•		•	•		•	•
<b>CK1</b>	•			•		•		•	•
<b>CK2</b>	•		•	•		•		•	•
<b>CK3</b>	•			•	•	•		•	•
<b>CK4</b>	•			•		•		•	•
<b>CK5</b>		•			•	•		•	•
<b>CK6</b>		•		•		•		•	•
<b>CK7</b>	•					•		•	•

### 5.1. Program Competences and EP Components Matrix

Components Program studying outcomes	OK1	OK2	OK3	OK4	OK5	OK6	OK7	OK8	OK9
PH 1	•	•	•	•	•	•	•	•	•
PH 2		•		•	•	•	•	•	•
PH 3		•	•	•	•	•		•	•
PH 4	•	•		•	•	•		•	•
PH 5	•	•	•	•	•	•	•	•	•
PH 6	•	•	•	•	•	•		•	•
PH 7	•	•	•	•	•	•	•	•	•
PH 8	•	•	•	•	•	•		•	•
PH 9	•	•	•			•		•	•
PH 10	•	•		•	•	•	•	•	•
PH 11	•					•	•	•	•
PH 12		•	•	•	•	•	•	•	•
PH 13		•		•		•	•	•	•

### 5.2. Program Competences and EP Components Matrix

Compo nents  Program studying outcomes	BK 1	BK 2	BK 3	BK 4	BK 5	BK 6	BK 7	BK 8	BK 9	BK 10	BK 11	BK 12	BK 13	BK 14	BK 15	BK 16	BK 17	BK 18	BK 19	BK 20	BK 21	BK 22
PH 1	•				•	•			•	•	•	•	•	•	•			•	•	•	•	•
PH 2			•			•			•			•	•	•	•				•			
PH 3			•	•	•	•	•	•	•	•		•	•	•	•	•						
PH 4		•			•								•	•								
PH 5			•								•			•			•		•		•	•
PH 6			•										•	•	•				•		•	•
PH 7				•			•	•					•	•		•						•
PH 8		•	•										•	•					•		•	
PH 9		•	•		•									•			•	•				
PH 10		•			•		•	•		•			•	•		•	•		•			
PH 11	•								•			•						•				
PH 12					•				•	•		•	•	•					•			
PH 13																	•					

