3. Educational program

3.1. Profile of the educational programme " International Tourism " in the subject area 242 «Tourism and recreation»

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Technologies and Business, Department of Tourism and of creative industries management.
Academic degree and qualification title in the original	Academic degree Bachelor's degree specialty «Tourism and recreation»
The official title of educational program	«International Tourism»
The Compliance with the standard of higher education of the Ministry of Education and Culture of Ukraine	Meet the standards of higher education of the Ministry of Education and Science of Ukraine.
Qualification Title (Degree), program credits and duration	Diploma type – Bachelor's degree, individual. 240 ECTS credits, Duration of studying 3 years 10 months
Accreditation	Certificate of accreditation speciality 242 «Tourism» Certificate № 2805 23.12.2022. For the period of validity until 01.07.2027. Ministry of Education and Science of Ukraine.
Cycle/Level	EQF of Ukraine – 6 level, FQ-EHEA- first cycle, EQF-LLL- 6 level
Academic Background	Existence of complete secondary education
Language(s) of instruction	Ukrainian
Program duration	Till 01.07.2027.
Educational Program Link	https://knute.edu.ua

2 – Educational program aim
To provide students with theoretical knowledge and develop practical skills and competencies necessary for successful performance in service, economic, organizational-management, and production-technological activities in the field of international tourism.

3 - Educational program description	
Subject area	*Object:* Tourism as a social phenomenon, a complex socio-ecological-economic system that encompasses geographical, socio-cultural, ecological, economic, organizational-legal aspects, and processes and phenomena related to comfortable and safe travel. Tourism as a sphere of professional activity that involves the formation, promotion, implementation, and organization of consumption of tourism products and services by entities

	engaged in tourism, with a focus on providing comprehensive tourism services in the tourism industry. *Learning goal*: to develop general and professional competencies for successful professional activities in the field of recreation and tourism. *Theoretical content of the subject area.* Concepts: tourism, tourist, tourism industry, forms and types of tourism, recreational-tourism resources, tourism objects and attractions; tourist product, excursion, tourist destination, tourist activity, tourist service, tourism industry, tourist infrastructure, market of tourist services, subjects of tourist business; concepts: 1) humanistic, patriotic-educational, national identity; 2) globalization and glocalization of tourism; 3) geotourism and spatial organization of the tourist process; 4) sustainable tourism for development; 5) information technology. 6) holistic marketing, 7) service-oriented, 8) socially responsible business; principles defining the patterns of professionals' training: student-centered, competency-oriented, scientific, systematic and sequential learning, practice-oriented, interdisciplinary. The subject area encompasses knowledge of geography and the history of tourism, tourism local studies and country studies, recreational activities, organization of tourism and excursion activities, hotel and restaurant management, transportation services, information systems and technologies in tourism, tourism economics, tour operating, tourism management and marketing, legal regulation and safety of tourist activities. *Methods, methodologies, and technologies*: general and special scientific methods: geographical, economic, sociological, psychological, informational, methods of tourist services (technological-production, interactive, service-oriented). *Tools and equipment*: technical equipment and facilities for information processing, ensuring safety in tourism and tourist activities of market entities, specialized licensed applications, maps, atlases, sports equipment.
Educational program orientation	Educational and professional program with an applied orientation. The professional (specialization) aspects of the program involve the development of knowledge and skills related to production, economic, and management activities in the field of international tourism.
The main focus of the educational program and specialization	Specialized education in the field of tourism, specialization in 242 "Tourism" The main objectives of the educational program are to provide students with theoretical knowledge and to develop practical skills and abilities necessary for successful performance in service, economic, organizational and

	managerial, production and technological activities in the field of international tourism. The educational program involves the involvement of professionals from the field of international tourism in teaching, the use of specialized software for global distribution systems and VR library resources, the development of entrepreneurial skills in the business simulation training center, participation in annual practical internships with elements of informal education, including abroad, the opportunity to study multiple foreign languages, and the choice of language of instruction for educational components (Ukrainian/English).
Program Features	Thorough preparation in the organization of international tourism with a focus on startups and effective business. The educational program encompasses the study of disciplines related to organizational and managerial, marketing, economic, legal, tourism country studies, cultural, and information technology content.
4 – Career opportunities and further learning	
Career opportunities	**Types and titles of economic activity to work to which holder of bachelor's degree is trained (NACE SC 009:210):** Section N. ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES Division N.79 - Travel agency, tour operator reservation service and related activities Group 79.1 Travel agency and tour operator activities group Class 79.11 Travel agency activities Class 79.12 - Tour operator activities Class 79.9 - Other reservation service and related activities Secnion P. EDUCATION Division 85. Education Group 85.4. Higher Education Class 85.41. Post-secondary non-tertiary education Class 85.42. Tertiary Education Section R - Arts, Entertainment and Recreation Division R.93 - Sports activities and amusement and recreation activities Group 93.2 - Amusement and recreation activities Class 93.29 - Other amusement and recreation activities **Professional titles of jobs (SC 003:2010):** 3414 Tourism service specialist 3414 Travel (excursion) organizer 3414 Tour guide 3414 Leisure organization specialist 3414 Rural tourism development specialist 3414 Conference service specialist

	3414 Specialist in specialized services 3414 Tourism safety specialist 3340 Tourism instructor-methodologist 3439 Other technical specialists in management 3439 Tourism inspector 1317 Heads (Managers) of small enterprices without management staff in commercial services (agency manager).
Further education	A graduate with a bachelor's degree in Tourism (specialty 242) can continue their education at the second (master's) level of higher education,
5 – Training and Assesment	
Teaching and learning	Student-centered learning, self-learning, problem-oriented learning, experiential learning, etc. Lectures, practical classes, independent work based on textbooks, study guides, and lecture notes, practical training and professional internships, consultations with teachers, preparation of final qualifying work and certification exams.
Assesment	Written exams, practical training, coursework, presentations, individual projects, assessment, and other types of assignments evaluated in accordance with the “Regulations on the Evaluation of Learning Outcomes of Students and Postgraduates at SUTE” and the "Regulations on the Organization of the Educational Process for Students."
6 - Program competences	
Integral competence	The ability to comprehensively solve complex professional tasks and practical problems in the field of international tourism and recreation both as during the learning process as in the workplace, involving the application of theories and methods from the interdisciplinary field of tourism studies, characterized by complexity and uncertainty of conditions.
General competence (GC)	GC01 The ability to exercise rights and fulfill responsibilities as a member of society, recognize the values of a civic (free democratic) society and the necessity of its sustainable development, uphold the rule of law, and respect human rights and freedom in Ukraine. GC02. The ability to preserve and enhance moral, cultural, and scientific values and achievements of society based on an understanding of the history and patterns of development in the subject area, its place in the general system of knowledge about nature and society and in societal progress, and utilize various forms of physical activity for active leisure and maintaining a healthy lifestyle. GC03. The ability to act socially responsibly and consciously. GC04. The ability for critical thinking, analysis, and synthesis. GC05. The commitment to environmental conservation. GC06. The ability to search, process, and analyze information from various sources. GC07. The ability to work in an international context. GC08. Skills in using information and communication technologies.

	GC09. The ability to identify, pose, and solve problems. GC10. Proficiency in communicating in the state language both orally and in writing. GC11. Ability to communicate in a foreign language. GC12. Interpersonal interaction skills. GC13. The ability to plan and manage time. GC14. The ability to work in a team and indepenably.
Special (professional, subject-specific) competencies. SC	SC15 Knowledge and understanding of the subject area and understanding of the specifics of professional activities. SC16. Ability to apply knowledge in practical situations. SC17. Ability to analyze the recreational and tourist potential of territories. SC18. Ability to analyze the activities of tourism industry entities at all levels of management. SC19. Understanding of contemporary trends and regional priorities in the development of tourism as a whole and its various forms and types. SC20. Understanding of the processes of organizing tourist trips and comprehensive tourist services (hotel, restaurant, transportation, excursion, recreational). Ability to develop, promote, implement, and organize the consumption of tourism products. SC22. Understanding of the principles, processes, and technologies of organizing work in the tourism industry and its subsystems. SC23. Ability to ensure the safety of tourists in normal and complex force majeure circumstances. SC24. Ability to monitor, interpret, analyze, and systematize tourism information, as well as present tourism-related informational material. SC25. Ability to use information technologies and office equipment in the work of tourism enterprises. SC26. Ability to identify individual tourism needs, use modern tourist service technologies, and handle complaints. SC27. Ability to collaborate with business partners and clients, and effectively communicate with them. SC28. Ability to work in an international environment based on a positive attitude towards cultural diversity, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, and recognition of intercultural issues in professional practice. SC29. Ability to act within the legal framework and abide by legislative norms. SC30. Ability to work with documentation and perform financial transactions as a tourism business entity. SC31. Ability to analyze indicators of international tourism development, conduct research on global and regional markets of international tourism services. SC32. Ability to manage an organization without a management apparatus through the implementation of management functions, using modern management tools.

7 – Program learning outcomes (PLO)	
	PLO1 To know, understand, and be able to apply in practice the basic provisions of tourism legislation, national and international standards for serving tourists. PLO02. To know, understand, and be able to apply in practice the basic concepts of tourism theory, organization of the tourism process, and the tourism activities of market players, as well as related worldviews and sciences. PLO03. To know and understand the main forms and types of tourism and their classification. PLO04. To explain the peculiarities of organizing recreational and tourist spaces. PLO05. To analyze the recreational and tourism potential of a territory. PLO06. To apply the principles and methods of organizing and servicing tourists in practical activities. PLO07. To develop, promote, and implement tourism products. PLO08. To identify tourism documentation and know how to use it correctly. PLO09. To organize the process of serving consumers of tourism services based on the use of modern information, communication, and service technologies, and compliance with quality standards and safety norms. PLO10. To understand the principles, processes, and technologies of organizing the work of a tourism business entity and its individual subsystems (administrative and managerial, socio-psychological, economic, technical and technological). PR11. Possessing proficiency in the state and foreign language(s) at a level sufficient to carry out professional activities. PLO12. Applying effective communication skills with consumers of tourism services. PLO13. Establishing connections with experts in the tourism and other related fields. PLO14. Showing respect for individual and cultural diversity. PLO15. Demonstrating tolerance for alternative principles and methods in performing professional tasks. PLO16. Acting in accordance with the principles of social responsibility and civic consciousness. PLO17. Managing one's own learning for self-realization in the professional tourism field. PLO18. Adequately assessing one's knowledge and applying it in various professional situations. PLO19. Arguing for one's views in resolving professional tasks.

	PLO20. Identifying problematic situations and proposing ways to resolve them. PLO21. Making informed decisions and taking responsibility for the outcomes of one's professional activities. PLO22. Professionally performing tasks in uncertain and extreme situations.
8 – Resource support for program implementation	
Academic staff	The specialists involved in the learning process of bachelor's degree students in the educational program "International Tourism" should have professional knowledge and possess professional skills in the field of tourism and resort-recreational business. Domestic and foreign practitioners from the field of tourism and resort-recreational business are invited to conduct problem-oriented lectures.
Facilities	Computer Lab "Tourism Business Management" "Tourism Studies" Classroom Hotel Operations Computer Lab Hospitality Service Organization Laboratory Bar Operations and Oenology Laboratory VR Library SMART Library
Informational, teaching and learning materials	General scientific and specialized sources of recreational and tourism information, educational and methodological literature, cartographic sources, IT technologies and platforms, and others. Authorship developments by the university's faculty. The use of the virtual learning environment of DTEU and specialized software: "Amadeus Selling Platform" sales platform "Parus: Enterprise" software complex "Sam-Tour" software complex "Google Earth" program for geospatial data analysis "Statistica" program for statistical data analysis "Surfer Golden Software" program for creating statistical surfaces and spatial regression surfaces "Microcal Origin" program for graphic material development "MapInfo Pro 12.3" program for developing tourist maps.
9 - Academic mobility	
National credit mobility	National credit mobility is carried out according to concluded agreements about academic mobility, about double certification and so on.
International credit mobility	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.

Training of foreign students	Requirements and particularities of education program in the case of foreign citizens' training are Ukrainian and English languages knowledge on the level no less than B1.

2. List of educational program components and their logical order

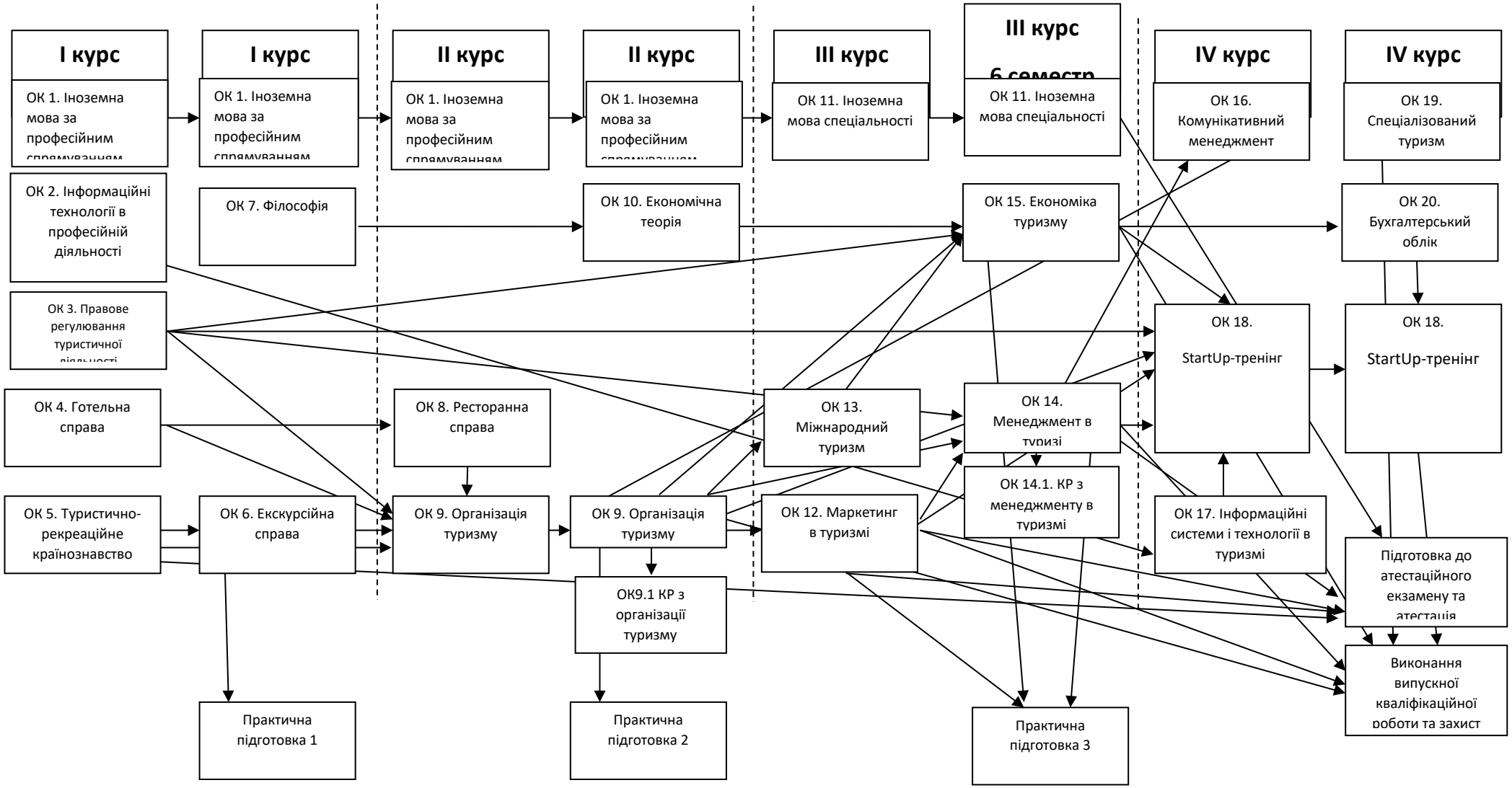
2.1. List of educational program components

Code of EC	Components of the educational program (educational disciplines, course projects, practices, qualification exam, graduation thesis)	Total credits
CC 1.	Foreign language for professional purposes	24
CC 2.	Information technologies in professional activities	6
CC 3.	Legal regulation of tourism activities	6
CC 4.	Hotel business	6
CC 5.	Tourism and recreation country studies	6
CC 6.	Economic theory	6
CC 7.	Philosophy	6
CC 8.	Restaurant Business	6
CC 9	Tourism Organization	6
CC 9.1	Course on Tourism Organization	12
CC 10.	Economic Theory	6
CC 11.	Foreign Language for the Specialty	12
CC 12.	Marketing in Tourism	6
CC 13.	International Tourism	6
CC 14	Management in Tourism	6
CC 14.1	Course on Management in Tourism	6
CC 15.	Tourism Economics	6
CC 16.	Communicative Management	6
CC 17.	Information Systems and Technologies in Tourism	6
CC 18.	Start-Up Training	9
CC 19.	Leisure and recreation	6
CC 20.	Accounting	6
CC 21.	Practical training 1	6
CC 22.	Practical training 2	6
CC 23.	Practical training 3	6
CC 24.	Preparation for the certification exam and certification	3
CC 25.	Completion of qualification work and defense	6
Total credits for compulsory components:		**180**
OB (optional block of courses)		
OB1	Life Safety	6
OB2	Business Planning	6
OB3	Commercial Law	6
OB4	Design	6

OB5	Diplomatic and Business Protocol and Etiquette	6
OB6	Second Foreign Language	42
OB7	Ecology	6
OB8	E-commerce	6
OB9	Enology	6
OB10	Ethnic Cuisine	6
OB11	Internet Technologies in Business	6
OB12	Information Wars	6
OB13	Critical Thinking	6
OB14	Cultural Heritage of Ukraine	6
OB15	Cultural-Cognitive Tourism	6
OB16	Resort Business	6
OB17	Logic	6
OB18	International Exhibition Activity	6
OB19	International Economy	6
OB20	International Business	6
OB21	International Economic Relations	6
OB22	Oratory Art	6
OB23	Fundamentals of Cybersecurity	6
OB24	Political Science	6
OB25	Legal Regulation of Tourism Activities in the European Union	6
OB26	Psychology	6
OB27	Business Psychology	6
OB28	Leadership and Career Psychology	6
OB29	World culture	6
OB30	Sociology	6
OB31	Specialised Tourism	6
OB32	Start-up Management in Tourism	6
OB33	Mobile application development technology	6
OB34	Technologies of Digital Marketing	6
OB35	Labor Law Risk	6
OB36	Tourist Cartography	6
OB37	Equipment for Tourism and Recreation Complexes	6
OB38	Digital Technologies in Advertising	6
OB39	Event Technologies in Tourism	6
OB40	Web Design and Web Programming	6
Total credits for optional block		**60**
Optional components of EP		**240**

* For all components of the educational program, the final form of evaluation is an exam.

2.2. Structural and logical scheme of the Educational Program



3. Assessment form for higher education graduates

Assessment is carried out in the form of a public defense of the final qualifying work and certification examination.

The graduation thesis should involve theoretical and analytical generalizations or solving practical problems in the field of tourism and recreation using theories and methods of tourism studies.

The graduation thesis must be checked for plagiarism.

The graduation thesis should 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 certification examination should aim to assess the achievement of learning outcomes defined by the higher education standards and the educational program.

4.1. Program Competences and EP Components Matrix

Competences / Components		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20
General competences	01			*						*	*										
	02		*							*											
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Special (professional, subject-specific) competencies.	15									*					*						
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	31													*							
	32														*						

4.2. Program Competences and EP Optional Components Matrix

Components /Competences		OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC120	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38	OC139
General Competences	01									*															*														
	02									*						*									*										*					
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Special (professional, subject-specific) competencies.	15									*																													
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5.1. Program learning outcomes and EP compulsory components Matrix

Components/ Program learning outcomes	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	EC11	EC12	EC13	EC14	EC15	EC16	EC17	EC18	EC19	EC20
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5.2. Program learning outcomes and EP optional components Matrix

Components/ Program learning outcomes	OC1	OC2	OC3	OC1	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	OC 40	OC 41
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