

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

**EDUCATIONAL PROGRAM**

**«DIGITAL TOURISM»**

**First level of higher education  
speciality 242 Tourism  
field of study 24 Service sector**

**qualification: higher educational level Bachelor  
specialty «Tourism»**

**specialization «Digital Tourism»**

**APPROVED BY  
SCIENTIFIC COUNCIL OF KNUTE  
Head of the Academic Council**

\_\_\_\_\_/ A.A. Mazaraki /  
(protocol №\_\_ from " \_\_ " \_\_\_\_\_ 20\_\_)

**The educational program is put into effect from \_\_\_\_\_ 20\_\_.**  
**Rector \_\_\_\_\_ / A.A. Mazaraki /**

**(order №\_\_\_\_\_ of " \_\_ " \_\_\_\_\_ 20\_\_.)**

Kyiv 2021

**1. Profile of the educational program in specialty  
242 "Tourism" (specialization "Digital Tourism")**

<b>1 - General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics, faculty of Restaurant hotel and tourism business, Department of Tourism and recreation
<b>Academic degree and qualification title in the original</b>	Level of higher education Bachelor Speciality «Tourism» Specialization «Digital Tourism»
<b>Educational program title</b>	«Digital Tourism»
<b>Qualification title (degree), program credits and duration</b>	Bachelor diploma, 240 credits ECTS Training period 3 years 10 months
<b>Accreditation</b>	Accreditation in Speciality 242 «Tourism», Certificate of accreditation НД № 1196406 of 21.11.2017 p. validity term 01.07.2021 p. MES of Ukraine
<b>Cycle\level</b>	HPK Ukraine– 6 level, FQ-EHEA – first cycle, EQF LLL – 6 level
<b>Academic background</b>	a certificate of secondary education
<b>Language(s) of instruction</b>	Ukrainian
<b>Program duration</b>	01.07.2021
<b>Educational program link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 - Educational programme aim</b>	
Formation of general and professional competencies for the successful implementation of economic, organizational and managerial, production and technological activities in the field of international tourism	
<b>3 - Educational programme description</b>	
<b>Subject area (field of study, speciality, and specialisation)</b>	Field of study 24 «Service sector» Speciality 242 «Tourism» Specialisation «Digital Tourism»
<b>Educational program orientation</b>	Educational and professional with applied orientation. Professional (specialization) aspects of the program are the formation of knowledge and skills in production, economic and management activities in the field of international tourism.
<b>The main focus of the educational programme and specialisation</b>	Special education in the field of tourism in specialty 242 "Tourism" Key words: organization of tourism, foreign language, tourism marketing, hotel business, restaurant business, tourist-recreational local studies, excursion business, specialized tourism; information systems and technologies in tourism; management. The theoretical content of the subject area is based on: basic concepts: tourism, tourist, sphere of tourism, forms and types of tourism, international tourism, tourist resources, international market of tourist services, objects and attractions of tourism; tourist product, excursion, tourist destination, tourist activity, tourist service, tourism economy,

	<p>tourist infrastructure, subjects of tourist business; concepts: 1) humanistic, patriotic and educational, national identity; 2) globalization and geolocalization of tourism; 3) geotoriality of tourism, geospatial organization of the tourist process; 4) sustainable tourism for development; 5) information technology; 6) holistic marketing, 7) service; 8) socially responsible business; principles that determine the principles of training: student-centered, competence-oriented, scientific, systematic and consistent learning, practice-oriented, interdisciplinary methods and means: general and special scientific methods: geographical, economic, sociological, psychological, informational, methods of tourist service (technological-production, interactive, service). tools and equipment: technical equipment and facilities for information processing, compliance with safety in tourism and tourism activities of tourism market entities, specialized licensed applications, maps, atlases, sports equipmentsubject area contains knowledge of tourism, tourism and excursion activities, organization of hotel and restaurant business, transport services, information systems and technologies in tourism, tourism economics, touring, tourism management and marketing, legal regulation and safety of tourism.</p>
<p><b>Specific features of the programme</b></p>	<p>The need for training, learning several foreign languages; training abroad. The program is implemented in the Ukrainian and English languages of instruction. The program reflects the loyalty provided by the Law of Ukraine "On Higher Education" in the context of academic autonomy.</p>
<p><b>4 - Carrier opportunities and further learning</b></p>	
<p><b>Carrier opportunities</b></p>	<p>Types and names of economic activity for which the bachelor is prepared for work (according to the National Classification of Ukraine "Classification of types of economic activity 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. Other booking services and related activities Class 79.90. Other booking services and related activities Section R. Education Chapter 85. Education Class 85.4. Higher Education Group 85.41. Vocational education at the level of higher vocational education 85.42. Higher Education Section R. Arts, sports, entertainment and recreation Section 93. Activities in the field of sports, recreation and entertainment Class 93.2. Organization of recreation and entertainment Group 93.29. Organization of other types of recreation and entertainment Positions that the master is able to hold (according to the National Classification of Ukraine "Classifier of professions DK 003: 2010"): 3414 Tourist service specialist 3414 Tour operator 3414 Guide 3414 Leisure specialist</p>

	<p>3414 Specialist in rural tourism development 3414 Conference service specialist  3414 Specialized service specialist 3414 Tourist security specialist  3340 Instructor-methodologist on tourism 3439 Other technicians in management 3439 Inspector of Tourism  1317 Managers of small enterprises without management staff in commercial services (agency manager)</p>
<b>Further learning</b>	<p>Graduates of the first level of higher education with a bachelor's degree in "Tourism" can enroll in the second level of education (master's degree).</p>
<b>5 - Training and Assessment</b>	
<b>Teaching and learning</b>	<p>Student-centered learning, self-study, problem-oriented learning, practice learning, etc. Lectures, practical classes, independent work on the basis of textbooks, manuals and lecture notes, training through practice and professional internships, consultations with teachers, preparation of final qualifying work and attestation exam.</p>
<b>Assessment</b>	<p>Written exams, practice, term papers, presentations, individual projects, attestation and other types of work, which are evaluated in accordance with the "Regulations on the evaluation of learning outcomes of students and postgraduate students", "Regulations on the organization of the educational process of students".</p>
<b>6 - Programme competences</b>	
<b>Integral competence</b>	<p>The ability of a person to solve complex specialized problems and practical problems in the field of tourism and recreation or in the learning process using modern software and hardware and digital information technology, which involves the use of certain theories and methods of science and is characterized by complexity and uncertainty.</p>

<p><b>General competence</b></p>	<p>C01. The ability to exercise their 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</p> <p>C02. 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, perform a variety of active recreation and a healthy lifestyle</p> <p>C03. The ability to act socially responsibly and consciously C04. Ability to think critically, analyze and synthesize C05. The desire to preserve the environment</p> <p>C06. Ability to search, process and analyze information from various sources</p> <p>C07. Ability to work in an international context</p> <p>C08. Skills in the use of information and communication technologies C09. Ability to identify, pose and solve problems</p> <p>C10. Ability to communicate in the state language both orally and in writing</p> <p>C11 Ability to communicate in a foreign language C12. Interpersonal skills</p> <p>C13. Ability to plan and manage time</p>
	<p>C14. Ability to work in a team and independently</p>

<b>Professional competence</b>	<p>C15. Knowledge and understanding of the subject area and understanding of the specifics of professional activity</p> <p>C16. Ability to apply knowledge in practical situations</p> <p>C17. Ability to analyze the recreational and tourist potential of the territories</p> <p>C18. Ability to analyze the activities of the tourism industry at all levels of management</p> <p>C19. Understanding of current trends and regional priorities of tourism development in general and its particular forms and types</p> <p>C20. Understanding of processes of the organization of tourist trips and complex tourist service (hotel, restaurant, transport, excursion, recreational)</p> <p>C21. Ability to develop, promote, sell and organize the consumption of a tourist product</p> <p>C22. Understanding the principles, processes and technologies of organizing the work of the tourism industry and its subsystems</p> <p>C23. Ability to ensure the safety of tourists in ordinary and complex force majeure</p> <p>C24. Ability to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material</p> <p>C25. Ability to use information technologies and office equipment in the work of tourist enterprises</p> <p>C26. Ability to determine individual tourist needs, use modern technologies of tourist service and conduct pretentious work</p> <p>C27. Ability to cooperate with business partners and clients, the ability to provide effective communication with them</p> <p>C28. 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</p> <p>C29. Ability to act in the legal field, to be guided by the law</p> <p>C30. Ability to work with documentation and perform settlement operations on behalf of a travel business entity in particular using digital technologies and cyber security tools.</p> <p>K31. Ability to organize the process of creating and developing online travel agencies (OTA).</p>
<b>7 - Program learning outcomes</b>	
	<p>PLO01. Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services.</p> <p>PLO02. Know, understand and be able to use in practice the basic concepts of tourism theory, organization of the tourism process and tourism activities of the market of tourism services, as well as worldviews and related sciences.</p> <p>PLO03. Know and understand the basic forms and types of tourism, their division.</p> <p>PLO04. Explain the features of the organization of recreational and</p>
	<p>tourist space.</p> <p>PLO05. Analyze the recreational and tourist potential of the territory.</p>

	<p>PLO06. Apply the principles and methods of organization and technology of tourist services in practice.</p> <p>PLO07. Develop, promote and sell a tourism product.</p> <p>PLO08. Identify tourist documentation and be able to use it correctly.</p> <p>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.</p> <p>PLO10. Understand the principles, processes and technologies of organizing the work of the tourism business and its individual subsystems (administrative, socio-psychological, economic, technical and technological).</p> <p>PLO11. Know the national and foreign language (s), at a level sufficient for professional activity.</p> <p>PLO12. Apply skills of productive communication with consumers of tourist services.</p> <p>PLO13. Establish links with tourism experts and the ones of other industries.</p> <p>PLO14. Show respect for individual and cultural diversity.</p> <p>PLO15. To show tolerance to alternative principles and methods of performing professional tasks.</p> <p>PLO16. Act in accordance with the principles of social responsibility and civic consciousness.</p> <p>PLO17. Manage your training for self-realization in the professional tourism field.</p> <p>PLO18. Adequately assess own knowledge and apply it in various professional situations.</p> <p>PLO19. Defend own views in solving professional problems in a well- argued manner.</p> <p>PLO20. Identify problem situations and suggest solutions.</p> <p>PLO21. Make informed decisions and be responsible for the results of own professional activities.</p> <p>PLO22. Perform tasks professionally in uncertain and extreme situations.</p>
<b>8 - Resource support for programme implementation</b>	
<b>Academic staff</b>	<p>Specialists who train bachelors in the educational program "International Tourism" must have professional knowledge and professional skills in the field of tourism and resort and recreational business. Domestic and foreign practitioners in the field of tourism and resort and recreational business are invited to conduct problem lectures.</p>
<b>Facilities</b>	<p>Computer classroom "Tourism Business Management" "Tourism" classroom  Hotel business computer classroom  Laboratory for the organization of services in the hotel industry  Laboratory of bar business and oenology  VR-library  SMART library</p>
<b>Informational, teaching and learning materials</b>	<p>General scientific and special sources of recreational and tourist information, educational and methodical and monographic literature, cartographic sources, IT technologies and platforms and others.  Author's developments of the teaching staff of the university.  Use of KUNTE virtual learning environment and specialized software:</p>

	<p>Amadeus Selling Platform  Software package "Sail: Enterprise" Samo-Tour software package  Google Earth Geospatial Data Analysis Program  Statistica Statistical Data Analysis Program  Program for creating statistical surfaces and spatial regression surfaces "Surfer Golden Software"  Microcal Origin graphic material development program  MapInfo Pro 12.3 Travel Map Development Program</p>
<b>9 - Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out in accordance with the concluded agreements on academic mobility, double graduation, etc.
<b>International credit mobility</b>	International credit mobility is realized through the conclusion of agreements on international academic mobility (Erasmus + K1), on double graduation, on long-term international projects involving student training and the issuance of a double diploma, etc.
<b>Training of foreign students</b>	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.



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

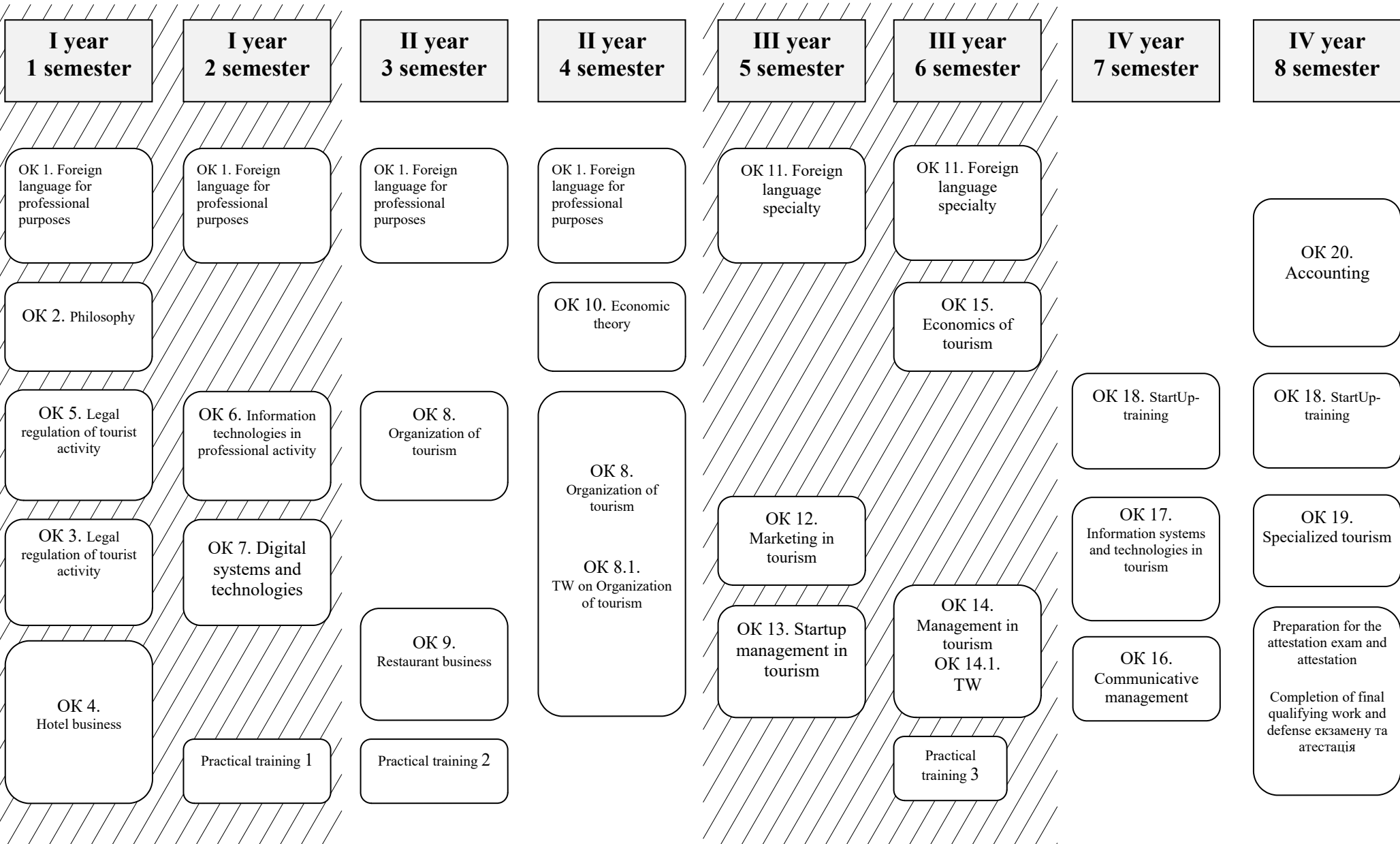
### 2.1. Educational Programme components list

№	Educational Programme components (courses, course papers, trainings, qualifying examination, graduation work)	Total credits
1	2	3
<b>Compulsory components of EP</b>		
CC 1.	Foreign language for professional purposes	24
CC 2.	Philosophy	6
CC 3.	Legal regulation of tourist activity	6
CC 4.	Hotel business	6
CC 5.	Tourist and recreational local lore	6
CC 6.	Information technologies in professional activity	6
CC 7.	Digital systems and technologies	6
CC 8.	Organization of tourism	6
CC 9.	KR on the organization of tourism	6
CC 9.1	Restaurant business	6
CC 10.	Economic theory	6
CC 11.	Foreign language specialty	12
CC 12	Marketing in tourism	6
CC 13.	Startup management in tourism	6
CC 14.	Management in tourism	5
CC 14.1	KR on tourism management	1
CC 15.	Economics of tourism	6
CC 16.	Communicative management	6
CC 17.	Information systems and technologies in tourism	6
CC 18.	Startup training	9
CC 19.	Specialized tourism	6
CC20.	Accounting	6
<b>Total credits for compulsory components:</b>		<b>153</b>
<b>Optional components of EP</b>		
OC1	Life safety	6
OC2	Security of Internet resources	6
OC3	Business planning	6
OC4	Commercial law	6
OC5	Design	6
OC6	Second foreign language	42
OC7	Ecology	6
OC8	Excursion business	6
OC9	E-commerce	6
OC10	Business ethics	6
OC11	Ethnic cooking	6
OC12	Imageology	6
OC13	Intelligent systems	6
OC14	Internet technologies in business	6
OC15	Information law	6
OC16	Cultural heritage of Ukraine	6
OC17	Cultural tourism	6
OC18	Resort business	6

OC19	Logic	6
OC20	Public speaking	6
OC21	Payment systems	6
OC22	Politology	6
OC23	Legal regulation of tourism in the European Union	6
OC24	Psychology	6
OC25	Recreation	6
OC26	Religious studies	6
OC27	World culture	6
OC28	Sociology	6
OC29	Digital marketing technologies	6
OC30	Data analysis technology	6
OC31	Mobile application development technology	6
OC32	Labor Law	6
OC33	Tourist cartography	6
OC34	Equipment of tourist and recreational complex	6
OC35	Digital technologies in advertising	6
OC36	Event technologies in tourism	6
OC37	Web analytics	6
OC38	Web-design and Web-programming	
OC39	Payment systems	
<b>Total credits for optional components:</b>		<b>60</b>
<b>Practical training</b>		
Practical training 1		3
Practical training 2		3
Practical training 3		3
Total		<b>18</b>
<b>Competence assessment</b>		
Preparation for the attestation exam and attestation		3
Completion of final qualifying work and defense		6
<b>Total number of credits</b>		<b>240</b>

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

## 2.2. Structural and logical scheme of EP



### **3. Form of competence assessment of applicants for higher education**

Competence assessment is carried out in the form of public defense of the final qualifying work and qualification exam.

The final qualifying 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.

The final qualifying work must be checked for plagiarism.

The final qualifying 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 exam should be aimed at verifying the achievement of learning outcomes defined by the standard of higher education and the educational program.

### 4.1. Programme Competences and EP Compulsory Components Matrix

Competences	Components																			
	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20
<b>C01</b>		*	*							*										
<b>C02</b>		*						*		*										
<b>C03</b>			*	*				*		*		*		*						
<b>C04</b>		*				*	*			*				*	*			*		
<b>C05</b>				*	*			*	*			*	*							
<b>C06</b>					*	*	*	*				*	*	*	*		*	*		*
<b>C07</b>	*				*			*	*		*	*					*			
<b>C08</b>						*	*					*				*	*	*		*
<b>C09</b>		*	*			*	*						*	*	*	*	*	*	*	*
<b>C10</b>		*	*		*	*	*	*	*	*		*	*	*	*	*	*	*	*	*
<b>C11</b>	*										*									
<b>C12</b>	*	*						*	*	*	*	*	*	*		*		*		*
<b>C13</b>						*	*	*	*			*	*	*	*		*	*		*

Professional Competences

C  
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C2 6								*								*	*																*			
C2 7									*		*						*				*															
C2 8						*				*						*	*				*		*	*												
C2 9		*		*									*						*	*							*									
C3 0		*	*					*				*					*																			
C3 1		*						*			*					*									*		*				*		*	*		

### 5.1. Program learning outcomes and EP 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	CC19	CC20
PLO01			*		*			*	*			*	*		*		*	*	*	
PLO02		*			*			*	*	*		*	*	*	*		*	*	*	
PLO03			*		*			*				*							*	
PLO04					*			*											*	
PLO05					*			*				*			*					
PLO06				*				*	*								*	*	*	
PLO07							*	*	*			*					*	*	*	
PLO08			*					*				*	*		*			*		*
PLO09				*				*	*			*					*	*	*	
PLO10							*	*	*			*	*	*	*		*	*		*
PLO11	*				*			*	*		*	*	*	*	*	*	*	*		*
PLO12	*							*	*		*	*				*		*		
PLO13								*				*	*	*		*	*	*		*
PLO14	*	*		*	*			*	*		*	*								
PLO15														*						
PLO16		*		*				*	*			*	*	*				*		
PLO17		*												*						
PLO18	*		*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*
PLO19		*						*	*			*		*				*		
PLO20			*					*	*			*	*	*	*	*	*	*	*	*
PLO21			*	*				*	*			*	*	*	*	*	*	*	*	*
PLO22								*	*			*	*	*	*	*	*	*		*



