

**Kyiv University of Trade and Economics
Faculty of Restaurant, hotel and Tourism Business**

EDUCATIONAL PROGRAM

European Credit Transfer System (ECTS)

Field of Study	24 «Service Industry»
Specialty	242 «Tourism»
Specialization	«International Tourism Business»
Academic Degree	«Master's degree»

3. Educational Program

Head of Project Group (Guarantee of Educational Program)

O.V. Hladkyi, Doctor of Science, Geography, Prof.

1. Educational Program is specialty 242 «Tourism»
(in specialty «International Tourism Business»)

1 - General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Restaurant, Hotel and Tourism Business, Department of Tourism and Recreation.
Academic degree and qualification title in the original	Academic degree Master's degree specialty «Tourism» specialization «International tourism Business»
Educational Program Title	«International Tourism Business»
Qualification Title (Degree), program credits and duration	Diploma type – individual. 90 ECTS credits, Training Schedule - 1, 4.
Accreditation	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
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic Background	Existence of Bachelor's Degree.
Language(s) of instruction	Ukrainian /English
Program duration	01.07.2027.
Educational Program Link	https://knute.edu.ua
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 uncertainty of conditions and requirements by <i>successful</i> business growth of subjects of tourism activity at the international market.	
3 Educational program general information	
Subject area (Field of study, speciality, and specialization)	Field of study 24 «Service Industry» Specialty 242 «Tourism» Specialization «International Tourism Business»
Educational program orientation	Academic, training, applied program
Educational program and specialization goals and objectives	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. 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;

	<p>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>
<p>Specific requirements</p>	<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>
<p>4 Career opportunities and further learning</p>	
<p>Career opportunities</p>	<p><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></p> <p>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.</p> <p>79.1. Activity of travel agencies and tour operators</p> <p>79.9. Providing of reservation service and related activity.</p> <p><i>Positions that graduate of Master's degree able to have (according to National classification of Ukraine "Occupational Classification SC 003:2010»):</i></p> <p>12 Managers of the enterprises, establishments and organisations;</p> <p>1238 Managers of projects and programs (tourism);</p> <p>13 Managers of small businesses without managerial apparatus in commercial service;</p> <p>1319 Director of small businesses without managerial apparatus in commercial service (tourism);</p> <p>14 Managers (directors) of the enterprise, establishments, organisations and their divisions;</p> <p>1475.4 Managers (director) of administrative activity in the sphere of tourism and resorts;</p> <p>1448.Managers (directors) of tourism agencies;</p> <p>1475.4 Manager (Sales manager) in the sphere of tourism activity;</p> <p>1475.4 Managers in Public Relations;</p>

	<p>1475.4 Manager (Director) of foreign economic activity in the sphere of tourism;</p> <p>1477.1 Personnel manager (director) of in the sphere of tourism activity;</p> <p>1477 Managers (directors) of selecting, providing and employing personnel in the sphere of tourism activity;</p> <p>2419.2 Marketing executives, enterprise effectiveness and rationalization of production and services realization in the sphere of tourism activity;</p> <p>3431 Secretaries of administrative authorities in the sphere of tourism and resorts;</p> <p>2471 Professionals of quality control;</p> <p>2482.2 Experts of hospitality in the places of locations (hotels, tourist complexes and so on);</p> <p>248. Professionals in the sphere of tourism, hotel, restaurant and sanatorium-and health-resort business:</p> <p>2481 Professionals in tourism sphere</p> <p>2481.1 Scientific researchers (tourism, tourist guidance);</p> <p>2481.2 Specialist in Tourism</p> <p>2483.1 Scientific researchers (recreation)</p> <p>2320 Teachers of secondary educational institutions;</p> <p>2310.2 Other teachers of universities and higher educational institutions;</p> <p>2351.1 Scientific researchers (methodologists);</p> <p>2359.1 Other scientific researchers in educational field;</p> <p>2359.2 Other experts in education;</p> <p>2447. Professionals in the sphere of project management and programs (tourism).</p>
Further learning	<p>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.</p>
5 Training and assessment	
Teaching and learning	<p>Problem-based learning, students-centralized training, self-education.</p> <p>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.</p>
Assessment	<p>Process control, written exams, credit of entrepreneurial (undergraduate) practice, graduation thesis defense.</p> <p>Assessment is protected under the “Act about the assessment of training results of KNUTE students and postgraduate students” and “Act about the organisation of students’ educational process”.</p>
6 - Program competences	
Integral competence	<p>Ability to resolve complex tasks and problems in the sphere of management and/ or in the process of learning that envisage the research and/ or actualization of innovation and is characterised by uncertainty of conditions and requirements, such as in the sphere of tourism and event business.</p>

	<p>Person's ability to set and successfully develop on the appropriate and professional level complex scientific, research and practical tasks in international tourism business, generalize the practice of international tourism and recreation predict the directions of their development, and resolve the professional problems and practical tasks of international tourism activity in the process of work and/ or in the process of training that provide the research practice and/ or actualization of innovations and characterised by uncertainty of conditions and requirements.</p>
<p>General competence (GC)</p>	<p><i>GC 1. To operate on the basis of understanding of civilization humanitarian values and global processes, priorities of national development;</i></p> <p><i>GC 2. Ability for organization, planning, prognostications of activity's results of hospitality objects of tourism activity;</i></p> <p><i>GC 3. Ability to work in international and domestic professional environment;</i></p> <p><i>GC 4. Language proficiency and ability to communicate business English and other foreign languages in professional activity;</i></p> <p><i>GC 5. Ability to communicate with experts of other spheres of actions with current problems of tourism and recreation development;</i></p> <p><i>GC 6. Ability to develop the projects and manage them in the sphere of tourism and recreation;</i></p> <p><i>GC 7. Ability to have enterprising spirit, creativity, with to make progress and engage in self-realization;</i></p> <p><i>GC 8. Ability to time-management;</i></p> <p><i>GC 9. Ability to motivate people and navigate towards a common goal in tourism development by the principles of stability;</i></p> <p><i>GC 10. Ability to estimate and guarantee the services quality of performed tasks in the sphere of tourism;</i></p> <p><i>GC 11. Investigatory skills and abilities in the sphere of tourism and recreation;</i></p> <p><i>GC 12. Ability to make reasoned decisions and resolve the problems in the sphere of tourism.</i></p>
<p>Professional competence (PC)</p>	<p><i>PC 1. Ability to define the main scientific conceptions and methodological tourism and recreation categories and applying them in professional activity;</i></p> <p><i>PC 2. Ability to utilize the methods of scientific studies in the sphere of tourism and recreation;</i></p> <p><i>PC 3. Ability to analyse geospatial event organisation and tourist processes and design its development on basis of invariability;</i></p> <p><i>PC 4. Understanding the problem of national and regional tourist policy and regulation mechanisms of tourism activities;</i></p> <p><i>PC 5. Ability to organise and manage the tourism process in local, regional and international levels, in tourism destinations, at tourist agency;</i></p> <p><i>PC 6. Ability to design and promote the introduction of regional programs of sustainable tourist development;</i></p> <p><i>PC 7. Ability to put into practice international event experience and tourist activity;</i></p> <p><i>PC 8. Understanding of cooperation mechanisms of the subjects</i></p>

	<p><i>of international and national tourist markets and acts of sustainable business in tourism and recreation;</i></p> <p><i>PC 9. Ability to plan and organise the innovative activity, develop and realise the innovative projects, start-ups, productive and technological innovations at the enterprises in the spheres of tourism and recreation, estimation of their effectiveness and efficiency;</i></p> <p><i>PC 10. Ability to entrepreneurial activity on international and national and on event markets;</i></p> <p><i>PC 11. Ability to determine the strategic tasks in event and tourism business development;</i></p> <p><i>PC 12. Ability to social and academic mobility in the sphere of international events in tourism activity;</i></p> <p><i>PC 13. Ability to manage the quality of tourism services on the basis of using the national and international legislation in the sphere of tourism and recreation;</i></p> <p><i>PC 14. Ability to use the methods of marketing diagnostics, analysis and estimation of international market conditions of sport and recreation services; interpret the research's results and predict the directions of subjects development of tourism activity;</i></p> <p><i>PC 15. Ability to deal with scientific research in the sphere of tourism and recreation.</i></p>
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7 Program learning outcomes (PLO)

	<p><i>PLO 1. Knowledge of leading concepts, scientific and research methods and professional activity close to tourism and recreation;</i></p> <p><i>PLO 2. Ability to understand and apply in practice the theories and mythology of scientific system that form tourism service;</i></p> <p><i>PLO 3. Ability to use information methods and technologies in the sphere of tourism business;</i></p> <p><i>PLO 4. Knowledge of legitimacy, principles and mechanisms of national and international tourism market functioning;</i></p> <p><i>PLO 5. Ability to estimate the tourism market situation, interpret the results of research and predict the ways of subject development of entrepreneurial activity in the sphere of recreation and tourism;</i></p> <p><i>PLO 6. Ability to manage the enterprises and their integrative associations (corporations) of tourism and recreation industry;</i></p> <p><i>PLO 7. Ability to design and run the projects in the sphere of international events and tourism, hospitality;</i></p> <p><i>PLO 8. Ability to resolve the scientific challenges in the sphere of tourism and recreation;</i></p> <p><i>PLO 9. Have excellent skills in national language and use it in professional activity;</i></p> <p><i>PLO 10. Practice to use foreign language(s) in professional activity;</i></p> <p><i>PLO 11. Act in multicultural context;</i></p> <p><i>PLO 12. Use communicative skills and technologies, initiate the introduction of communicative management methods in practice activity in tourism business;</i></p> <p><i>PLO 13. Satisfy the communicative requirements in interactive regime with wide scientific community in the sphere of tourism and recreation;</i></p>
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	<p><i>PLO 14. Demonstrate social accountability for the results of strategic decision making;</i></p> <p><i>PLO 15. Make decisions in complex and unpredictable conditions that indicate new approaches and prediction techniques;</i></p> <p><i>PLO 16. Hold responsibility for the development of professional knowledge and practice, estimation of team's strategic development, formation of effective personnel policy;</i></p> <p><i>PLO 17. Demonstrate aptitude for self-development and self-improving throughout life;</i></p> <p><i>PLO 18. Activate innovative comprehensive projects; demonstrate leadership qualities in the process of their realization.</i></p>
8 Resource support for program implementation	
Academic staff	<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 engages.</p> <p>Foreign specialists and practitioners can take part in teaching the cycle of professional training.</p>
Facilities	<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>
Informational, teaching and learning materials	<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>
9 Academic mobility	
National credit mobility	National credit mobility is carried out according to concluded agreements about academic mobility.
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 language knowledge on the level no less than B1.
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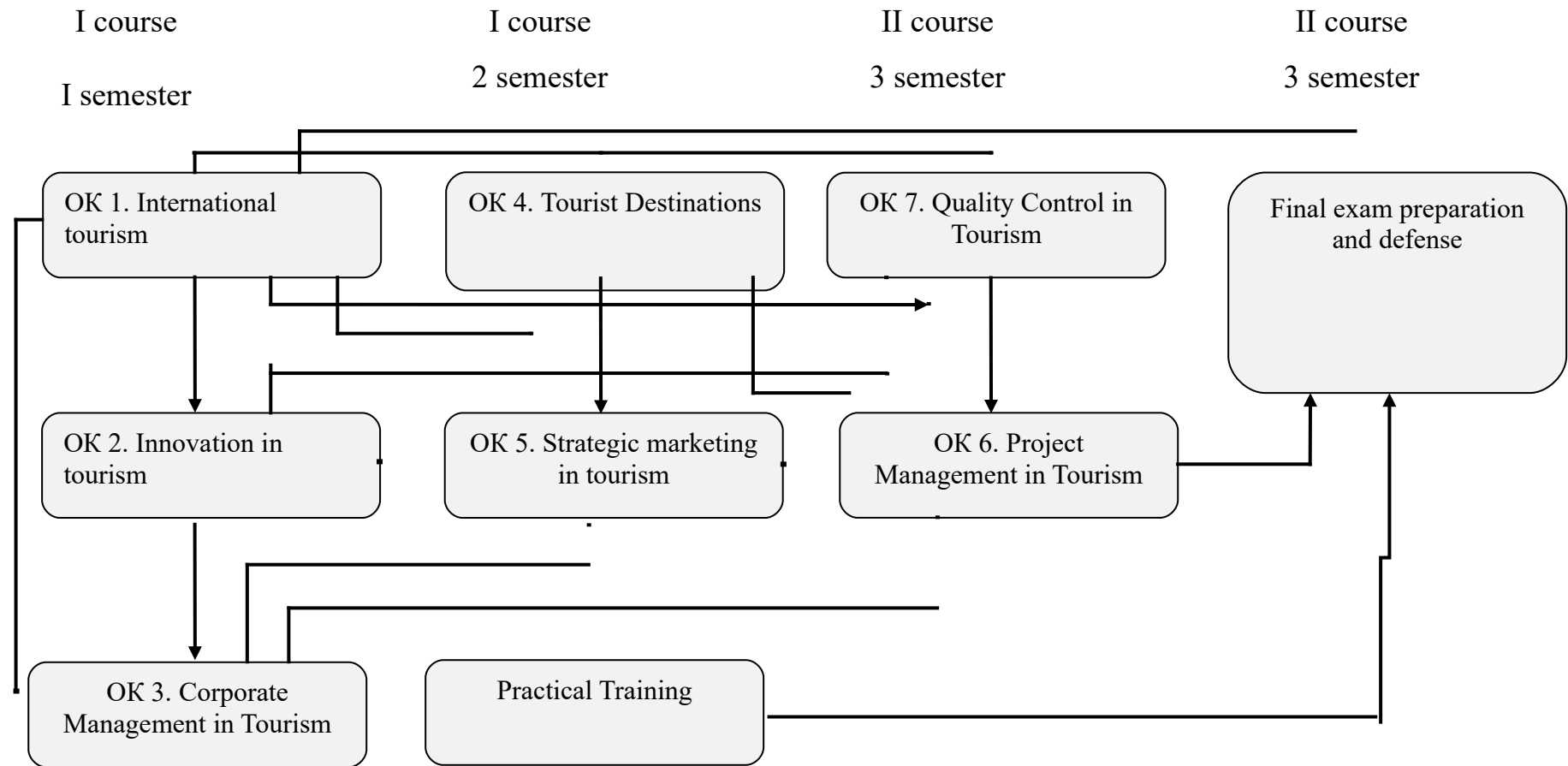
2. List of educational program components and their logical order

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
Total credits for compulsory components:		45
OB 1.	Anti-crisis psychology	6
OB 2.	Global Marketing	6
OB 3.	Contract law	6
OB 4.	Environmental policy	6
OB 5.	Intellectual Property	6
OB 6.	Consumer Law	6
OB 7.	Corporate Law	6
OB 8.	Methodology and organisation of scientific researches	6
OB 9.	International Competition	6
OB 10.	International MICE tourism	6
OB 11.	International Business	6
OB 12.	International credit, settlement and exchange operations	6
OB 13.	Psychology of Business	6
OB 14.	Business Process Management	6
OB 15.	Value-based Management	6
OB 16.	Management of luxury service	6
OB 17.	Revenue management	6
Total credits for compulsory components:		24
Total by cycle		69
Practical Training		
Practical Training		9
Assessment		
Final exam preparation and defense		12
TOTAL		90

* 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

Компоненти	OK1	OK2	OK3	OK4	OK5	OK6	OK7
Компетентност i							
ЗК1	•	•		•	•		•
ЗК2		•	•	•	•	•	•
ЗК3	•		•	•	•		•
ЗК4	•	•	•	•			
ЗК5	•			•	•		•
ЗК6		•	•			•	
ЗК7		•				•	•
ЗК8		•	•			•	
ЗК9				•	•	•	
ЗК10			•				•
ЗК11	•	•		•	•	•	
ЗК12			•	•	•	•	•
СК1	•	•		•	•		
СК2		•		•	•	•	
СК3	•					•	
СК4		•		•			
СК5			•	•		•	
СК6	•			•		•	
СК7	•		•				
СК8	•		•	•			•
СК9		•				•	
СК10	•		•	•			
СК11	•		•	•	•		
СК12	•						
СК13	•						•
СК14					•	•	
СК15		•	•	•	•	•	•

5.1. Program Competences and EP Components Matrix

Компоненти							
Програмні результати навчання	OK1	OK2	OK3	OK4	OK5	OK6	OK7
ПРН 1		•		•		•	•
ПРН 2	•	•		•			
ПРН 3		•				•	
ПРН 4	•			•	•		•
ПРН 5				•	•		
ПРН 6			•	•	•		•
ПРН 7		•				•	
ПРН 8	•			•		•	•
ПРН 9	•	•	•	•		•	
ПРН 10	•	•	•	•		•	
ПРН 11	•		•	•			•
ПРН 12	•		•	•		•	•
ПРН 13	•		•	•		•	
ПРН 14			•	•	•		•
ПРН 15		•	•		•	•	
ПРН 16			•		•	•	
ПРН 17		•				•	
ПРН 18		•				•	

5.2. Program Competences and EP Components Matrix

Компо- ненти	БК1	БК2	БК3	БК4	БК5	БК6	БК7	БК8	БК9	БК10	БК11	БК12	БК13	БК14	БК15	БК16	БК17
Програмні результати навчання																	
ПРН 1				•	•			•						•	•		
ПРН 2								•									
ПРН 3					•									•	•	•	•
ПРН 4										•						•	
ПРН 5				•		•			•	•						•	
ПРН 6	•	•	•		•	•	•		•	•	•		•	•	•		•
ПРН 7	•		•		•			•		•			•	•	•		
ПРН 8								•		•				•	•		
ПРН 9	•													•		•	
ПРН 10		•							•	•	•	•				•	
ПРН 11		•					•		•	•	•	•				•	•
ПРН 12	•													•		•	
ПРН 13	•		•			•								•		•	
ПРН 14				•	•	•								•	•	•	•
ПРН 15									•								•
ПРН 16	•													•	•	•	•
ПРН 17	•			•										•		•	
ПРН 18	•		•		•	•								•			•

