

### 3. Educational program

#### Profile of the educational program "International Tourism Business" in the specialty 242 "Tourism"

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	State 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>	Academic degree Master's degree specialty «Tourism»
<b>The official title of educational program</b>	International Tourism Business
<b>The Compliance with the standard of higher education of the Ministry of Education and Culture of Ukraine</b>	Meet the standards of higher education of the Ministry of Education and Culture of Ukraine.
<b>Qualification Title (Degree), program credits and duration</b>	Diploma type – Master's degree, individual. 90 ECTS credits, Duration of studying 1 year4 months
<b>Accreditation</b>	Certificate of accreditation speciality 242 «Tourism» Certificate № 119409 21.11.2017. For the period of validity until 01.07.2027 Ministry of Education and Science of Ukraine.
<b>Cycle/Level</b>	EQF of Ukraine – 7 level, FQ-EHEA- first cycle, EQF-LLL- 7 level
<b>Academic Background</b>	Existence of complete bachelor degree
<b>Language(s) of instruction</b>	Ukrainian, English
<b>Program duration</b>	Till 01.07.2027 p.
<b>Educational Program Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational program aim</b>	
Training professionals capable of identifying and creatively solving complex problems and issues in the field of tourism and recreation during professional activities or in the learning process, which involves conducting research and/or implementing innovations and is characterized by uncertainty in conditions and requirements for the successful development of business entities in the international tourism market.	
<b>Subject area</b>	<b>Object of learning/activity:</b>  - Tourism as a social phenomenon, a complex socio-ecological-economic system that encompasses geographical, socio-cultural, ecological, economic, organizational-legal sociocultural, ecological, and psychological aspects, and processes and phenomena related to comfortable and safe travel.  - Tourism as a sphere of professional activity for entities in the tourism industry concerning the organization and management of the tourist

	<p>process at various hierarchical levels, ensuring conditions for the functioning and development of the tourism market.</p> <p><b>Learning goals:</b> the ability to solve research both innovative and managerial problems in the field of tourism and recreation.</p> <p><b>The theoretical content of the subject area:</b> main concepts, categories, concepts, and principles that define the specifics of the functioning of subjects in the tourism and recreation industry at different hierarchical levels of territorial management and tourist business.</p> <p><b>Methods, techniques, and technologies:</b> spatial-temporal, socio-cultural, ecological, economic-mathematical, non-financial analysis, synthesis, forecasting, project management, digital technologies.</p> <p><b>Tools and equipment:</b> specialized software, integrated databases, cartographic sources; specialized cabinets or laboratories.</p>
<b>Educational program orientation</b>	Academic, educational-professional, applied.
<b>The main focus of the educational program</b>	<p>The main focus of specialized education and practical training is to address professional and scientific tasks related to effective management of tourism business in the international tourism segment, ensuring the leadership of the tourism entity in domestic and international tourism service markets in the context of internationalization and globalization, as well as developing and implementing innovative projects and well-founded marketing strategies by tourism business entities at various hierarchical levels.</p> <p>Acquiring experience in making informed decisions in key areas of activity for international tourism companies, as well as in one's own business projects, based on a balanced command of analytical, information-technological, and organizational business management technologies, studying successful practices of business idea implementation and entrepreneurship, knowledge of ethical norms in international business conduct, and utilizing scientific-analytical tools to ensure the competitiveness of economic entities in the international market for sustainable tourism development.</p> <p>Keywords: international tourism, national/regional tourism product, innovation project in tourism, strategic marketing, international tourism corporations, quality management, destination management, international business, international competition, business process management, business psychology, sustainable tourism development.</p>
<b>Program Features</b>	<p>Practical training, including abroad, with the acquisition of certificates; interactive practical sessions conducted in tourist organizations, successful enterprises in international tourism business, and representations of international tourism corporations; involvement of practitioners for problem-based lectures and conducting masterclasses; opportunity for studying abroad for one semester within the international mobility program, internships abroad.</p> <p>The program is implemented in Ukrainian and English languages of instruction.</p>
<b>4 – Career opportunities and further learning</b>	

<b>Career opportunities</b>	<p>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 79.9 - Other reservation service and related activities  <b>Professional titles of jobs (SC 003:2010):</b>  1238 Project and Program Manager (in the field of tourism)  13 Managers of small enterprises without management staff  1319 Director (manager) of a small enterprise without management staff (in the field of tourism)  14 Managers (administrators) of enterprises, institutions, organizations, and their units  1475.4 Manager (administrator) of administrative activities in the field of tourism and resorts  1448 Managers (administrators) of travel agencies and travel bureaus  1475.4 Manager (administrator) of sales in the field of tourism activities  1475.4 Manager (administrator) of public relations in the field of tourism activities  1475.4 Manager (administrator) of foreign economic activities in the field of tourism activities  1477.1 Manager (administrator) of personnel in the field of tourism activities  1477 Managers (administrators) of personnel recruitment, provision, and utilization in the field of tourism activities  2419.2 Professionals in the field of marketing, entrepreneurship efficiency, and production rationalization in the tourism sector  3431 Secretaries of administrative bodies in the field of tourism and resorts  2471 Professionals in quality control  2482.2 Hospitality specialists in accommodation establishments (hotels, tourist complexes, etc.)  248 Professionals in tourism, hotel, restaurant, and resort management:  2481 Professionals in the field of tourism  2481.1 Researchers (tourism studies, excursionism)  2481.2 Tourism experts  2483.1 Researchers (recreation studies)  2320 Teachers in secondary educational institutions  2310.2 Teachers at universities and higher education institutions  2351.1 Scientific researchers (teaching methods)  2359.1 Other scientific researchers in the field of education  2359.2 Other specialists in the field of education  2447 Professionals in project and program management (in tourism)</p>
<b>Further education</b>	<p>Graduates have the right to continue their education at the third (scientific and educational) level of higher education - Doctor of Philosophy, to gain postgraduate education, professional development, academic mobility; acquire additional qualifications in the adult education system.</p>
<b>5 – Training and Assessment</b>	
<b>Teaching and learning</b>	<p>Problem-oriented, student-centered, self-learning.  Lectures, practical sessions using active and interactive teaching methods, independent work based on studying educational materials, specialized</p>

	literature, and internet resources, practical training and professional internships, consultations with teachers, conducting scientific research, and preparation of graduation qualification work.
<b>Assessment</b>	Assessment includes continuous monitoring, written exams, practical work, defense of graduation qualification work. and other types of assignments evaluated according to the ECTS system as specified in the "Regulation on the Organization of the Educational Process for Students" and the "Regulation on the Assessment of Learning Outcomes for Students and Postgraduates."
<b>6 - Program competences</b>	
<b>Integral competence</b>	The ability to solve complex research and/or innovative problems in the field of tourism and recreation.
<b>General competence (GC)</b>	GC 1. Ability to organize, plan, and forecast the outcomes of activities. GC 2. Ability to engage in professional activities in international and domestic environments. GC 3. Ability to communicate in a 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 for abstract thinking, analysis, and synthesis. GC 7. Ability to identify, formulate, and solve problems.
<b>Special competence (SC)</b>	SC 1. Ability to apply the categorical-terminological apparatus, concepts, methods, and tools of the scientific system that forms the scientific basis of tourism and recreation in professional activities. SC 2. Ability to plan and conduct scientific and/or applied research in the field of tourism and recreation. SC 3. Ability to manage the tourism process in the public sector, at tourist destinations, and in tourism enterprises at different hierarchical levels. SC 4. Ability to organize activities and cooperation among stakeholders in the regional, national, and international tourism markets based on sustainable development principles, taking into account global experience. SC 5. Ability to use tools for information collection, processing, analysis, and management of tourism information. SC 6. Ability to analyze, forecast, and plan business processes and spatial planning in the field of tourism and recreation. SC 7. Ability to develop and implement innovations in the activities of tourism market stakeholders.
<b>7 – Program learning outcomes (PLO)</b>	
	PLO 1. Specialized conceptual knowledge that includes contemporary scientific achievements and critical understanding of issues in the field of tourism and recreation, as well as at the intersection of knowledge domains. PLO 2. Specialized problem-solving skills necessary for conducting research and/or engaging in innovative activities to develop new knowledge and procedures in the field of tourism and recreation. PLO 3. Apply modern digital technologies, methods, and tools of research and innovation activities to solve complex problems in the field of tourism and recreation. PLO 4. Conduct analysis of the spatial organization of the tourism process and design its strategic development based on sustainability principles. PLO 5. Perform comprehensive analysis and evaluation of the functioning of the tourism market at various hierarchical levels, forecast trends in its

	<p>development.</p> <p>PLO 6. Analyze and evaluate the activities of stakeholders in the tourism market, plan the outcomes of their strategic development.</p> <p>PLO 7. Organize collaboration with stakeholders, establish mechanisms for interaction among entities in the tourism market, taking into account social and ethical responsibility aspects.</p> <p>PLO 8. Manage processes in tourism and recreation industry entities at various 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 based on economic, social, and ecological efficiency principles.</p> <p>PLO 10. 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 both national and foreign languages orally and in writing to discuss professional issues, present research findings, and projects in the field of tourism and recreation.</p> <p>PLO 12. Analyze, formulate, and implement national and regional tourism policies, improve management mechanisms for tourist destinations at the national, regional, and local levels.</p>
<b>8 – Resource support for program implementation</b>	
<b>Academic staff</b>	The teaching staff, involved in teaching profession-oriented disciplines, consists of professors and lecturers who hold scientific degrees in the relevant field. English-speaking instructors with a B2 level certification in English are engaged in teaching on the English-language program. To conduct problem-based lectures, domestic and international experts from the professional environment of tourism and resort-recreation business are invited.
<b>Facilities</b>	<p>The educational process at STEU involves the use of software programmes as well as resources and materials from the following classrooms and laboratories:</p> <p>Computer class: "Tourism Business Management"  Classroom and resources of the "Tourism Studies" Laboratory  Integrated Business Process Management Systems Laboratory  Hotel Management Computer Class  Hospitality Service Organization Laboratory  Bartending and Oenology Laboratory  Integrated Business Process Management Systems Laboratory  VR Library and SMART Library</p>
<b>Informational, teaching and learning materials</b>	<p>General scientific and specialized sources of recreational and tourism information, educational and methodological literature, cartographic sources, IT technologies and platforms, etc. Providing of access for higher education students to internet resources and the use of specialized licensed software packages: Amadeus selling platform, Parus: Enterprise, Samo-Tour, Google Earth, Statistica, Surfer Golden Software, Microcal Origin, MapInfo Pro.</p> <p>Teaching staff scientific research work.</p>
<b>9 - Academic mobility</b>	
<b>International credit mobility</b>	National credit mobility is carried out according to concluded agreements about academic mobility, about double certification and so on.
	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 and English languages knowledge on the level no less than B1.

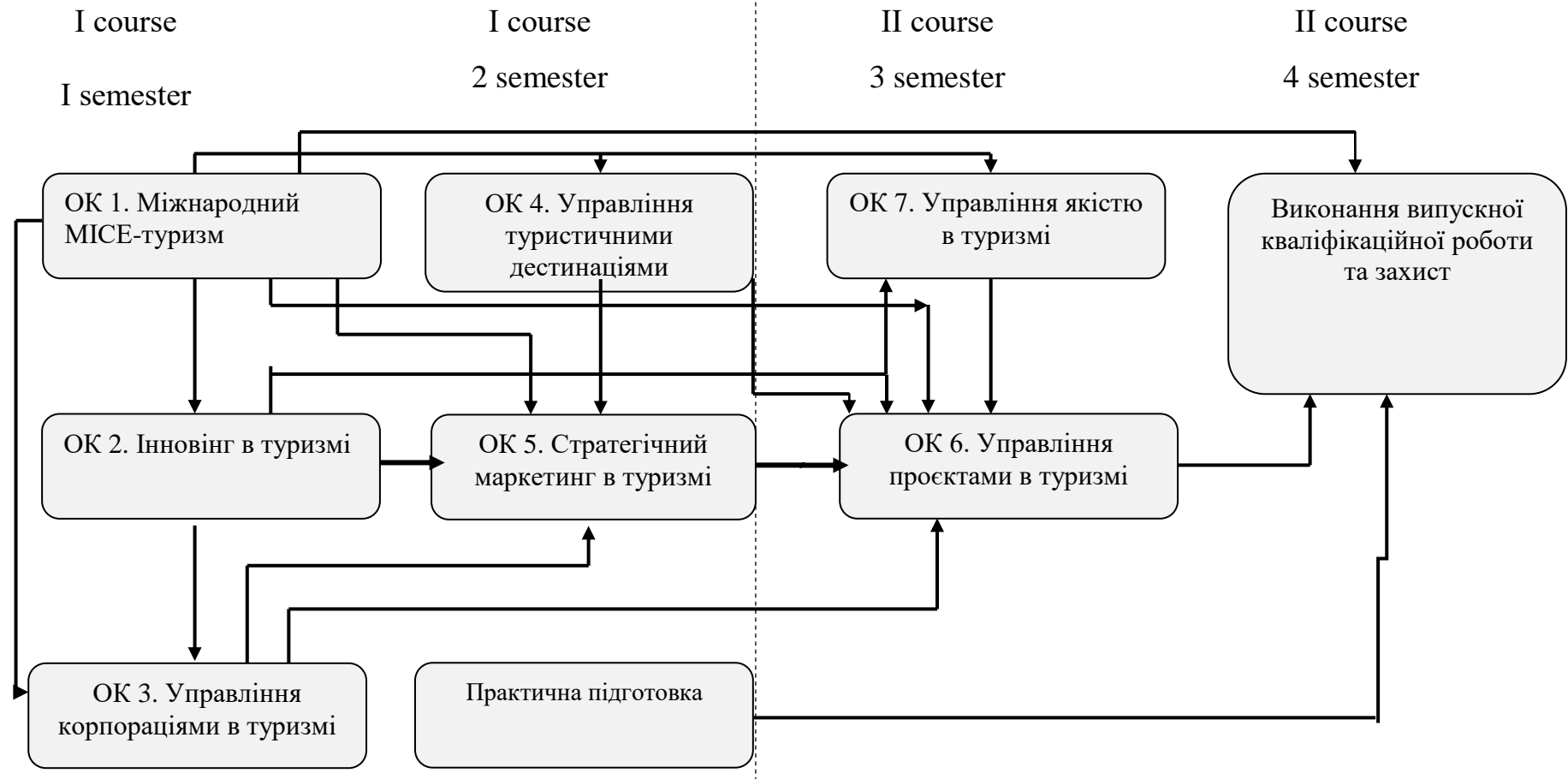
## 2. List of educational program components (EPC) and their logical order

### 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
<b>Compulsory components of Educational Program</b>		
CC 1.	International MICE Tourism	6
CC 2.	Innovation in Tourism	6
CC 3.	Corporate Management in Tourism	6
CC 4.	Destination Management in Tourism	7,5
CC 5.	Strategic Marketing in Tourism	7,5
CC 6.	Project Management in Tourism	6
CC 7.	Quality Management in Tourism	6
<b>Total credits for compulsory components:</b>		<b>45</b>
<b>OB (optional block of courses)</b>		
OB 1.	Crisis Psychology	6
OB 2.	Life Safety	6
OB 3.	Global Marketing	6
OB 4.	Contract Law	6
OB 5.	Intellectual Property	6
OB 6.	Information Warfare	6
OB 7.	Consumer Law	6
OB 8.	Corporate Law	6
OB 9.	Critical Thinking	6
OB 10.	Methodology and Organization of Scientific Research	6
OB 11.	International Competition	6
OB 12.	International Business	6
OB 13.	International credit and currency transferring transactions	6
OB 14.	Fundamentals of Cybersecurity	6
OB 15.	Management Psychology	6
OB 16.	Business Process Management	6
OB 17.	Luxury Service Management	6
OB 18.	Value-Oriented Management	6
OB 19.	Revenue Management	6
<b>Total credits for optional block</b>		<b>24</b>
<b>Total</b>		<b>69</b>
<b>Practical Training</b>		
<b>Practical Training</b>		9
<b>Assessment</b>		
<b>Execution of qualification work, preparation for certification and defense</b>		12
<b>TOTAL PROGRAM VOLUME</b>		<b>90</b>

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**

Certification is carried out in the form of a public defense of the final qualifying work.

The final qualifying work should involve solving a complex problem or conducting research and/or innovation in the field of tourism and recreation. The final qualifying work should not include academic plagiarism, fabrication, or falsification. The final qualifying work should be published on the official website of the higher education institution or its department, or in the institution's repository.

The presentation includes the completed final qualifying work, results of uniqueness verification, feedback from the academic supervisor, and external reviewer.

### 4.1. Program Competences and EP Components Matrix

Components Competences	PC1	PC2	PC3	PC4	PC5	PC6	PC7
GC1	•	•	•	•	•	•	
GC2	•	•	•	•	•	•	
GC3	•						
GC4			•	•	•	•	•
GC5						•	•
GC6		•	•			•	•
GC7		•	•		•	•	
SC1	•			•		•	
SC2	•		•	•		•	
SC3	•			•	•	•	
SC4	•			•		•	
SC5		•			•	•	
SC6		•		•		•	
SC7	•					•	

## 4.2. Program Competences and EP Optional Components Matrix

Components Competences	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13
GC1									•		•		•
GC2		•	•	•	•	•	•	•	•		•		•
GC3									•				
GC4		•			•			•			•	•	•
GC5		•							•	•		•	
GC6	•		•						•	•	•		•
GC7	•		•			•	•		•	•	•		•
SC1			•									•	•
SC2			•		•				•	•	•		•
SC3		•											
SC4		•			•			•			•	•	•
SC5					•	•	•	•	•		•		•
SC6									•				
SC7											•		

### 5.1. Program learning outcomes and EP compulsory components Matrix

Components Program Learning Outcomes	EC1	EC2	EC3	EC4	EC5	EC6	EC7
LO 1	•	•	•	•	•	•	•
LO 2		•		•	•	•	•
LO 3		•	•	•	•	•	
LO 4	•	•		•	•	•	
LO 5	•	•	•	•	•	•	•
LO 6	•	•	•	•	•	•	
LO 7	•	•	•	•	•	•	•
LO 8	•	•	•	•	•	•	
LO 9	•	•	•			•	
LO 10	•	•		•	•	•	•
LO 11	•					•	•
LO 12		•	•	•	•	•	•

