



BACHELOR'S DEGREE

## Educational Programme "INTERNATIONAL TOURISM"

### PURPOSE OF THE EDUCATIONAL PROGRAMME

Deep training of specialists in the organization of international tourism with a focus on startups and effective business by attracting professionals in the tourism business, with the use of specialized software and VR resources, annual internships.

### EMPLOYMENT OPPORTUNITIES

- ✓ Expert in international tourism
- ✓ Organizer of trips, excursions, events
- ✓ Tour Director
- ✓ Travel Manager
- ✓ Customer Service Manager
- ✓ Director of the Department of International or Domestic Tourism
- ✓ Head of small and medium business

### PARTNERS OF THE EDUCATIONAL PROGRAMME INVOLVED IN THE FORMATION OF LEARNING CONTENT AND PRACTICAL TRAINING

National tour operator "TPG", tour operator "Compass Ukraine", LLC "Ukrsafari-tour" (tour operator), LLC "Travel Hub" (travel agency), representative office of "Air France KLM" in Ukraine, International company "Amadeus Ukraine", "Pozhidaev Production Team", Association "UCMIItaly" (Italy); Academy of Professional Education "Merkur" (Slovakia); All-Ukrainian Federation of Employers in the Field of Tourism of Ukraine.

### MAIN EDUCATIONAL DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAMME

Organization of tourism. International Tourism. Foreign language for professional purposes. Marketing in tourism. Management in tourism. Economics of tourism. StartUp training. Event technologies in tourism. Information systems and technologies in tourism. Legal regulation of tourism.

### COMPETITIVE ADVANTAGES

- Excellent quality of education is confirmed by the National Agency for Quality Assurance in Higher Education
- Getting business education in the field of tourism, including in English
- Wide choice of enterprises for internship, including abroad
- Involvement of leading specialists in the field of tourism and IT in the educational process
- Participation in the educational process of leading practitioners
- Constant updating (modernization) of educational content
- State-of-the-art training facilities of European level (specialized laboratories, computer classes, SMART library, and numerous co-working spaces)
- Mastering information technology in professional activities
- Opportunity to receive parallel education abroad
- In-depth study of foreign languages
- Rich sports, social and cultural life

✉ [tourism-recreation@knute.edu.ua](mailto:tourism-recreation@knute.edu.ua)



Information  
about the  
university