3. Educational Program

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

1 - General information	
Full name of IHE and structural unit	State 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	Level of higher education Bachelor Speciality «Tourism» Specialization «Digital Tourism»
Educational program title	«Digital Tourism»
Qualification title (degree), program credits and duration	Bachelor diploma, 240 credits ECTS Training period 3 years 10 months
Accreditation	Accreditation in Speciality 242 «Tourism», Certificate of accreditation НД № 1196406 of 21.11.2017 p. validity term 01.07.2024 p. MES of Ukraine
Cycle\level	HPK Ukraine– 6 level, FQ-EHEA – first cycle, EQF LLL – 6 Level
Academic background	a certificate of secondary education
Language(s) of instruction	Ukrainian
Program duration	01.07.2026
Educational program link	https://knute.edu.ua
2 - Educational programme aim	
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	
3 - Educational programme description	
Subject area (field of study, speciality, and specialisation)	Field of study 24 «Service sector» Speciality 242 «Tourism» Specialisation «Digital Tourism»
Educational programme orientation	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.
The main focus of the educational programme and specialisation	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,

	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.
Specific features of the programme	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.
4 - Carrier opportunities and further learning	
Carrier opportunities	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

	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)
Further learning	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).
5 - Training and Assessment	
Teaching and learning	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.
Assessment	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".
6 - Programme competences	
Integral competence	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.
General competence	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 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 C03. The ability to act socially responsibly and consciously C04. Ability to think critically, analyze and synthesize C05. The desire to preserve the environment C06. Ability to search, process and analyze information from various sources C07. Ability to work in an international context C08. Skills in the use of information and communication technologies C09. Ability to identify, pose and solve problems C10. Ability to communicate in the state language both orally and in writing C11 Ability to communicate in a foreign language C12. Interpersonal skills C13. Ability to plan and manage time

	C14. Ability to work in a team and independently
Professional competence	C15. Knowledge and understanding of the subject area and understanding of the specifics of professional activity C16.Ability to apply knowledge in practical situations C17. Ability to analyze the recreational and tourist potential of the territories C18. Ability to analyze the activities of the tourism industry at all levels of management C19. Understanding of current trends and regional priorities of tourism development in general and its particular forms and types C20. Understanding of processes of the organization of tourist trips and complex tourist service (hotel, restaurant, transport, excursion, recreational) C21. Ability to develop, promote, sell and organize the consumption of a tourist product C22. Understanding the principles, processes and technologies of organizing the work of the tourism industry and its subsystems C23. Ability to ensure the safety of tourists in ordinary and complex force majeure C24. Ability to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material C25. Ability to use information technologies and office equipment in the work of tourist enterprises C26. Ability to determine individual tourist needs, use modern technologies of tourist service and conduct pretentious work C27. Ability to cooperate with business partners and clients, the ability to provide effective communication with them 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 C29. Ability to act in the legal field, to be guided by the law 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. K31. Ability to organize the process of creating and developing online travel agencies (OTA).
7 - Program learning outcomes	
	PLO01. Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services. 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. PLO03. Know and understand the basic forms and types of tourism, their division. PLO04. Explain the features of the organization of recreational and

	tourist space. PLO05. Analyze the recreational and tourist potential of the territory. PLO06. Apply the principles and methods of organization and technology of tourist services in practice. PLO07. Develop, promote and sell a tourism product. PLO08. Identify tourist documentation and be able to use it correctly. 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. 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). PLO11. Know the national and foreign language (s), at a level sufficient for professional activity. PLO12. Apply skills of productive communication with consumers of tourist services. PLO13. Establish links with tourism experts and the ones of other industries. PLO14. Show respect for individual and cultural diversity. PLO15. To show tolerance to alternative principles and methods of performing professional tasks. PLO16. Act in accordance with the principles of social responsibility and civic consciousness. PLO17. Manage your training for self-realization in the professional tourism field. PLO18. Adequately assess own knowledge and apply it in various professional situations. PLO19. Defend own views in solving professional problems in a well-argued manner. PLO20. Identify problem situations and suggest solutions. PLO21. Make informed decisions and be responsible for the results of own professional activities. PLO22. Perform tasks professionally in uncertain and extreme situations.
8 - Resource support for programme implementation	
Academic staff	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.
Facilities	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
Informational, teaching and learning materials	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:

	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
9 - Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility, double graduation, etc.
International credit mobility	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.
Training of foreign students	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.

1. List of educational program components and their logical order.

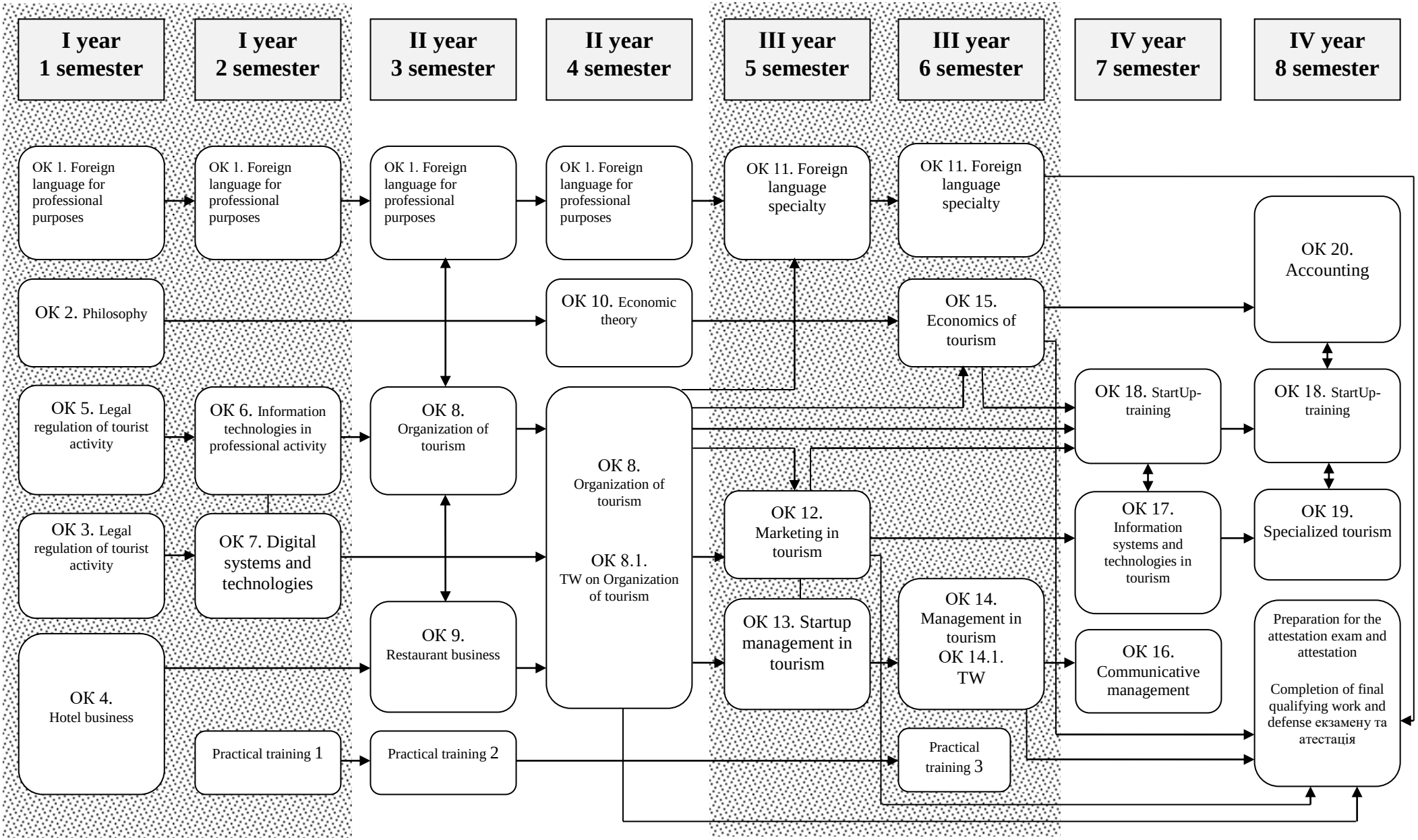
2.1. Educational Programme components list

№	**Educational Programme components** (courses, course papers, trainings, qualifying examination, graduation work)	**Total credits**
1	2	3
Compulsory components of EP		
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
Total credits for compulsory components:		**153**
Optional components of EP		
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	
Total credits for optional components:		**60**
Practical training		
Practical training 1		3
Practical training 2		3
Practical training 3		3
Total		**18**
Competence assessment		
Preparation for the attestation exam and attestation		3
Completion of final qualifying work and defense		6
Total number of credits		**240**

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

2.2. Structural and logical scheme of EP



2. 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
General Competences	C01		*	*							*										
	C02		*						*		*										
	C03			*	*				*		*		*		*						
	C04		*				*	*			*				*	*			*		
	C05				*	*			*	*			*	*							
	C06					*	*	*	*				*	*	*	*		*	*		*
	C07	*				*			*	*		*	*					*			
	C08						*	*					*				*	*	*		*
	C09		*	*			*	*						*	*	*	*	*	*	*	
	C10		*	*		*	*	*	*	*	*		*	*	*	*	*	*	*	*	*
	C11	*										*									
	C12	*	*						*	*	*	*	*	*	*		*		*	*	
	C13						*	*	*	*			*	*	*	*		*	*		*
	C14				*		*	*	*	*			*	*	*		*	*	*		
Professional Competences	C15	*		*	*	*			*	*		*	*	*	*	*		*	*	*	
	C16	*		*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*
	C17					*			*				*							*	
	C18								*	*			*		*	*		*	*		*
	C19					*			*	*			*			*		*	*	*	
	C20				*				*	*			*	*				*	*	*	
	C21								*	*			*					*	*	*	
	C22				*				*	*			*		*	*		*	*		
	C23			*					*	*											
	C24					*			*				*	*		*		*	*		
	C25						*	*										*			
	C26				*				*	*			*							*	
	C27	*							*			*	*		*		*	*	*		
	C28	*				*			*	*		*	*				*			*	
	C29			*					*	*			*	*	*	*		*	*		*
	C30						*	*	*							*		*	*		
	C31							*										*			

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	OC20	OC21	OC22	OC23	OC24	OC25		OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38
General Competences	C01				*											*							*	*								*							
	C02																*						*					*	*											
	C03							*																	*																
	C04																			*											*							*		
	C05							*									*									*		*													
	C06																														*							*		
	C07																							*																
	C08		*							*			*	*	*							*								*		*				*		*	*	
	C09		*	*	*			*	*	*			*	*	*	*			*			*		*		*				*	*		*		*	*	*	*		
	C10	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	C11						*																																	
	C12						*	*	*		*	*	*						*	*		*		*		*	*			*							*			
	C13			*																																				
	C14																								*															
Professional Competences	C15								*									*	*					*		*											*			
	C16	*	*	*	*		*	*	*	*	*		*		*	*		*	*		*	*		*	*	*			*	*	*	*	*	*	*	*	*	*	*	*
	C17								*									*	*							*											*			
	C18			*																												*								
	C19											*						*	*							*											*			
	C20								*	*								*	*																		*			
	C21									*								*	*											*						*	*			
	C22		*	*					*																					*					*	*				
	C23	*														*																								*
	C24														*															*	*			*		*		*		
	C25									*				*	*							*								*		*			*	*		*	*		
	C26								*									*	*																		*			
	C27										*		*								*				*															
	C28						*					*						*	*					*			*	*												
	C29		*		*											*							*	*									*							
	C30		*	*						*					*							*																		
	C31		*							*					*							*								*		*				*		*	*	

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								*	*			*	*	*	*	*****	*	*		*

5.2. Program learning outcomes and EP optional components Matrix

Components / Program learning outcomes	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29	OC 30	OC 31	OC 32	OC 33	OC 34	OC 35	OC 36	OC 37	OC 38
PLO01	*			*			*	*									*	*					*		*												
PLO02								*								*		*				*			*	*	*	*									
PLO03																	*																					
PLO04											*					*	*	*							*		*											
PLO05																*	*	*							*					*			*					
PLO06								*									*	*							*									*				
PLO07			*					*	*					*			*	*													*			*	*		*
PLO08			*					*															*										*	*				
PLO09		*						*	*								*				*				*						*			*			*	
PLO10								*										*																				
PLO11						*														*																		
PLO12						*						*								*				*														
PLO13										*																												
PLO14					*			*			*					*	*									*	*										
PLO15										*																						*						
PLO16	*			*			*			*						*						*				*	*										
PLO17																																						
PLO18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		*	*	*		*	*	*	*	*	*	*	*	*	*	*	*
PLO19																			*	*				*														
PLO20		*	*	*			*	*	*			*	*	*	*			*			*		*		*				*	*		*		*	*	*	*	
PLO21	*	*	*	*			*	*	*	*			*	*	*			*			*		*						*	*		*		*	*	*	*	
PLO22	*	*																						*														

Change registration sheet

№	Date	Items to be changed	Changes initiator	Surname, initials of the person responsible for making changes	Signature