

### 3. Educational Program

#### 3.1. Educational Program Profile on Specialty 073 “Management” “Travel and Recreation Resort Management” Specialization

project team manager (program guarantor), Doctor of Economic Sciences,  
Professor **Roskladka N.O.**

<b>1 – General Information</b>	
<b>Full name of the institution of higher education 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>	Master’s Degree of higher education “Management” specialty “Tourism and Recreation Resort Management” specialization
<b>Educational program title</b>	“Tourist and Recreation Resort Management”
<b>Qualification title (degree), program credits and duration</b>	Single Diploma, 90 ECTS credits 1.4 years of study
<b>Accreditation</b>	Accreditation Certificate НД # 119409 of 21.11.2017. Expiry date: 01.07.2027. Ministry of Education and Science of Ukraine, Ukraine.
<b>Cycle/Level</b>	National Qualification Framework – level 8, FQ-EHEA – cycle two, EQF-LLL – level 7
<b>Academic background</b>	Bachelor’s Degree
<b>Language (s) of instruction</b>	Ukrainian/ English
<b>Program duration</b>	Until 01.07.2027
<b>Educational program link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational Program Aim</b>	
Development of general and specialty-related competencies for successful execution of economic, administrative and managerial, project, production and engineering activity in the area of tourism, recreation and resort business.	
<b>3 – Educational Program General Information</b>	
<b>Subject area (field of study, specialty and specialization)</b>	07 “Management and Administration” field of study 073 “Management” specialty “Tourist and Recreation Resort Management” specialization
<b>Educational program orientation</b>	Applied educational and professional program
<b>Educational program and specialization goals and</b>	Specialized education in the field of tourism, 073 “Management” specialty

<b>objectives</b>	<p>“Tourist and Recreation Resort Management” educational program (specialization)</p> <p><i>Key words:</i> travel company management, health tourism, innoving, production and engineering activity in the area of tourism, project management in tourism, quality management in tourism, strategic marketing in tourism, resort tour operating, international tourism, designing of hotels, resorts, travel destinations.</p>		
<b>Specific requirements</b>	<p>Production (pre-graduation) practice, learning several foreign languages; studying within the frames of the international mobility program for one term (including abroad); internship abroad.</p> <p>The program is instructed both in the Ukrainian and in the English languages.</p>		
<b>4 – Career opportunities and further learning</b>			
<b>Career opportunities</b>	<p>Types and names of the economic activities the Masters are trained for:</p> <p><b><i>Types and names of the economic activities for the Masters (under the Classification of Economic Activity Types ДК 009:2010):</i></b></p> <table border="1"> <tr> <td><u>79</u></td><td> <p>Activity of travel agencies, tour operators, other services, booking and the related activities.</p> <p><b><i>This section includes activity</i></b> of the agencies engaged in travel arrangement, transportation and accommodation of tourists and travelers in the temporary stay facilities, setup and conduction of tours offered by the travel agencies or independent agents like tour operators.</p> <p><b><i>In addition, this section includes</i></b> other activity types associated with travel services including booking. Travel guide activities and travel service promotions are also included into this section.</p> </td></tr> </table>	<u>79</u>	<p>Activity of travel agencies, tour operators, other services, booking and the related activities.</p> <p><b><i>This section includes activity</i></b> of the agencies engaged in travel arrangement, transportation and accommodation of tourists and travelers in the temporary stay facilities, setup and conduction of tours offered by the travel agencies or independent agents like tour operators.</p> <p><b><i>In addition, this section includes</i></b> other activity types associated with travel services including booking. Travel guide activities and travel service promotions are also included into this section.</p>
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	<u>79.1</u>	Activity of travel agencies and tour operators.
	<u>79.9</u>	Other booking services and the related activities.
	<u>93</u>	Activity in the area of sports, recreation and entertainments.
	<u>93.2</u>	Recreation and entertainments. This group includes management of institutions and provision of services for various customer entertainment purposes. The group also encompasses the types of recreation and entertainment activities like amusement parks with amusement park rides, activities associated with organization of fairs and picnic places, etc.
	<u>93.21</u>	Operation of amusement park rides and theme parks
	<u>93.29</u>	Other types of recreation and entertainments
	<b><i>and occupational names (under the Occupational Classification ДК 009:2010)</i></b>	
	1229.6	Heads of subunits in the area of culture, recreation and sports
	1229.7	Heads of other main subunits in other activity areas
	1238	Project and program managers
	1317	Managers of small companies without administrative staff in commercial service area
	1448	Managers (supervisors) of travel agencies and travel bureaus
	1492	Managers (supervisors) in the area of culture, recreation and sports
	2481	Experts in tourism area
<b>Further learning</b>	2481.1	Research officers (tourism science, tour guidance)
	2481.2	Tourism scientists
	2483.1	Research officers (recreation and leisure study)
	2483.2	Experts in health resort area
		Master's Degree graduates in "Management"

	specialty may be admitted to the third education level (postgraduate study).
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## 5 – Training and Assessment

<b>Teaching and learning</b>	Student-centered learning, self-learning, problem-oriented learning, learning in practice, etc.
<b>Assessment</b>	Written examinations, practice credits, essays, presentations, project work, graduation papers and other types of work are assessed according to «Provisions for Evaluation Studying Results of Students and Postgraduate Students».

## 6 – Program competencies

<b>Integral competency</b>	Ability to solve difficult problems and face challenges in the area of management or in course of study, including to conduct researches and/or introduce innovations in the context of uncertain conditions or requirements, in particular, <i>in the tourism and recreation industry</i> .
General competences (GC)	GC1. Ability to conduct researches at the required level; GC2. Ability to communicate with the representatives of other professional groups of various levels (with the experts in other areas of knowledge/ economic activity types); GC3. Ability to use the information and communication technologies; GC4. Ability to motivate the people and move towards the joint goal; GC5. Ability to act based on the ethic reasoning (motives); GC6. Ability to generate new ideas (creativity); GC7. Abstract thinking, analysis and synthesis ability.
Specialized (specialty-related) competencies (SC)	SC1. Ability to select and use the managerial concepts, methods and tools, including consistently with the established goals and international standards; SC2. Ability to set the values, visions, mission, goals and criteria for the company to identify further areas of development, design and implement the corresponding plans and strategies; SC3. Ability to maintain lifelong learning and growth as well as ensure strong self-control; SC4. Ability to use and develop the company resources efficiently, in particular, <i>in the tourism and recreation industry</i> . SC5. Ability to initiate and encourage helpful communication in course of management; SC6. Ability to shape and manifest the leader qualities in course of staff management; SC7. Ability to design and manage projects, take initiative and go ahead, in particular, <i>in the tourism and recreation industry</i> ; SC8. Ability to utilize psychological techniques in course of the staff management; SC9. Ability to analyze and sort out the company problems, make workable managerial decisions, and ensure their implementation, in particular, <i>in the tourism and recreation industry</i> . SC10. Ability to manage the company and its development, in particular, <i>in the tourism and recreation industry</i> ; SC11. Ability to set the mission, substantiate the strategic goals, establish the strategic areas of development of companies and corporations, in particular, <i>in the tourism and recreation industry</i> ;

	<p>SC12. Ability to identify the objectives associated with implementation of the quality control system and its components in the tourism and recreation companies;</p> <p>SC13. Ability to setup and manage the tourism activities at the local and regional levels, in the travel destinations, in the tourism and recreation companies;</p> <p>SC14. Ability to utilize the theories and methods of innovative development in tourism and recreation industry at various managerial levels.</p>
<b>7 – Program Results of the Education</b>	
	<ol style="list-style-type: none"> <li>1. Critically analyze, choose and apply the relevant scientific, methodological and analytical tools of management in the unpredictable circumstances;</li> <li>2. Identify the problems emerging in the company and substantiate the solutions, in particular, <i>in the tourism and recreation industry</i>;</li> <li>3. Design efficient company management systems, in particular, <i>in the tourism and recreation industry</i>.</li> <li>4. Approve and manage the projects, generate new business ideas, in particular, <i>in the tourism and recreation industry</i>;</li> <li>5. Plan the company activities in the strategy and tactics section, in particular, <i>in the tourism and recreation industry</i>;</li> <li>6. Be able to make, justify and implement the managerial decisions in the unpredictable conditions, taking into account the effective legislation requirements, ethics and social responsibility;</li> <li>7. Setup and facilitate helpful communication inside the team, with the representatives of various professional groups, as well as in the international environment;</li> <li>8. Use the specialized software and information systems to fulfill the company management objectives, in particular, <i>in the tourism and recreation industry</i>;</li> <li>9. Be able to speak both native and foreign language in the professional and scientific environment;</li> <li>10. Demonstrate leader qualities and ability to work as part of the team, interact with people, influence their behavior in order to achieve the professional goals;</li> <li>11. Ensure personal professional development and be able to manage your own time;</li> <li>12. Be able to delegate the authority and management of the company (unit), <i>in particular, in the tourism and recreation industry</i>;</li> <li>13. Be able to plan and exercise the information, methodological, material, financial and staff support of the company (unit), in particular, <i>in the tourism and recreation industry</i>;</li> <li>14. Assess the influence of mega-, macro-, mesa-, microenvironments and develop the strategy governing development of companies and corporations, in particular, <i>in the tourism and recreation industry</i>;</li> <li>15. Launch efficient quality control systems, in particular, <i>in the tourism and recreation industry</i>;</li> <li>16. Execute the managerial functions based on the strategic marketing in order to satisfy the customer needs and ensure productive activity of companies, in particular, <i>in the tourism and recreation industry</i>;</li> <li>17. Rate the travel service market, interpret the research results, design the regional programs and strategies of travel destination exploration;</li> <li>18. Plan and arrange innovative activities, engineer and implement innovative projects, startups, product and technology innovations, in particular, <i>in the tourism and recreation industry</i>;</li> </ol>
<b>8 – Resource Support of the Program Implementation</b>	
<b>Staff support</b>	The experts training the Masters in the “Tourism and Hospitality Management” educational program have to possess the expertise and

	professional skills in the tourism and recreation area. For the problem-oriented lectures, both the domestic and the foreign practicing experts in the tourism and recreation industry are invited.
<b>Material support</b>	Computerized classroom of the travel business management Tourism science classroom Computerized classroom of hospitality Computerized classroom of project design Food technology laboratory Catering laboratory Beverage management and wine science laboratory Computer-aided designing system laboratory Laboratory of integrated systems of business process management Heating and cooling equipment laboratory VR-library SMART-library
<b>Information and methodological support</b>	General scientific and specialized sources of travel and resort information, methodological and monographic literature, cartographic data sources, IT-technologies and platforms. Original researches of the university teaching staff. Use of the virtual educational environment of Kyiv National University of Trade and Economics and the specialized software packages: “Amadeus Selling Platform” sales platform “Parus: Company” software package “Samo-Tour” software package “Google Earth” geospatial analysis program “Statistica” statistical data analysis program “Surfer Golden Software” surface mapping and spatial regression program “Microcal Origin” graphing program “MapInfo Pro 12.3” travel mapping program
<b>9 - Academic Mobility</b>	
<b>National credit mobility</b>	On the general grounds across the territory of Ukraine. Short-term education of the students completing the previous course in other higher education institutions of Ukraine.
<b>International credit mobility</b>	Within the frames of “Erasmus+” EU program under the bilateral agreements between Kyiv National University of Trade and Economics and the higher education institutions of the partner states.
<b>Higher education for foreign citizens</b>	Education may be provided to the foreign citizens whose Ukrainian/English level is at least B1.

## 2. List of Educational Program Components and Their Logical Order.

### 2.1. Educational Program Components

Code #	Educational Program Components (educational disciplines, term projects (papers), practical training, graduate paper)	Total Credits
1	2	3
CC 1.	Corporate management in tourism	6
CC 2.	Health tourism	6
CC 3.	Innovating in tourism	6
CC 4.	Strategic marketing in tourism	7.5
CC 5.	Travel destinations	7.5
CC 6.	Quality management in tourism	6
CC 7.	Project management in tourism	6

<b>Total credits for compulsory components:</b>		<b>45</b>
<b>OB 1</b>	Anti-crisis psychology	6
<b>OB 2</b>	Contractual law	6
<b>OB 3.</b>	Ecology Law	6
<b>OB 4</b>	Consumer Law	6
<b>OB 5</b>	Corporate law	6
<b>OB 6.</b>	Resort tour operating	6
<b>OB 7</b>	Scientific research methodology and organization	6
<b>OB 8</b>	International tourism	6
<b>OB 9</b>	Healthy nutrition	6
<b>OB 10</b>	Intellectual property	6
<b>OB 11</b>	Hotel and resort design	6
<b>OB 12</b>	Business psychology	6
<b>OB 13</b>	Organization of tourism	6
<b>OB 14</b>	Business process management	6
<b>OB 15</b>	Value-oriented management	6
<b>OB 16</b>	HR – management of hotels and restaurants	6
<b>OB 17</b>	Revenue management	6
<b>Total credits for optional components:</b>		<b>24</b>
<b>Total of the cycle</b>		<b>69</b>
<b>Worked-based practice</b>		<b>9</b>
<b>Certification</b>		
<b>Graduate qualification work</b>		<b>12</b>
<b>Graduate paper completion and defense</b>		
<b>Total of educational program 90</b>		

## 2.2. Structural and logical scheme of the educational program





### **3. Attestation Procedure**

Attestation is carried out in the form of Master's degree final paper public defense. The final qualifying paper is aimed at solving a specific and / or practical problem in the field of philology, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements. The final qualification paper shall not contain academic plagiarism, fabrication and / or falsification. The final qualification paper should be made public on the website of the higher education institution / its subdivision or in the repository of the higher education institution.

#### 4.1. Matrix of compliance of program competences to the compulsory components of the educational program

Components / Competences	OK1	OK2	OK3	OK4	OK5	OK6	OK7
3K1	•	•	•	•	•	•	•
3K2	•				•	•	
3K3			•			•	
3K4	•						
3K5		•					•
3K6			•				
3K7				•		•	
CK1	•						•
CK2				•	•		
CK3							•
CK4						•	
CK5	•				•	•	
CK6	•					•	
CK7				•		•	
CK8		•			•		
CK9	•			•			
CK10	•	•		•			
CK11	•		•				
CK12							•
CK13		•		•			
CK14			•				

#### 4.2. Matrix of compliance of program competencies to the optional components of the educational program

Components / Competences	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17
3K1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3K2	•	•		•	•	•			•			•		•		•	
3K3	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3K4	•						•					•	•		•	•	•
3K5	•	•	•	•	•	•						•			•	•	
3K6				•			•	•	•	•	•		•			•	
3K7	•							•			•	•	•	•	•		•
CK1							•		•				•	•	•	•	•
CK2			•				•		•				•		•	•	•
CK3	•							•				•				•	
CK4							•			•	•		•	•	•	•	
CK5	•											•				•	
CK6	•											•			•	•	•
CK7							•	•	•	•	•		•				
CK8	•											•				•	
CK9													•		•	•	•
CK10													•		•	•	•
CK11						•							•				
CK12			•								•		•		•		
CK13							•				•						
CK14				•			•		•		•		•	•	•		

**5.1. Matrix of providing program learning outcomes with relevant compulsory components of the educational program**

<b>Components Program learning outcomes</b>	<b>OK1</b>	<b>OK2</b>	<b>OK3</b>	<b>OK4</b>	<b>OK5</b>	<b>OK6</b>	<b>OK7</b>
<b>1</b>						•	
<b>2</b>	•						•
<b>3</b>						•	
<b>4</b>		•	•	•		•	
<b>5</b>	•			•	•	•	
<b>6</b>	•					•	
<b>7</b>	•			•	•		
<b>8</b>			•			•	
<b>9</b>	•	•	•	•	•	•	•
<b>10</b>		•					•
<b>11</b>						•	
<b>12</b>	•						
<b>13</b>						•	
<b>14</b>	•			•			
<b>15</b>							•
<b>16</b>	•				•		
<b>17</b>				•			
<b>18</b>			•				

## 5.2. Matrix of providing program learning outcomes with relevant optional components of the educational program

Components / Program learning outcomes	BK1	BK2	BK3	BK4	BK5	BK6	BK7	BK8	BK9	BK10	BK11	BK12	BK13	BK14	BK15	BK16	BK17
1	•							•				•	•		•		
2													•	•		•	•
3													•				
4											•						
5													•		•		•
6	•	•	•	•	•	•	•		•								
7	•	•			•	•						•				•	
8							•		•		•		•	•			
9	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
10	•											•			•	•	•
11	•							•				•				•	
12		•				•						•	•		•		
13											•		•	•	•	•	•
14			•			•	•		•		•		•		•		•
15			•				•		•	•	•		•		•	•	
16							•		•						•		•
17							•	•	•								
18				•			•	•	•	•	•		•				