MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS

EDUCATIONAL PROGRAM

«TOURISM MANAGEMENT»

**The first level of higher education
in specialty 073 Management
Field of study 07 Management and Administration
Qualification: Bachelor´s degree
Specialty «Management»
Specialization «Tourism Management»**

Kyiv 2019

1. Educational Program profile in specialty 073 «Management»
(in specialty «Tourism Management»)

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	Bachelor's degree in higher education specialty «Management» specialization «Tourism Management»
Educational Program Title	«Tourism Management»
Qualification Title (Degree), program credits and duration	Bachelor's degree, 240 credits ECTS, Training period 3 year 10 months
Accreditation	Accreditation in specialty 073 (Management" (specialization "Tourism Management"), certificate ND № 1196399 from 21.11.2018. For the period of validity until 01.07.2024. Ministry of Education and Science of Ukraine, Ukraine
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- first cycle, EQF-LLL- 6 level
Academic Background	Availability of a complete general secondary education / junior specialist's degree
Language(s) of instruction	Ukrainian
Program duration	Till 01.07.2024
Educational Program Link	https://www.knteu.kiev.ua
2 –Educational program aim	
Forming of general and professional competences for successful realization of primary level management of structural subdivisions, operating systems and processes of enterprises and organizations of tourism. Acquirement of knowledge for implementation of professional tasks on primary positions in the context of public functions realization of management, making of reasonable administrative decisions, operative management of tourist enterprises, establishments, organizations, public/local management bodies, primary subdivisions in tourism.	
3 - Educational program general information	
Subject Area (Field of study, speciality, and specialization)	Field of study 07 «Management and administration» Specialty073 «Management» Specialization «Tourism Management» Disciplines which form basic competences – 96 credits ECTS (40,0 %), among them are: discipline of professional training – 117 credits ECTS (48,7 %), practical training – 18 credits ECTS (7,5 %), graduate qualification work and defense – 6 credits ECTS (2,5), preparation for assessment – 3 credits ECTS (1,3%).
Educational Program Orientation	Educationally professional with the applied orientation. Professional (specialized) accents on forming of knowledge and abilities in relation to administrative activity in the tourism; realization of external economic functions of tourist enterprises; organizations of enterprise in tourism, legal adjusting of tourist activity, organization of tourist trips; marketing and economy of tourism.
Educational program and	Special education in the sphere of tourism in specialty

specialization goals and objectives	073 «Management». Key words: tourism management, tourism organisation, marketing in tourism, economy of tourism, hotel business, restaurant business, foreign economic activity of the enterprise, tourism and recreation area studies, excursion business, resort business, specialized tourism, information systems and technologies in tourism, event technologies in tourism, start-up management, communication management in tourism.
Specific requirements	Necessity to take traineeship, learning of several foreign languages, is recommended to training for one semester within the frameworks of international mobility, international internship. Program is realised by Ukrainian and English languages of training. Program highlights loyalties that the Law of Ukraine "About Higher Education" in the context of academic autonomy provides.
4 - Career opportunities and further learning	
Career opportunities	**Types and titles of economic activity to work to which holder of bachelor's degree is trained (SICC):** Section N. Activity in administrative and support services Part 79. Activity of travel agencies and tour operators, providing of reservation service and related activity Group 79.1 Activity of travel agencies and tour operators Class 79.11. Activity of travel agencies Class 79.12. Activity of tour operators Group 79.9. Providing of reservation service and related activity Class 79.90. Providing of reservation service and related activity Section P. Art, sport, recreation and entertainment Part 93. Activity in sport sector, recreation and entertainment Group 93.2. Organisation of recreation and entertainment. Class 93.21. Functioning of recreation facilities and theme parks Class 93.29. Organisation of other sites of recreation and entertainment. *Professional titles of jobs ((on OC):* 3414 Specialist in Hospitality Service 3414 Specialist in Excursions 3414 Specialist in Leisure Management 3414 Specialist in Specialized Service 3436.1. Assistant manager of the enterprise (organisation) 3423. Labour Agent 3434. Secretary of administrative departments 3435.1. Manager of business correspondence (government establishments) 3435.2. Manager of business correspondence (types pf business authorities)

	3439. Other technical specialists in management: Rural and regional development specialist; Controller in primary activity; Instructor in primary activity; Secretary of central executive body 3449. Governmental controller
Further learning	Graduates of Bachelor's degree in specialty «Management» can continue education in Master's degree in specialties 073 «Management», 241 «Hotel and restaurant business», 051 «Economics», 076 «Business, Trade and Exchange Activities», 075 «Marketing" and improve professional skills and get additional education after the certificated programs and programs of post-graduated education.
5 - Training and assessment	
Teaching and learning	Students-centralized training, self-education, problem-based learning, practical training.
Assessment	Written exams, practice, essay, presentations, projects, graduation thesis and other activities are assessed by the system of ECTS.
6 – Program competences	
Integral competence (IC)	Ability to solve complex specialized tasks and practical problems in the learning process in the field of tourism management.
General competence (GC)	GC 1. Ability to abstract thinking, analysis, synthesis. GC 2. Ability to establish relationships between socio-economic phenomena and processes. GC 3. Ability to self-development, continuous improvement and effective self-management; GC 4. Ability to do researches, which results have theoretical and practical importance; GC 5. Ability to search, process and analyse different information; GC 6. Ability to solve tasks and make decisions individually; GC 7. Ability to apply knowledge in practical situations; GC 8. Ability to discover, to define and solve problems, generate new ideas (creativity); GC 9. Ability for professional communication, providing of harmonious and structural relations; GC 10. Knowledge of business (professional) discourse in official and foreign languages; GC 11. Ability to solve general social issues: defense of environment, right for citizens, interests of consumers; health protection and safety; GC 12. Ability for initiative, responsibility and skills to safe activity in accordance with the future work, branch norms and rules, and necessary level of individual and collective strength security.
Professional competence (PC)	PC 1. Capacity for application of category apparatus, newest theories, conceptions, technologies, necessary for solving complex problems in tourism; PC 2. Capacity for critical administrative thinking and skills

	of analytical level in relation to systematization of data; PC 3. Ability to elect and use methods and management tool for organization and realization of researches in tourism, in accordance with international standards; PC 4. Ability to collect, to process, to systematize and summarize information about activity of tourist enterprise, to form strategies of development on its basis; PC 5. Ability to work in competitive environment in the conditions of globalization of tourist services market; PC 6. Ability to carry out professional activity in accordance with international, European and national standards in tourism; PC 7. Knowledge of tourist and recreational potential of countries and regions, terms of tourism development in tourist destinations of Ukraine and other countries of the world; PC 8. Ability to estimate the influence of environment on functioning of tourist enterprises and organizations; PC 9. Ability to analyse and estimate efficiency of financially-economic activity, economic potential and dynamics of tourist enterprise development; PC 10. Ability to conduct complex marketing researches and monitoring of tourist services market, develop and realize marketing politics, carry out organization and control of marketing activity; PC 11. Ability to accept administrative decisions, provide the conditions of their realization, competence and carry out effective control after their implementation; PC 12. Ability to understand basic principles, objects descriptions, receptions and methods of accounting, conduct primary accounting; PC 13. Ability to conduct the analysis of national tourist product competitiveness; to develop and inculcate strategies of foreign economic activity of tourist enterprises. PC 14. Ability to use psychological technologies of work with the staff, to organize work in the team on the basis of knowledge of processes of group dynamics, methods of motivation and principles of team forming and corporate culture. PC 15. Ability to find out the consumers' necessities, find and estimate new possibilities of tourist services market and formulate business-ideas. PC 16. Ability to organize, to coordinate and regulate relations with business partners and other tourist enterprises. PC 17. Ability to form and develop leader potential, find out initiative.
7 – Program learning outcomes (PLO)	
	PLO 1. Knowledge of conceptions, methods and management instruments of tourism with practical application for effective management tourist enterprises. PLO 2. Ability to establish connections between the

	elements of tourism management system;
	PLO 3. Ability to apply skills and management projects, generation of entrepreneurial ideas;
	PLO 4. Ability to plan the activity of tourism enterprise in strategic and tactical sections;
	PLO 5. Ability to organise and communicate with representatives of different professional groups in the international context;
	PLO 6. Ability to use innovative communicative methods and technologies in tourism management;
	PLO 7. Knowledge of the laws, principles and functioning mechanisms in tourism service market;
	PLO 8. Ability to assess the market situation of tourism services, interpret the results of research and predict the directions of development in tourism;
	PLO 9. Ability to argue with own point of view in discussions based on ethical considerations;
	ПРН10. Ability to interact with people and influence on their behaviour;
	PLO 11. Ability to analyse and structure the problems of tourism enterprise, make effective managerial decisions, provide conditions for their realization;
	PLO 12. Ability to manage the tourism enterprise its changes, carrying out informational, methodical, financial and personnel support, including international standards;
	PLO 13. Ability to develop and realise the projects in tourism;
	PLO 14. To speak the state language and it in professional activity;
	PLO 15. Practice to use foreign languages in professional activity;
	PLO 16. Demonstrate the ability to act responsibly and consciously on the basis of ethical considerations (motives), respect for diversity and multiculturalism;
	PLO 17. To use communicative skills and technologies, to initiate introduction of communication management methods in practice of tourism activity;
	PLO 18. Demonstrate social responsibility for the results of strategic management decisions.
	PLO 19. To make decisions in complex and unpredictable conditions, which requires application of innovative approaches and methods of foresight;
	PLO 20. To be responsible for the development of professional knowledge and practice, assessment of strategic team development, the formation of the effective personnel policy;
	PLO 21. Ability to demonstrate skills of individual work, flexible thinking, to be ready to get new knowledge, ability to self-development;
	PLO 22. To initiate innovative complex projects, show leadership during their realization.

8 – Resource support for program implementation

Academic staff	Specialists that carry out preparation of bachelors' degree in educational program "Tourist Management" have professional knowledge and skills in tourist business management. The possible participation of foreign specialists and practitioners in preparation in educational program "Tourist Management"
Facilities	In the educational process software packages and laboratory's articles "Management of tourism business" (classroom 532), materials, and assets of "Tourism Studies" (classroom 540). Specific features of equipment and material procurement provide the usage of laboratories of KNUTE manufacturing complex, specialized laboratories and classrooms.
Informational, teaching and learning materials	Scientific and specialized researches or recreation and tourist information, curricular and monographic literature, source maps, IT technologies and frameworks and other.
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 and English languages knowledge on the level no less than B1.

2. List of educational program components and their logical order
2.1. List of educational program components

№	Educational Program components	Total credits	Final assessment
1	2	3	4
CC (compulsory component)			
CC 1.	Foreign Language for Professional Purposes	18	Exam
CC 2.	Philosophy	6	Exam
CC 3.	Life Safety	6	Exam
CC 4.	Informatics for Economics	6	Exam
CC 5.	Legal Science	6	Exam
CC 6.	Psychology	6	Exam
CC 7.	Economic Theory	6	Exam
CC 8.	Statistics	6	Exam
CC 9.	Organisation of Tourism	12	Exam
CC 10.	Hotel Business	6	Exam
CC 11.	Restaurant Business	6	Exam
CC 12.	Finance, Money and Credit	6	Exam
CC 13.	Foreign Economic Activity of the Enterprise	6	Exam
CC 14.	Marketing in Tourism	6	Exam
CC 15.	Management	6	Exam
CC 15.1	TP in Management		
CC 16.	Start-up management in Tourism	6	Exam
CC 17.	Economy of Tourism	12	Exam
CC 18.	Public administration and local self-government	6	Exam
CC 19.	Modeling of Financial and Economic Activities of the Enterprise	9	Exam
CC 20.	Accounting	6	Exam
CC 21.	Foreign language of specialty	6	Exam
	Physical Education		Credit
Total Credits for Compulsory Components:		**159**	
(OC) Optional Components of EP			
OC 1.1.	Building Engineering	6	Exam
OC 1.2.	Engineering and computer graphics	6	Exam
OC 1.3.	Equipment facilities of tourism and recreation complexes	6	Exam
OC 2.1.	History of Ukraine	6	Exam
OC 2.2.	History of Ukrainian Culture	6	Exam
OC 2.3.	Cultural Heritage of Ukraine	6	Exam
OC 2.4.	National Interests in World Geopolitics and Geo-economics	6	Exam
OC 2.5.	Elocution	6	Exam
OC 2.6.	Religion Studies	6	Exam
OC 2.7.	World Culture	6	Exam
OC 2.8.	Tourist and recreation area studies	6	Exam
OC 2.9.	Ukrainian Language (for Specific Purposes)	6	Exam

OC 3.1.	Ecology	6	Exam
OC 3.2.	Excursion Business	6	Exam
OC 3.3.	Cultural and cognitive tourism	6	Exam
OC 3.4.	Recreational science	6	Exam
OC 3.5.	Specialized tourism	6	Exam
OC 4.	Second Foreign Language	12	Exam
OC 5.1.	Diplomatic and Business Protocol and Etiquette	6	Exam
OC 5.2.	Business Ethics	6	Exam
OC 5.3.	Logic	6	Exam
OC 5.4.	Political Science	6	Exam
OC 5.5.	Sociology	6	Exam
OC 6.1.	Economic Law	6	Exam
OC 6.2.	Labor Law	6	Exam
OC 6.3.	Entrepreneurial Law	6	Exam
OC 7.1.	Business Planning	6	Exam
OC 7.2.	Design	6	Exam
OC 7.3.	E-commerce	6	Exam
OC 7.4.	European Law	6	Exam
OC 7.5.	Internet Technologies in Business	6	Exam
OC 8.1.	Information Systems and Technologies in Hotel and Restaurant Business	6	Exam
OC 8.2.	Information Systems and Technologies in Tourism	6	Exam
OC 8.3.	Legal regulation of tourism activity	6	Exam
OC 8.4.	Web Design and Web Programming	6	Exam
OC 9.1.	Communication Management	6	Exam
OC 9.2.	Resort Business	6	Exam
OC 9.3.	Event Technologies in Tourism	6	Exam
Total Credits for Compulsory Components:		**60**	
Practical Training			
Practical training 1		6	
Practical training 2		6	
Practical training 3		6	
Total Credits for Practical Training		**18**	
Assessment			
Preparation for assessment		3	
Final qualification project and defence		6	
Final assessment		**9**	
Total number of credits		**240**	

3. Final assessment

Final assessment of students majoring in educational program 073 «Management» specialty «Tourist Management» is carried out in the form of final qualification work defense and results in getting diploma on obtaining qualification: higher educational level "Bachelor", specialty «Management» specialization «Tourism Management»

Assessment is carried out openly and publicly.

4. Program Competences and EP Components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21
GC1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC2	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC3	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC4	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC5	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC6	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC7	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC8	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC9	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC10	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC11	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC12	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC1									•	•	•			•	•	•	•				•
PC2									•					•	•	•	•		•		
PC3									•					•	•	•	•		•		
PC4									•					•	•	•	•		•		
PC5									•	•	•			•	•	•	•				
PC6									•	•	•			•	•	•	•				
PC7									•								•				
PC8									•						•	•	•		•		
PC9																	•		•		
PC10														•					•		
PC11														•	•		•		•		
PC12																			•	•	
PC13									•					•	•		•				
PC14							•									•					
PC15														•		•					
PC16															•						
PC17															•						

	OC1.1	OC1.2	OC1.3	OC2.1	OC2.2	OC2.3	OC2.4	OC2.5	OC2.6	OC2.7	OC2.8	OC2.9	OC3.1	OC3.2	OC3.3	OC3.4	OC3.5	OC4	OC5.1	OC5.2	OC5.3	OC5.4	OC5.5	OC6.1	OC6.2	OC6.3	OC7.1	OC7.2	OC7.3	OC7.4	OC7.5	OC8.1	OC8.2	OC8.3	OC8.4	OC9.1	OC9.2	OC9.3
GC1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC2	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC3	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC4	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC5	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC6	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC7	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC8	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC9	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC10	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC11	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC12	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC1												•		•	•	•	•																			•	•	•
PC2																					•						•											
PC3														•	•	•	•																			•	•	•
PC4																										•	•											
PC5															•		•																					
PC6																														•								
PC7											•				•		•																					
PC8																											•											
PC9																	•										•											
PC10																											•											
PC11																																						
PC12																																						
PC13																	•																					
PC14																																				•		
PC15																											•											
PC16																									•													
PC17																																						

5. Program learning outcomes and EP components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21
PLO1									•					•	•	•	•		•		
PLO2									•					•	•	•	•		•		
PLO3									•					•	•	•	•		•		
PLO4														•	•	•	•		•		
PLO5														•							•
PLO6				•																	
PLO7									•					•							
PLO8									•					•							
PLO9						•															•
PLO10						•															•
PLO11														•	•	•	•		•		
PLO12														•	•	•	•		•		
PLO13																•	•		•		
PLO14	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PLO15	•																				•
PLO16		•				•															
PLO17															•						
PLO18															•						
PLO19															•				•		
PLO20															•				•		
PLO21	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PLO22														•	•	•	•		•		

	OC1.1	OC1.2	OC1.3	OC2.1	OC2.2	OC2.3	OC2.4	OC2.5	OC2.6	OC2.7	OC2.8	OC2.9	OC3.1	OC3.2	OC3.3	OC3.4	OC3.5	OC4	OC5.1	OC5.2	OC5.3	OC5.4	OC5.5	OC6.1	OC6.2	OC6.3	OC7.1	OC7.2	OC7.3	OC7.4	OC7.5	OC8.1	OC8.2	OC8.3	OC8.4	OC9.1	OC9.2	OC9.3
PLO 1																																	•			•		
PLO 2																											•											
PLO 3																											•											
PLO 4																											•											
PLO 5																																				•		
PLO 6																																	•					
PLO 7																	•																					
PLO 8																	•																					
PLO 9																			•	•																		
PLO 10								•													•																	
PLO 11																											•											
PLO 12																											•											
PLO 13																											•											
PLO 14												•																										
PLO 15																		•																				
PLO 16																				•																		
PLO 17																																				•		
PLO 18																				•																		
PLO 19																											•											
PLO 20																																				•		
PLO 21	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PLO 22	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•