

Kyiv National University of Trade and Economics
Faculty of Restaurant, Hotel and Tourism Business

Information Package
The European Credit Transfer System (ECTS)

Sphere of knowledge	07 "Management and Administration"
Specialty	073 "Management"
Specialization Management"	"Tourism, Resort and Recreation
Education level	"Master"

Dean of FRHTB	N.I. Vedmid
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Guarantor OP	G.I.Mykhaylichenko

Kyiv 2018

3. Educational program.

Program team manager (program guarantor) is G.I.Mykhaylichenko, Doctor of Economics, professor at the Department of Tourism and Recreation.

1. Profile of educational program in specialty 073 "Management" (Specialization "Tourism, Resort and Recreation 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
Level of higher education and qualification name in the original language	Educational level "Master" Specialty "Management" Specialization "Tourism, Resort and Recreation Management"
Educational program official name	«Tourism, Resort and Recreation Management»
Diploma type and volume of the program	Unitary, 90 ECTS credits, training period is 1 years and 5 months
Accreditation	Certificate of accreditation ND No. 119409 dated 21.11.2017 Valid until 01.07.2027, Ministry of Education and Science of Ukraine, Ukraine.
Cycle / Level	NRC of Ukraine is the 8th level, FQ-EHEA is the second cycle, EQF-LLL is the 7th level
Preconditions	Availability of a Bachelor's Degree. Requirements for prior education: a Bachelor's Degree in any specialty may begin at the second level of education (Master's Degree). The conditions for admission to the program are regulated by the Rules of admission to KNUTE (in conditions of international and national mobility of

	students).
Languages of instruction	Ukrainian/English
Duration period	Till 01.07.2027
Internet address for permanent placement of the program description	https://www.knteu.kiev.ua
2 – Educational Program Aim	
<p>To form general and professional competencies for the successful implementation of economic, organizational, managerial, project, production and technological activities in the field of tourism, recreation and resort business.</p> <p>To give a solid knowledge for performing professional tasks in primary positions in the context of implementing general management functions, making managerial decisions, operational management of primary units of tourist enterprises, institutions, organizations, state / local governments</p>	
3 – Educational Program Characteristics	
Subject area (sphere of knowledge, specialty and specialization)	<p>Sphere of knowledge 07 «Management and Administration»</p> <p>Specialty 073 "Management"</p> <p>Specialization "Tourism, Resort and Recreation Management"</p> <p>Disciplines that form basic competencies is 75%, of which: discipline of the general training cycle is 13%, cycle of professional training is 52%, and practical training is 10%.</p> <p>The discipline of the choice of the applicant of higher education is 25%, of which: the cycle of general training is 12%, the cycle of training is 13%.</p>
Educational program orientation	Educational and professional application program
Main focus of the educational program and specialization	<p>Special education in the field of tourism in specialty 073 "Management".</p> <p>Educational program (specialization) "Tourism, Resort</p>

	<p>and Recreation Management"</p> <p>Key words: tourism enterprises management, tourism health, innovation, operational and production activities in tourism, project management, quality management, strategic tourism marketing, resort tour-tour, international tourism, hotel design, resorts, tourist destinations.</p>
Features of the program	<p>Necessity of passing of practice, studying of several foreign languages; recommended training for one semester within international mobility; internship abroad.</p> <p>The program is implemented both in Ukrainian and in English teaching languages.</p> <p>The program reflects the loyalty provided by the Law of Ukraine "On Higher Education" in the context of academic autonomy.</p>
4 – Graduate employability and further learning	
Employability	<p>Types and names of economic activities, to work on which a Master's Degree is prepared:</p> <p>79 Activities of travel agencies, tourist operators, provision of other reservation services and related activities</p> <p>This section includes agencies for the organization of travel, transportation and placement in means of temporary placement of tourists and travelers, arranging and conducting tours that are sold by travel agencies or directly by agents such as tour operators.</p> <p>This section also includes other activities related to tourist services; including booking The activities of tourist guides and promotion of travel services are also included in this section.</p> <p>79.1 Activities of travel agencies and tour operators</p> <p>79.9 Provision of other reservation services and related activities</p> <p>93 Activities in the field of sports, organization of rest</p>

	<p>and entertainments</p> <p>93.2 Leisure and entertainment organization</p> <p>This group includes the management of institutions and the provision of services to meet the diverse entertainment interests of clients. It also includes activities for the organization of leisure and entertainment, such as the activities of recreation parks with attractions, activities associated with the organization of fairs and picnic grounds, etc.</p> <p>93.21 Functioning of attractions and theme parks</p> <p>93.29 Organizing other types of recreation and entertainment</p> <p>and professional titles of works:</p> <p>1229.6 Heads of units in the field of culture, recreation and sports</p> <p>1229.7 Heads of other major departments in other fields of activity</p> <p>1238 Project and program managers</p> <p>1317 Managers of small enterprises without management apparatus in commercial service</p> <p>1448 Managers (managers) of travel agencies and travel agencies</p> <p>1492 Managers (managers) in the field of culture, recreation and sports</p> <p>2481 Professionals in the field of tourism</p> <p>2481.1 Scientific staff (tourism, excursion)</p> <p>2481.2 Tourists</p> <p>2483.1 Scientific staff (recreation)</p> <p>2483.2 Professionals in sanatorium and resort affairs</p>
<p>Further learning</p>	<p>Graduates of the Master's Degree in Management may apply for studies in the third level of education (postgraduate study) in one of the following specialties:</p>

	<p>073 "Management", 075 "Marketing", 051 "Economics", 281 "Public Administration and Administration", 076 "Entrepreneurship, trade and stock-taking activity".</p> <p>The conditions for admission to the program are regulated by the Rules of admission to KNUTE (in conditions of international and national mobility of students).</p>
5 – Training and assessment	
Teaching and learning	Student-centered learning, self-learning, problem-oriented learning, learning through practice, etc.
Assessment	<p>Oral and written examinations, practice, essays, presentations, project work, graduation work and other types of work are evaluated according to the general ECTS system.</p> <p>Criteria for assessing students' knowledge of the relevant discipline are indicated in the exam papers / assignments.</p> <p>The scale of assessment is used to facilitate the transfer of the estimates obtained by the ECTS system, the national and 100-point systems of KNUTE.</p>
6 – Program competence	
Integral competence (IC)	<p>is:</p> <ul style="list-style-type: none"> • implementation of general management functions through the implementation of mainly heuristic administrative and operator processes in tourism, recreation and resort businesses; • taking tactical and operational decisions by the manager (leader) within the limits of his competence in enterprises of tourism, recreation and resort business; • Tactical, operational, strategic management of primary units - linear (main activity) or functional (personnel department, commercial, transport, supply and distribution, logistics or others), as well as independent entrepreneurial structures, small enterprises, processors (mainly without or without the minimum of the

	<p>management apparatus) in the field of tourism, recreation and resort business;</p> <ul style="list-style-type: none"> • the leadership of the subordinates, respectively, the hierarchy of the management system of tourism recreational and resort businesses.
<p>General competence (GC)</p>	<p>GC1 Activity on the basis of understanding of civilization humanitarian values and globalization processes, priorities of national development;</p> <p>GC2 Implementation of production functions in enterprises (organizations, establishments) of tourism, recreation and resort business;</p> <p>GC3. Solving the tasks of professional and social activity in enterprises (organizations, establishments) of the sphere of tourism, recreation and resort business,</p> <p>GC4. Ability to organize, plan, forecast the results of activities in enterprises (organizations, institutions) of tourism, recreation and resort business;</p> <p>GC5. Solving difficult tasks in the field of professional activity or in the process of training in enterprises (organizations, establishments) in the field of tourism, recreation and resort business, which involves research and / or provision of innovations;</p> <p>GC6. Ability to assess and ensure the quality of executed management work;</p> <p>GC7. Ensuring the ability to carry out professional activities in primary positions in enterprises (organizations, establishments) in the sphere of tourism, recreation and resort business immediately after graduation;</p> <p>GC8 The realization of entrepreneurship, creativity, the desire to succeed and implement itself;</p> <p>GC9. Ability to initiative, responsibility and skills for preventive and emergency planning, management of occupational safety measures, ability to make decisions in complex and unpredictable situations, leadership skills</p>

	<p>in the position of manager;</p> <p>GC10. Realization of norms of international law and legislation of Ukraine in the field of life safety of the population, systems of management of labor protection and civil protection.</p>
<p>Professional competence (PC)</p>	<p>PC1 Implementation of managerial functions, tasks of professional and social activity in enterprises of tourism, recreation and resort business;</p> <p>PC2. Solving complex specialized tasks and creative solution of practical problems in the field of tourism, recreation and resort business;</p> <p>PC3. Ensuring the ability of the graduate to carry out professional activities in primary positions in the field of tourism, recreation and resort business after graduation;</p> <p>PC4. Execution of general education, research, pedagogical; psychological, ethical and social, environmental and local history and geography, resource saving, cultural, philosophical and anthropological, body-civilizational and technological, economic, administrative, marketing, praxeological functions of tourism, recreation, resort business;</p> <p>PC5 Ability to understand the basic processes and trends in the international strategy for sustainable development of tourism and recreation and apply them in their professional activities at local and regional levels, at tourist destinations, tourism businesses, recreational facilities and resort business;</p> <p>PC6 Ability to apply methods of scientific research and methodology of tourism;</p> <p>PC7 Ability to apply theories and methods of innovation development at different levels of management;</p> <p>PC8 Capacity for entrepreneurship at national and international tourism market, understanding the mechanisms of interaction of international and national tourist markets and conditions of socially responsible business in the tourism and recreation;</p>

	<p>PC9. Ability to manage projects, start-ups, risks in tourism, recreation, resort business;</p> <p>PC10 Ability to analyze the geospatial organization of the tourism process and design it on the basis of sustainable development;</p> <p>PC11 Understanding the task of national, regional and world tourism policy;</p> <p>PC15 Ability to implement measures and mechanisms for regulating tourism activities at different levels of management;</p> <p>PC16 Ability to organize and manage business processes locally at different levels of management;</p> <p>PC17 Ability to introduce mechanisms of interaction of subjects of the world and national tourist markets and the provisions of socially responsible business in tourism and recreation;</p> <p>PC18 Ability to pedagogical activity and organization of educational process in professional tourism education.</p>
7 – Program Learning Outcomes (PLO)	
	<p>PLO1. Ability to form a worldview, the development of personality, society and nature, spiritual culture;</p> <p>PLO2. Knowledge of concepts, methods of research and professional activity on the border of subject areas of tourism and recreation, health resorts;</p> <p>PLO3. Ability to evaluate and analyze socioeconomic processes and phenomena on the global (mega-), macro (state), meso- or meta- (destination) and macro levels (at the level of the individual enterprise);</p> <p>PLO4 Ability to work with information, including in global computer networks;</p> <p>PLO5. Ability to substantiate managerial decisions and ability to ensure their competence;</p> <p>PLO6 ability to establish communication, work in a team / team, showing intercultural and interpersonal</p>

tolerance, work in an international environment;

PLO7. Ability to act from the standpoint of social responsibility, take an active civic position, understanding the consequences of their activities, including in the savings of tourism, recreation and resort resources;

PLO8 Ability to carry out professional activities in tourism, recreation or resort business in accordance with the quality standards of enterprises / organizations;

PLO9 Ability to substantiate, realize and anticipate the effects of an innovative project in tourism, recreation or resort business;

PLO10. Ability to provide substantiated proposals for the formation and development of a national and regional tourism policy;

PLO11. Ability to formulate alternative strategic directions for the development of organizational systems; organize the process of enterprise management (unit), develop rational forms of management organization;

PLO12 The ability to formulate the main tasks related to the implementation of the quality management system, control system and its components, protect the rights of consumers in organizations of tourism, recreation and resort business;

PLO13 Ability to make decisions independently and bear responsibility for their implementation;

PLO14 Ability to create favorable conditions for training and development of personnel of the organization, to form personnel policy, organizational culture, to provide labor protection and safety equipment at work;

PLO15. Ability to plan and organize innovation activities, develop and implement innovative projects, start-ups, product and technological innovations in tourist, recreational and resort business enterprises in terms of evaluating the efficiency and effectiveness of

	<p>innovation (innovation);</p> <p>PLO16. Ability to develop anti-crisis management programs, assess the impact of the environment on the functioning of tourism, recreation and resort businesses;</p> <p>PLO17. Ability to use methods of marketing diagnostics, analysis and evaluation of the international market of tourism, recreation or resort services; interpret the results of the research and predict the directions of development of the subject of entrepreneurship in the field of tourism, recreation, resort business;</p> <p>PLO18 Ability to find and evaluate new market opportunities and formulate a business idea, develop business plans for the creation and development of new organizations, directions of activity, products (goods, services);</p> <p>PLO19. Ability to demonstrate knowledge and ability to implement managerial functions on the basis of marketing to meet the needs of consumers and ensure the effective operation of the enterprise;</p> <p>PLO20 Ability to make decisions in complex and unpredictable conditions requiring the application of new approaches and methods of forecasting</p> <p>PLO21. Ability to self-improvement and self-development throughout life.</p>
8 – Resource Support for Program Implementation	
Staff support	Specific characteristics of staffing are: the possible participation of foreign professionals and practitioners during classes, teaching disciplines.
Material and technical support	In the educational process software complexes and products of the "Tourism Business Management" laboratory (room 532) and materials and materials of the study room "Tourism Studies" (room 540) are involved. Specific characteristics of logistics also include the use of laboratories of the production complex of KNUTE, specialized laboratories and offices.

Information and educational – methodical support	General scientific and special sources of recreational and tourist information, educational and methodological and monographic literature, cartographic sources, IT technologies and platforms, and others.
9 – Academic Mobility	
National credit mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility, double diplomas, etc.
International credit mobility	International credit mobility is realized by concluding agreements on international academic mobility (Erasmus + K1), on double diplomas, on long-term international projects involving student studies and the issuance of double diplomas, etc.
Training of overseas students	Conditions and features of the educational program in the context of teaching foreign citizens: knowledge of Ukrainian / English at a level not lower than B1.

2. List of educational program components

2.1. List of educational program components

Code	Components of educational program (academic disciplines, term projects (papers), placement, qualification work)	Amount of credits	Forms of final control
1	2	3	4
Compulsory components of EP			
CC1	Management of Corporations in Tourism	6	Exam
CC2	Health Tourism	6	Exam
CC3	Innovation in Tourism	6	Exam
CC4	Strategic Marketing in Tourism	7,5	Exam
CC5	Tourist Destinations	7,5	Exam

CC6	Quality Management in Tourism	6	Exam
CC7	Project Management in Tourism	6	Exam
Total amount of compulsory components:		45	
Optional components of EP			
<i>Optional block 1 (general training cycle)</i>			
OB 1.1	Contract Law	6	<i>Exam</i>
OB 1.2	Intellectual Property	6	<i>Exam</i>
OB 1.3	Consumers' Rights	6	<i>Exam</i>
OB2.1	Diplomatic and Business Protocol and Etiquette	6	<i>Exam</i>
OB2.2	Public Speaking	6	<i>Exam</i>
OB2.3	Business Psychology	6	<i>Exam</i>
OB 2.4	Theory and Practice of Translation	6	<i>Exam</i>
Total amount:		12	
<i>Optional block 2 (vocational training cycle)</i>			
OB 3.1	Resort and Tour Rating	6	<i>Exam</i>
OB 3.2	Anthology and Organization of Scientific Research	6	<i>Exam</i>
OB 3.3	International Tourism	6	<i>Exam</i>
OB 3.4	Wellness Nutrition	6	<i>Exam</i>
OB 4.1	Design of Hotels and Resorts	6	<i>Exam</i>
OB 4.2	Business Process Management	6	<i>Exam</i>
OB 4.3	Value – Oriented Management	6	<i>Exam</i>
OB 4.4	Revenue Management	6	<i>Exam</i>
Total amount:		12	
Total volume of optional components:		24	

<i>Practical Training</i>		
Industrial (pre-diploma) placement	9	Test
<i>Attestation</i>		
Preparation and protection of graduation work	12	
Total EP volume	90	

3. Form of certification of higher education applicants

The certification of graduates of the educational program "Tourism, Recreation and Resort Management" of the specialty 073 "Management" is carried out in the form of the protection of final qualification work and ends with the issuance of the document of the established standard on awarding it to the qualification: the degree of higher education "Master" specialty "Management" specialization "Tourism, Recreation and Resort Management ". The certification is carried out openly and publicly.

4. Matrix of correspondence of program competence to EP components

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	OB 1.1	OB 1.2	OB 1.3.	OB 2.1	OB 2.2	OB 2.3	OB 2.4	OB 3
GC1					•			•				•	•	•	
GC2		•		•			•		•	•					
GC3	•	•	•	•	•	•				•	•		•	•	
GC4			•					•		•	•		•	•	
GC5			•				•					•	•	•	
GC6	•		•	•		•	•				•				
GC7	•	•	•	•	•	•	•	•	•	•	•		•	•	
GC8			•			•		•	•	•	•	•		•	
GC9.							•		•						
GC10.					•		•			•					
PC1	•	•	•	•		•	•			•	•			•	
PC2			•	•			•			•	•			•	
PC3		•	•	•	•	•	•	•	•	•	•			•	
PC4	•		•	•	•	•	•	•	•	•	•	•	•		
PC5		•	•		•		•			•		•	•	•	
PC6										•		•	•	•	
PC7	•		•	•			•					•	•	•	
PC8	•	•	•	•	•	•	•	•	•	•					

PC9			•	•	•	•	•	•	•	•	•	•		•	
PC10										•				•	
PC11	•	•	•	•		•	•			•	•			•	
PC12	•	•	•	•		•	•			•	•				
PC13									•	•	•	•		•	
PC14					•	•	•	•		•	•			•	
PC15	•	•			•			•	•		•	•			
PC16	•	•	•	•	•	•	•	•	•		•	•	•	•	
PC17	•	•	•	•	•	•	•	•	•		•	•	•	•	
PC18		•	•					•	•						

5. Matrix for providing program learning outcomes (PLO) with relevant components of the educational program

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	OB	OB	OB	OB	OB	OB	OB	OB
								1.1	1.2	1.3.	2.1	2.2	2.3	2.4	3
PLO1			•				•	•				•	•	•	
PLO2	•	•	•	•	•	•	•		•	•					
PLO3		•			•		•			•	•		•	•	
PLO 4	•		•	•		•	•	•		•	•		•	•	
PLO5		•			•							•	•	•	
PLO6	•			•	•	•	•	•	•				•	•	
PLO7	•	•	•	•		•	•	•	•	•	•		•	•	
PLO8	•	•	•	•	•	•	•	•	•	•	•	•		•	
PLO9			•	•			•			•	•			•	
PLO10					•					•	•			•	
PLO11	•			•		•	•	•	•	•	•			•	
PLO12		•				•		•	•	•	•	•	•		
PLO13	•		•				•			•		•	•	•	
PLO14	•					•	•			•		•	•	•	
PLO15			•			•						•	•	•	
PLO16	•	•	•	•	•	•	•				•	•		•	
PLO17				•				•	•	•	•	•		•	
PLO18		•	•		•					•				•	
PLO19	•		•	•		•	•			•	•			•	
PLO20										•	•				
PLO21							•		•	•	•	•		•	

