

1. EDUCATIONAL PROGRAM PROFILE

1- GENERAL INFORMATION	
Full name of the higher education institution and structural unit	State University of Trade and Economics Faculty of Technology and Business Department of Tourism and Creative Industries Management
Level of higher education and title of qualification in the original language	First (bachelor's) level of higher education Qualification – Bachelor of Tourism
Field of study	J Transport and services
Specialty	J3 Tourism and recreation
Name of educational program	International tourism
Restrictions on forms of education	No restrictions
Compliance with the higher education standard of the Ministry of Education and Science of Ukraine	Meets the higher education standard of the Ministry of Education and Science of Ukraine (order No. 1068 of October 4, 2018)
Type of diploma and scope of educational program	Bachelor's degree, single. The scope of the educational and professional program is 240 ECTS credits. Standard training period 3 years 10 months
Availability of accreditation	Accreditation for specialty 242 "Tourism", certificate No. 2805 dated 12/23/2022. Valid until 07/01/2027. National Agency for Quality Assurance in Higher Education, Ukraine
Cycle, level of higher education	NQF of Ukraine - level 6, FQ-EHEA - first cycle, EQF-LLL – Level 6
Prerequisites for admission to the educational program	Availability of complete general secondary education
Language(s) of instruction	Ukrainian, English
Duration of the educational program	until 01.07.2027
Internet address of permanent placement of the educational program description	https://knute.edu.ua/
2-GOAL OF THE EDUCATIONAL PROGRAM	
Providing students with theoretical knowledge and developing practical skills and	

abilities sufficient for the successful implementation of service, economic, organizational and managerial, production and technological activities in the field of international tourism.

3-CHARACTERISTICS OF THE EDUCATIONAL PROGRAM

Subject area

Object: tourism as a social phenomenon, a complex socio-ecological and economic system that encompasses geographical, socio-cultural, environmental, economic, organizational and legal aspects, processes and phenomena related to comfortable and safe travel; - tourism as a field of professional activity that involves the formation, promotion, implementation and organization of consumption of a tourist product, services of tourism entities for the organization of comprehensive tourist services in the tourism industry.

Learning objective: formation of general and professional competencies for successful professional activities in the field of recreation and tourism.

Theoretical content of the subject area. Concepts: tourism, tourist, tourism sphere, forms and types of tourism, recreational tourism resources, tourism objects and attractions; tourist product, excursion, tourist destination, tourist activity, tourist service, tourism industry, tourist infrastructure, tourist services market, tourism business entities; concepts: 1) humanistic, patriotic and educational, national identity; 2) globalization and glocalization of tourism; 3) geo-territoriality of tourism, geospatial organization of the tourism process; 4) sustainable tourism for development; 5) information technology; 6) holistic marketing, 7) service; 8) socially responsible business; principles that determine the patterns of specialist training: student-centered, competency-oriented, scientific, systematic and consistent training, practice-oriented, interdisciplinary.

The subject area includes knowledge of the geography and history of tourism, tourist local history and regional studies, recreation, organization of tourism and excursion activities, organization of hotel and restaurant business, transport services, information systems and technologies in tourism, tourism economics, tour operating, tourism management and marketing, legal regulation and safety of tourism activities.

Methods, techniques and technologies: general and special scientific methods: geographical, economic, sociological, psychological, informational, tourist service methods (technological and production, interactive, service).

Tools and equipment: technical equipment and facilities for information processing, safety in tourism and tourism activities of tourism market entities, specialized licensed application programs, maps, atlases, sports equipment.

Orientation of the educational program

Educational and professional with an applied orientation. The professional (specialization) aspects of the program consist in the formation of knowledge and skills regarding production, economic and managerial activities in the field of international tourism.

The main focus of the educational program

Special education in the field of tourism in the specialty J3 "Tourism and Recreation"

The main goals of the educational program are to provide students with theoretical knowledge and develop practical skills and abilities sufficient for the successful implementation of service, economic, organizational and managerial, production and technological activities in the field of international tourism.

The educational program involves the involvement of professionals from the field of international tourism in teaching, the use of specialized software for global distribution systems and VR library resources, the formation of entrepreneurial skills and abilities in a business simulation training centre, annual industrial practices with elements of informal education, in particular abroad, the opportunity to study several foreign languages, and the choice of languages for teaching educational components (Ukrainian/English).

Keywords: tourism organization, international tourism, leisure and recreation, tourism

management, tourism marketing, communication management, hotel business, restaurant business, excursion business

Program features

Thorough training in organizing international tourism with a focus on startups and effective business. The educational program involves mastering the disciplines of organizational and managerial, marketing, economic, legal, tourist country studies, cultural and information technology content.

4-GRADUATES' EMPLOYABILITY AND FURTHER EDUCATION

Employment eligibility

Types and names of economic activities for which the bachelor is prepared (according to the National Classifier of Ukraine "Classification of Types of Economic Activities DK 009:2010"):

Section N. Administrative and support service activities

Section 79. Activities of travel agencies, tour operators, provision of other reservation services and related activities

Group 79.1 Activities of travel agencies and tour operators

Class 79.11. Travel agency activities

Class 79.12. Tour operator activities

Group 79.9. Provision of other reservation services and related activities

Class 79.90. Provision of other reservation services and related activities

Section R. Education

Chapter 85. Education

Class 85.4. Higher education

Group 85.41. Vocational and technical education at the level of higher vocational and technical educational institution

85.42. Higher education

Section R. Arts, sports, entertainment and recreation

Section 93. Activities in the field of sports, organization of recreation and entertainment

Class 93.2. Recreation and entertainment activities

Group 93.29. Other recreation and entertainment activities

Positions that a master can hold (according to the National Classifier of Ukraine "Classifier of Professions DK 003:2010"):

3414 Tourist Service Specialist

3414 Travel (excursion) organizer

3414 Tour guide

3414 Leisure organization specialist

3414 Rural Tourism Development Specialist

3414 Conference Service Specialist

3414 Specialized Service Specialist

3414 Tourist Safety Specialist

3340 Tourism instructor-methodologist

3439 Other management technicians

3439 Tourism Inspector

1317Managers of small enterprises without management staff in commercial services (agency manager)

Further training

The possibility of studying under the program of the second (master's) level of higher

education. Acquisition of additional qualifications in the system of postgraduate education, advanced training. Academic mobility.

5-TEACHING AND ASSESSMENT

Teaching and learning

Student-centered learning, self-study, problem-based learning, learning through practice, etc. Lectures, practical classes, independent work based on textbooks, study guides and lecture notes, learning through practical training and professional internship, consultations with teachers, preparation of qualification work and certification exam.

Evaluation

Written exams, practical training, coursework, presentations, individual projects, certification and other types of work that are evaluated in accordance with the "Regulations on the Evaluation of the Results of Students' and Postgraduate Students' Studies at SUTE", "Regulations on the Organization of the Educational Process of Students".

The learning outcomes of students at SUTE are assessed on a 100-point scale, where: 60-100 points – learning outcomes that give the student the right to obtain ECTS credits; 0-59 points – unsatisfactory learning outcomes that do not give the student the right to obtain ECTS credits.

6-PROGRAMME COMPETENCIES

Integral competence

The ability to comprehensively solve complex professional tasks and practical problems in the field of international tourism and recreation both in the process of study and in the process of work, which involves the application of theories and methods of the system of sciences that form tourism studies and are characterized by the complexity and uncertainty of conditions

General Competencies (GC)

C01	The ability to exercise one's rights and responsibilities as a member of society, to be aware of the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, and the rights and freedoms of man and citizen in Ukraine
C02	The ability to preserve and multiply the 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, technology and engineering, to use various types and forms of physical activity for active recreation and leading a healthy lifestyle.
C03	The ability to act socially responsible and conscious.
C04	The ability to think critically, analyze, and synthesize.
C05	The desire to preserve the environment.
C06	Ability to develop and manage projects.
C07	Ability to work in an international context.
C08	Skills in using 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 autonomously
C14□	Ability to make decisions and act in a manner that is free from corruption and any other forms of dishonesty
<i>Special (professional, subject) competencies (SC)</i>	
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 territories
C18	Ability to analyze the activities of tourism industry entities at all levels of management.
C19	Understanding current trends and regional priorities for the development of tourism in general and its individual forms and types.
C20	Understanding the processes of organizing tourist trips and comprehensive tourist services (hotel, restaurant, transport, excursion, recreational).
C21	The ability to develop, promote, implement and organize the consumption of a tourism product.
C22	Understanding the principles, processes and technologies of organizing the work of a tourism industry entity and its subsystems.
C23	Ability to ensure the safety of tourists in normal and complex force majeure circumstances.
C24	The ability to monitor, interpret, analyze and systematize tourism information, the ability to present tourism information material.
C25	The ability to use information technology and office equipment in the work of tourism enterprises.
C26	The ability to identify individual tourist needs, use modern tourist service technologies, and conduct claims work.
C27	Ability to cooperate with business partners and clients, the ability to ensure effective communication with them.
C28	Ability to work in an international environment based on a positive attitude towards differences in other cultures, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, and recognition of intercultural issues in professional practice.
C29	The ability to act in the legal field, guided by the norms of the law.
C30	The ability to work with documentation and carry out settlement operations by a tourism business entity.
C31	<i>Ability to analyze indicators of international tourism development, conduct research on global and regional markets for international tourism services and tourism entities.</i>
C32	<i>The ability to manage an organization without a management apparatus through the implementation of management functions, using modern management tools.</i>
7-PROGRAM LEARNING OUTCOMES	
LO01	Know, understand and be able to use in practice the main provisions of

	tourism legislation, national and international standards for serving tourists.
LO 02	Know, understand and be able to use in practice basic concepts from the theory of tourism, the organization of the tourism process and tourism activities of entities in the tourism services market, as well as worldviews and related sciences.
LO 03	Know and understand the main forms and types of tourism, their division.
LO 04	Explain the features of organizing recreational and tourist space.
LO 05	Analyze the recreational and tourist potential of the territory.
LO 06	Apply the principles and methods of organizing and serving tourists in practical activities.
LO 07	Develop, promote and sell a tourism product.
LO 08	Identify travel documentation and be able to use it correctly.
LO 09	Organize the process of servicing consumers of tourist services based on the use of modern information, communication and service technologies and compliance with quality standards and safety regulations.
LO 10	Understand the principles, processes and technologies of organizing the work of a tourism business entity and its individual subsystems (administrative and managerial, socio-psychological, economic, technical and technological).
LO 11	To be proficient in the state and foreign language(s) at a level sufficient for professional activity
LO 12	Apply productive communication skills with consumers of tourism services.
LO 13	Establish connections with experts in the tourism and other industries.
LO 14	Show respect for individual and cultural diversity.
LO 15	Show tolerance for alternative principles and methods of performing professional tasks.
LO 16	To act in accordance with the principles of social responsibility and civic consciousness.
LO 17	Manage your studies with the aim of self-realization in the professional tourism field.
LO 18	Adequately assess your knowledge and apply it in various professional situations.
LO 19	To defend one's views in a reasoned manner in solving professional tasks.
LO 20	Identify problem situations and suggest ways to solve them.
LO 21	Make informed decisions, in particular based on the results of calculating economic indicators, and be responsible for the results of their professional activities
LO 22	Professionally perform tasks in uncertain and extreme situations.

8- RESOURCE PROVISION FOR PROGRAM IMPLEMENTATION

Human resources

Specialists who train bachelors in the educational program "International Tourism" must have specialized knowledge and professional skills in the field of tourism and resort and recreation business. Domestic and foreign practitioners from the field of tourism and resort and recreation business are invited to conduct problem lectures.

Logistics and technical support

<p>Computer class "Tourism Business Management (Project Management)" Office of "Tourism Studies" Hotel management computer class Laboratory for organizing service in hotel establishments Laboratory of Bar Science and Enology VR library SMART library</p>
<p><i>Information and educational and methodological support</i></p>
<p>General scientific and special sources of recreational and tourist information, educational and methodological and monographic literature, cartographic sources, IT technologies and platforms, etc. Author's developments of the university's teaching staff. Using the SUTE virtual learning environment and specialized software: Amadeus Selling Platform Google Earth geospatial data analysis program Statistical data analysis program "Statistica" Program for creating statistical surfaces and spatial regression surfaces «Surfer Golden Software» Microcal Origin graphic design program Tourist map development program "MapInfo Pro 12.3"</p>
<p>9-ACADEMIC MOBILITY</p>
<p><i>National credit mobility</i></p>
<p>National credit mobility is carried out in accordance with concluded agreements on academic mobility, double graduation, etc.</p>
<p><i>International credit mobility</i></p>
<p>International credit mobility is implemented through the conclusion of agreements on international academic mobility (Erasmus+ KA1), on double graduation, on long-term international projects that involve student training and the issuance of a double diploma, etc.</p>
<p><i>Education of foreign higher education applicants</i></p>
<p>It is carried out in accordance with the requirements of current legislation.</p>

2. LIST OF CURRICULUM COMPONENTS AND ITS LOGICAL SEQUENCE

2.1. List of components of the EC

Code	Educational components of the program	ECTS credits	Control form
1	2	3	4
<i>Mandatory components</i>			
MC 1.	Foreign language for professional purposes	24	Test, Exam
MC 2.	Information technologies in professional activities	6	Exam
MC 3.	Legal regulation of tourism activities	6	Exam
MC 4.	Hotel business	6	Exam
MC 5.	Tourism and recreation studies	6	Exam
MC 6.	Excursion business	6	Exam
MC 7.	Philosophy	6	Exam
MC 8.	Leisure and recreation	6	Exam
MC 9.	Restaurant business and catering	6	Exam
MC 10.	Tourism organization	12	Exam
MC 11.	Economic theory	6	Exam
MC 12	Foreign language specialty	12	Test, Exam
MC 13.	Marketing in tourism	6	Exam
MC 14.	International tourism	6	Exam
MC 15.	Accounting and taxation	6	Exam
MC 16.	Tourism Management	6	Exam
MC 17.	Tourism Economics	6	Exam
MC 18.	Communication management	6	Exam
MC 19.	Information systems and technologies in tourism	6	Exam
MC 20.	StartUp training	9	Exam
MC 21.	Practical training 1	6	Test
MC 22.	Practical training 2	6	Test
MC 23.	Practical training 3	6	Test
MC 24.	Preparation for the certification exam and certification	3	Exam
MC 25.	Preparation of qualification work and defense	6	Protection
Total required components:		180	
<i>Optional components</i>			
OC1	Educational component 1	6	Exam
OC2	Educational component 2	6	Exam
OC3	Educational component 3	6	Exam
OC4	Educational component 4	6	Exam

OC5	Educational component 5	6	Exam
OC6	Educational component 6	6	Exam
OC7	Educational component 7	6	Exam
OC8	Educational component 8	6	Exam
OC9	Educational component 9	6	Exam
OC10	Educational component 10	6	Exam
Total volume of optional components:		60	
TOTAL SCOPE OF THE EDUCATIONAL PROGRAM		240	

Higher education applicants choose optional academic disciplines through their personal account on the portal "MIA: Education". Descriptions of academic disciplines and their prerequisites are presented in the Catalogue of Academic Disciplines of SUTE

3. FORM OF CERTIFICATION OF HIGHER EDUCATION GRADUATES

Certification is carried out in the form of a public defense of the qualification work and a certification exam.

Qualification work should include theoretical and analytical generalizations or solving a practical problem in the field of tourism and recreation using theories and methods of tourism studies.

The qualification work must be checked for plagiarism.

The qualification 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 certification exam should be aimed at verifying the achievement of learning outcomes defined by the higher education standard and educational program.

4. Matrix of correspondence of program competencies to mandatory components of the educational program

Components		MC1	MC2	MC3	MC4	MC5	MC6	MC7	MC8	MC9	MC10	MC11	MC12	MC13	MC14	MC15	MC16	MC17	MC18	MC19	MC20	MC21	MC22	MC23	MC24	MC25
		Competencies																								
General competencies	C01			*						*	*		*									*	*	*	*	*
	C02		*							*	*											*	*	*	*	*
	C03									*	*		*		*								*	*	*	*
	C04		*												*	*						*	*	*	*	*
	C05										*												*	*	*	*
	C06	*	*	*				*	*		*				*	*	*		*	*			*	*	*	*
	C07	*				*					*		*	*	*			*	*				*	*	*	*
	C08								*					*				*	*				*	*	*	*
	C09	*		*							*					*	*		*	*			*	*	*	*
	C10		*	*							*					*	*	*	*				*	*	*	*
	C11	*											*	*					*	*			*	*	*	*
	C12	*											*	*				*	*				*	*	*	*
	C13										*					*	*		*	*				*	*	*
	C14										*					*	*		*	*				*	*	*
C14.1										*					*	*		*	*							
Special (professional, subject) competencies	C15									*			*		*	*		*	*				*	*	*	*
	C16	*						*		*			*		*	*		*	*			*	*	*	*	*
	C17					*				*										*		*	*	*	*	*
	C18									*					*	*			*	*			*	*	*	*
	C19									*				*		*	*		*	*		*	*	*	*	*
	C20				*		*		*	*				*	*				*	*		*	*	*	*	*
	C21									*					*	*			*	*		*	*	*	*	*
	C22									*					*	*			*	*		*	*	*	*	*
	C23									*									*	*		*	*	*	*	*
	C24	*					*			*			*					*	*			*	*	*	*	*
	C25									*									*	*		*	*	*	*	*
	C26									*									*	*		*	*	*	*	*
	C27									*				*				*	*		*	*	*	*	*	*
	C28	*				*				*			*		*		*	*		*		*	*	*	*	*
	C29			*						*					*				*	*		*	*	*	*	*
	C30									*					*	*		*	*		*	*		*	*	*
	C31										*				*		*		*	*		*	*	*	*	*
	C32										*				*	*		*	*		*	*	*	*	*	*

5. Matrix of ensuring program learning outcomes (LOs) by corresponding mandatory components of the educational program

Components / Program Learning Outcomes	MC1	MC2	MC3	MC4	MC5	MC6	MC7	MC8	MC9	MC10	MC11	MC12	MC13	MC14	MC15	MC16	MC17	MC18	MC19	MC20	MC21	MC22	MC23	MC24	MC25	
LO01	*		*		*	*			*										*		*	*	*	*	*	
LO 02	*	*		*	*	*		*	*			*	*	*			*	*	*			*	*	*	*	*
LO 03					*	*						*	*					*	*			*	*	*	*	*
LO 04					*														*			*	*	*	*	*
LO 05					*																	*	*	*	*	*
LO 06									*						*				*	*			*	*	*	*
LO 07						*			*						*			*	*			*	*	*	*	*
LO 08				*	*	*		*	*		*		*		*		*					*	*	*	*	*
LO 09				*		*		*	*					*		*		*	*	*		*	*	*	*	*
LO 10									*					*	*		*	*			*	*	*	*	*	*
LO 11		*	*									*		*	*							*	*	*	*	*
LO 12	*											*				*						*	*	*	*	*
LO 13	*			*		*	*	*	*			*		*		*						*	*	*	*	*
LO 14	*			*								*		*		*						*	*	*	*	*
LO 15									*													*	*	*	*	*
LO 16									*			*		*									*	*	*	*
LO 17		*												*								*	*	*	*	*
LO 18									*					*	*		*		*				*	*	*	*
LO 19									*					*	*	*	*						*	*	*	*
LO 20										*							*	*	*	*	*			*	*	*
LO 21									*					*			*	*	*	*	*		*	*	*	*
LO 22									*					*			*	*	*	*	*		*	*	*	*

Developed by a working group consisting of

- | | | |
|---|---------------------|---|
| 1 | Anatoly Mazaraki | Rector, Doctor of Economics, Professor |
| 2 | Kravtsov Sergey h | Associate Professor of the Department of Tourism and Management of Creative Industries, Candidate of Public Administration, Associate Professor, Guarantor of the Educational Program |
| 3 | Vedmid Nadiya | Dean of the Faculty of Technology and Business, Doctor of Economics, Professor |
| 4 | Tkachenko Tetyana | Head of the Department of Tourism and Management of Creative Industries, Doctor of Economics, Professor |
| 5 | Mykhailichenko Anna | Professor of the Department of Tourism and Management of Creative Industries, Doctor of Economics, Professor, Head of the Specialty Support Group |
| 6 | Nesterenko Daria | 3rd year student, 14th group, specialty "Tourism and Recreation" |
| 7 | Petrivska Yulia | 4th year student, 20th group, specialty "Tourism and Recreation" |

Reviews – feedback from external stakeholders:

- | | | |
|----|-------------------|---|
| 1. | Chertkov Vadym | Head of the Consolidated Information Analytics Department, KOMPAS Ukraine LLC |
| 2. | Neznamova Natalia | Manager of Revenue Management and Pricing Department at Air France KLM |

LIST OF RECOMMENDED OPTIONAL COMPONENTS

Code	Educational components	ECTS credits
VK1	Second foreign language	42
VK2	Oenology	6
VK3	Critical thinking	6
VK4	Cultural tourism	6
VK5	Resort business	6
VK6	International economic relations	6
VK7	Oratory	6
VK8	Business Psychology	6
VK9	Specialized tourism	6
VK10	Startup management in tourism	6
VK11	Tourist cartography	6
VK12	Digital technologies in advertising	6
VK13	Targeted communicative English course	6
VK14	Event technologies in tourism	6
VK15	WEB design and WEB programming	6

In order to ensure the formation of an individual educational trajectory, taking into account the provisions of Article 62 of the Law of Ukraine "On Higher Education", applicants may choose components of the educational program from other educational programs, both similar and other levels of higher education, in agreement with the dean of the faculty.