



Educational Program

«INTERNATIONAL TOURISM BUSINESS»

MASTER'S DEGREE

PURPOSE OF THE EDUCATIONAL PROGRAM

Training of specialists for tourism companies and territories (destinations), capable of diagnosing problems and creatively solving complex tasks in professional activities that involve conducting research and/or implementing innovations and characterized by the uncertainty of conditions and requirements for successful business development of tourism entities

EMPLOYMENT OPPORTUNITIES (POSITIONS)

- ✓ Professional in the field of project and program management (in tourism)
- ✓ Specialist in the field of marketing, entrepreneurship and rationalization of production and implementation of services in the field of tourism
- ✓ Professional in the field of tourism
- ✓ Heads of tourism business
- ✓ Heads of specialized departments of executive authorities
- ✓ Scientific employee (tourism, recreation, excursion science)

EMPLOYERS - PARTNERS OF THE EDUCATIONAL PROGRAM INVOLVED IN THE FORMATION OF THE STUDY CONTENT AND PRACTICAL TRAINING

National Tourism Organization of Ukraine; All-Ukrainian public union "VISIT Ukraine"; international tourist operators: "TPG", "Ukr-Safari-Tour", "Compass Ukraine"; travel agency and creative tourist space "Travel Hub"; international hotel chains "Hyatt Regency" and "Reikartz"; International company "Amadeus Ukraine"; Air France KLM in Ukraine; Association "UCMIItaly" (Italy); Academy of Professional Education "Mercur" (Slovakia); All-Ukrainian Federation of Employers in the Tourism Sector of Ukraine.

MAIN EDUCATIONAL DISCIPLINES (COURSE) OF THE EDUCATIONAL PROGRAM

International tourism. Innovation in tourism. Project management in tourism. Management of corporations in tourism. Tourist Destinations Management. Quality management in tourism. International MICE tourism. International business.

COMPETITIVE ADVANTAGES

- The program is in Ukrainian and English as the languages of instruction
 - A unique combination of competencies of top managers of commercial companies, entrepreneurs and civil servants in the field of tourism for the development and implementation of innovative projects of the national and international level
 - Practical orientation of the educational process with the involvement of leading specialists in the tourism sphere of Ukraine and abroad
 - Participation in the educational process of leading practitioners
 - Constant updating (modernization) of educational content
 - State-of-the-art training facilities of European level (specialized laboratories, computer classes, SMART library, and numerous co-working spaces)
 - Mastering information technology in professional activities
 - Opportunity to receive parallel education abroad
 - In-depth study of foreign languages
 - Rich sports, social and cultural life
- ✉ tourism-recreation@knute.edu.ua



Website of the
University