

3. Educational Programme

Project team leader (director of the Master's degree educational programme)

Hanna Mykhailichenko, Doctor of Sciences (Economics), Professor

3.1 Profile of the Master's degree educational programme 'International Tourism Business' in the subject area J3 'Tourism and Recreation'

1 - GENERAL INFORMATION	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Technologies and Business, Department of Tourism and Creative Industries Management
Academic degree and qualification title in the original	Second (Master's degree) cycle of higher education Qualification – Master's degree in Tourism
Field of study	<i>J Transport and services</i>
Subject area	<i>J3 Tourism and recreation</i>
Educational programme title	'International Tourism Business'
Restrictions on modes of education	No restrictions are in place
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Meets the standards of higher education of the Ministry of Education and Science of Ukraine. (Order No. № 209 21.02.2022)
Qualification title (Degree), programme credits and duration	Master's degree diploma, single, 90 ECTS credits, training period – 1 year 4 months
Accreditation status	Certificate of accreditation ND № 119409 dated 21.11.2017. Period of validity – till 01.07.2027. Ministry of Education and Science of Ukraine, Ukraine
Cycle/ Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic background	Bachelor's Degree
Language(s) of instruction	Ukrainian, English
Programme duration	Expires on 01.07.2027

Educational Programme Link	https://knute.edu.ua
2 - EDUCATIONAL PROGRAMME AIM	
Training of specialists who are able to identify and resolve complex tasks and problems in the field of tourism and recreation creatively in the context of professional activity or in the training process, which requires the research and/ or innovation actualising and which is characterised by uncertainty of conditions and requirements for a <i>successful</i> business growth of tourism entities on the international market.	
3 - EDUCATIONAL PROGRAMME DESCRIPTION	
<i>Subject area</i>	
Object of study: tourism as a social phenomenon and a complex dynamic system that includes objects, phenomena, conditions and processes of geographical, economic, organizational and legal, socio-cultural, environmental, and psychological content related to safe travel and tourism services; tourism as a sphere of professional activity of tourism industry entities in organizing and managing the tourism process at various hierarchical levels, ensuring the conditions for the functioning and development of tourism market. Learning objectives: Acquiring the ability to solve research and / or innovation and / or management problems in the field of tourism and recreation. Theoretical content of the subject area: basic concepts, categories, concepts, principles that determine the specifics of functioning of tourism and recreation industry entities at different hierarchical levels of territorial management and tourism business. Methods, techniques and technologies: spatial and temporal, socio-cultural, environmental, economic and mathematical, non-financial analysis, synthesis, forecasting, project management, digital technologies. Tools and equipment: specialized software, integrated databases, mapping sources; specialized classrooms or laboratories.	
<i>Educational programme orientation</i>	
Education and professional, applied, research	
<i>Educational programme main focus</i>	
Professional education and practical training to resolve professional and scientific tasks to effective management of tourism business in the segment of international tourism, providing leadership of tourism activity subjects in domestic and foreign markets of tourism services in the conditions of internationalization and globalisation, development and implementation of tourism business subjects of different hierarchical levels of innovative projects and prove marketing strategies. Gaining experience to obtain reasoned decision in the main spheres of international tourism companies activities, as well as personal business projects on the basis of balanced analytical, information and technological knowledge of business; investigation of successful training and realization of business ideas and enterprise, knowledge of ethical norms of international business, using of scientific and analytical tools of maintaining the competitiveness subjects of hospitality in international markets for stable tourism development. Key words: international tourism, national/ regional tourism product, innovative projects in tourism, strategic marketing, international tourism corporations, quality control, management of tourism destination, international business, international competition, business processes management, psychology of business, tourism stable development.	
<i>Programme features</i>	
Practical training, including abroad practice, obtaining the certificates, interactive off-site practical training in tourism organisations, at successful international tourism organisations, representatives of international tourism corporations, attraction of experts for giving lectures and master-classes, opportunities for training abroad during one semester as part of an international mobility programme and international internship.	

The programme is implemented through training in the Ukrainian and English languages

4 - CAREER OPPORTUNITIES AND FURTHER LEARNING

Career opportunities

Graduates of the given educational and professional program may be employed at enterprises, institutions and organizations or carry out entrepreneurial activities.

According to the DK 003:2010 Classification of Occupations as amended:

a Master's degree holder is prepared to work in the following types of economic activity (according to KVED DK 009:2010):

79. Activity of travel agencies and tour operators, providing reservation service and related activities.

This section includes the activities of agencies that organize travel, transportation, and lodging for tourists and travelers, as well as the organization and conduct of tours sold by travel agencies or directly by agents, such as tour operators.

This section also includes other activities related to tourism services, including reservations, the activities of tour guides, and the promotion of tourism services.

79.1. Activity of travel agencies and tour operators

79.9. Providing of reservation service and related activity.

Positions that a Master's degree holder is qualified to hold (according to the DK 003:2010 Classification of Occupations)

12 Managers of the enterprises, establishments and organisations;

1238 Managers of projects and programs (tourism);

13 Managers of small businesses without managerial apparatus in commercial service;

1319 Director of small businesses without managerial apparatus in commercial service (tourism);

14 Managers (directors) of the enterprise, establishments, organizations and their divisions;

1475.4 Managers (director) of administrative activity in the sphere of tourism and resorts;

1448. Managers (directors) of tourism agencies;

1475.4 Manager (Sales manager) in the sphere of tourism activity;

1475.4 Managers in Public Relations;

1475.4 Manager (Director) of foreign economic activity in the sphere of tourism;

1477.1 Personnel manager (director) of in the sphere of tourism activity;

1477 Managers (directors) of selecting, providing and employing personnel in the sphere of tourism activity;

2419.2 Marketing executives, enterprise effectiveness and rationalization of production and services realization in the sphere of tourism activity;

3431 Secretaries of administrative authorities in the sphere of tourism and resorts;

2471 Professionals of quality control;

2482.2 Experts of hospitality in the places of locations (hotels, tourist complexes and so on);

248. Professionals in the sphere of tourism, hotel, restaurant and sanatorium-and health-resort business:

2481 Professionals in the tourism sphere

2481.1 Scientific researchers (tourism, tourist guidance);

2481.2 Specialist in Tourism

2483.1 Scientific researchers (recreation)

2320 Teachers of secondary educational institutions;

2310.2 Other teachers of universities and higher educational institutions;

2351.1 Scientific researchers (methodologists);

2359.1 Other scientific researchers in educational field;

2359.2 Other experts in education;

2447. Professionals in the sphere of project management and programs (tourism).

Further learning

Graduates are eligible to continue their studies at the third (educational and scientific) cycle of higher education – Doctor of Philosophy, postgraduate education, professional growth, academic mobility and acquire additional qualifications within the adult education system.

5 - TEACHING AND ASSESSMENT

Teaching and learning

Problem-based learning, student-centred training, and self-education.

Lectures, practical classes using active and interactive forms of teaching, independent work based on the study of educational materials, specialised literature and information sources on the Internet, through practical training and professional internships, tutorials with teachers, conducting scientific research and preparing a qualification paper.

Assessment

The assessment of students' learning outcomes is carried out in accordance with the 'Regulations on the Assessment of SUTE Undergraduate and Postgraduate Students' Learning Outcomes' and provides for the following control measures: current and final control, attestation.

Ongoing assessment is carried out during practical/laboratory classes and based on the results of independent work assignments. It involves assessing students' theoretical knowledge during seminars and the practical skills they have acquired while completing laboratory/practical assignments, case studies and situational exercises.

Final assessment – assessment measures that involve establishing the conformity (measurement, evaluation) of the learning outcomes achieved by a person with the educational programme requirements in terms of the relevant educational component, which is carried out at the university in the form of a written exam.

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

The given educational programme also provides defence of practical work and defence of qualification work.

Assessment is carried out in accordance with the 'Regulations on Assessment of SUTE Undergraduate and Postgraduate Students' Learning Outcomes' and the 'Regulations on the Organization of the Students' Educational Process'.

6 - PROGRAMME COMPETENCIES

Integral competence

Ability to solve complex research and/or innovation problems in the field of tourism and recreation

General competence (GC)

GC 1	Ability to organise, plan and forecast performance results.
GC 2	Ability to conduct professional activities in international and domestic environments.
GC 3	Ability to communicate in a foreign language.
GC 4	Ability to develop and manage projects.
GC 5	Ability to evaluate and ensure the quality of performed work.
GC 6	Ability to think abstractly, analyze and synthesize.
GC 7	Ability to identify, formulate and solve problems.

Special (professional) competencies (SC)

SC 1	Ability to apply in professional activities the categorical and terminological apparatus, concepts, methods and tools of the system of sciences that form the scientific basis of tourism and recreation.
SC 2	Ability to plan and carry out scientific and / or applied research in the field of tourism and recreation.
SC 3	Ability to manage the tourism process in the public sector, in a tourist destination, tourism enterprise at different hierarchical levels.

SC 4	Ability to organize the activities and cooperation of regional, national and international tourism markets on the basis of sustainable development, taking into account international experience.
SC 5	Ability to operate tools for collecting, processing information, analyzing and managing tourism information.
SC 6	Ability to analyze, forecast, plan business processes and geospatial planning in the field of tourism and recreation.
SC 7	Ability to develop and implement innovations in the activities of tourism market players.
7 - PROGRAMME LEARNING OUTCOMES	
LO 1	Specialized conceptual knowledge, including modern scientific achievements, critical thinking of problems in the field of tourism and recreation and knowledge areas.
LO 2	Specialized problem-solving skills necessary for conducting research and/or conducting innovative activities to develop new knowledge and procedures in the field of tourism and recreation.
LO 3	Apply modern digital technologies, methods and tools of research and innovation to solve complex problems in the field of tourism and recreation.
LO 4	Analyze the geospatial organization of the tourism process, design its strategic development on the basis of sustainability.
LO 5	Carry out a comprehensive analysis and evaluation of the functioning of the tourism market at different hierarchical levels, forecasting trends in its development.
LO 6	Analyze and evaluate the activities of tourism market players, plan the results of their strategic development.
LO 7	Organize cooperation with stakeholders, to form mechanisms of interaction between tourism market players, taking into account aspects of social and ethical responsibility.
LO 8	Manage processes at different hierarchical levels of a tourism and recreation industry entity, which are complex, unpredictable and require new strategic approaches.
LO 9	Develop and implement projects in the field of tourism and recreation on the basis of economic, social and environmental efficiency.
LO 10	Make effective decisions in the field of tourism and recreation to address a wide range of issues, including safety and quality of tourist services and <i>resort recreation</i> .
LO 11	Communicate fluently in the state and foreign languages orally and in writing to discuss professional issues, present research results and projects in the field of tourism and recreation.
LO 12	Analyze, formulate and implement national and regional tourism policy, improve mechanisms for managing tourist destinations at the national, regional and local levels.
LO 13	<i>Develop and implement accessible tourism programmes, including through the organisation of rehabilitation, health improvement, resort holidays, recreation and other forms and types of tourism.</i>
LO 14	<i>Administer the crisis management system in the field of tourism, recreation, and resort business.</i>
LO 15	<i>Manage corporations in the resort and recreation business, including the specifics of building a management system for corporate entities.</i>
LO 16	<i>Use models and methods of change management in corporations engaged in tourism, recreation, and resort business in their practical activities.</i>
LO 17	<i>Apply the ability to critically analyse, select and use the necessary scientific, regulatory, methodological and analytical tools of strategic management.</i>

LO 18	<i>Use methods of marketing diagnostics and analysis of the international market for tourism services.</i>
LO 19	<i>Possess the tools, methods and processes required for strategic marketing analysis in the activities of tourism businesses.</i>
LO 20	<i>Use acquired knowledge when making strategic and current management decisions.</i>
8 - RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
The academic staff involved in teaching professionally oriented disciplines hold academic degrees in their respective fields. Teachers certified with a B2 level of English are engaged in teaching the English-taught programme. Ukrainian and foreign experts from the tourism, resort and recreation professional environment are invited to give problem-based lectures.	
<i>Facilities</i>	
The programme fully complies with the licensing requirements for educational activities. For the convenience of higher education seekers, the university operates a corporate distance learning system and the 'MIA: Osvita' automated educational process management system. The university has modern computer classrooms equipped with specialised software and a Business Simulation Training and Research Centre. All conditions are in place for the education of persons with disabilities. Social and domestic infrastructure is available at SUTE. The following SUTE classrooms and laboratories fitted with software packages and products are used in the educational process: 'Tourism Business Management' Computer classroom 'Tourism Studies' classroom and its resources and materials Integrated business process management systems laboratory Hotel management computer classroom Laboratory of service organisation in restaurant business establishments Bar business and oenology laboratory VR- and SMART-libraries	
<i>Informational, teaching and learning materials</i>	
An ECTS Information Package is developed for each educational programme at the university. Each student is authorized to use their personal account on the 'MIA: Osvita' automated management system, where they are able to review and create their own individual plan, have access to the curriculum, their grades on each subject, and their class schedule, as well as to communicate with other participants of the educational process. Course summaries, outlines, and syllabi, along with assessment criteria for educational components, are available on the corporate distance learning platform. The university's electronic repository provides full-text access to SUTE scientific and educational literature, qualification work manuscripts and doctoral and postdoctoral theses. For the convenience of higher education seekers, the university has developed a Catalogue of Academic Courses, according to which students are entitled to choose elective educational components. Scientific and specialized sources of recreation and tourist information, educational and monographic literature, source maps, IT technologies and platforms and others. Providing students with access to Internet resources and using specialized licensed application packages such as Amadeus selling platform, "Parus": Enterprise, Google Earth, Statistica, Surfer Golden Software, Microcal Origin, MapInfo Pro. Original research works by academic staff and external stakeholders: OnlineBistro, TPG, KOMPAS, TM Trevelon, Join Up!, Coral Travel, training courses on the Prometheus platform.	
9 - ACADEMIC MOBILITY	
<i>National credit mobility</i>	
National credit mobility is implemented within the framework of memoranda of cooperation concluded between SUTE and other higher education institutions (research institutions) in Ukraine in accordance with the law.	

<i>International credit mobility</i>
International credit mobility is realised through the conclusion of agreements on international academic mobility (Erasmus+ K1), dual certification, long-term international projects involving student training and awarding dual degrees, etc.
<i>Training of foreign students</i>
Training of foreign students is carried out in accordance with the requirements of current legislation. Conditions and features of the educational programme in the context of teaching foreign citizens: knowledge of Ukrainian/English at a level not lower than B1.

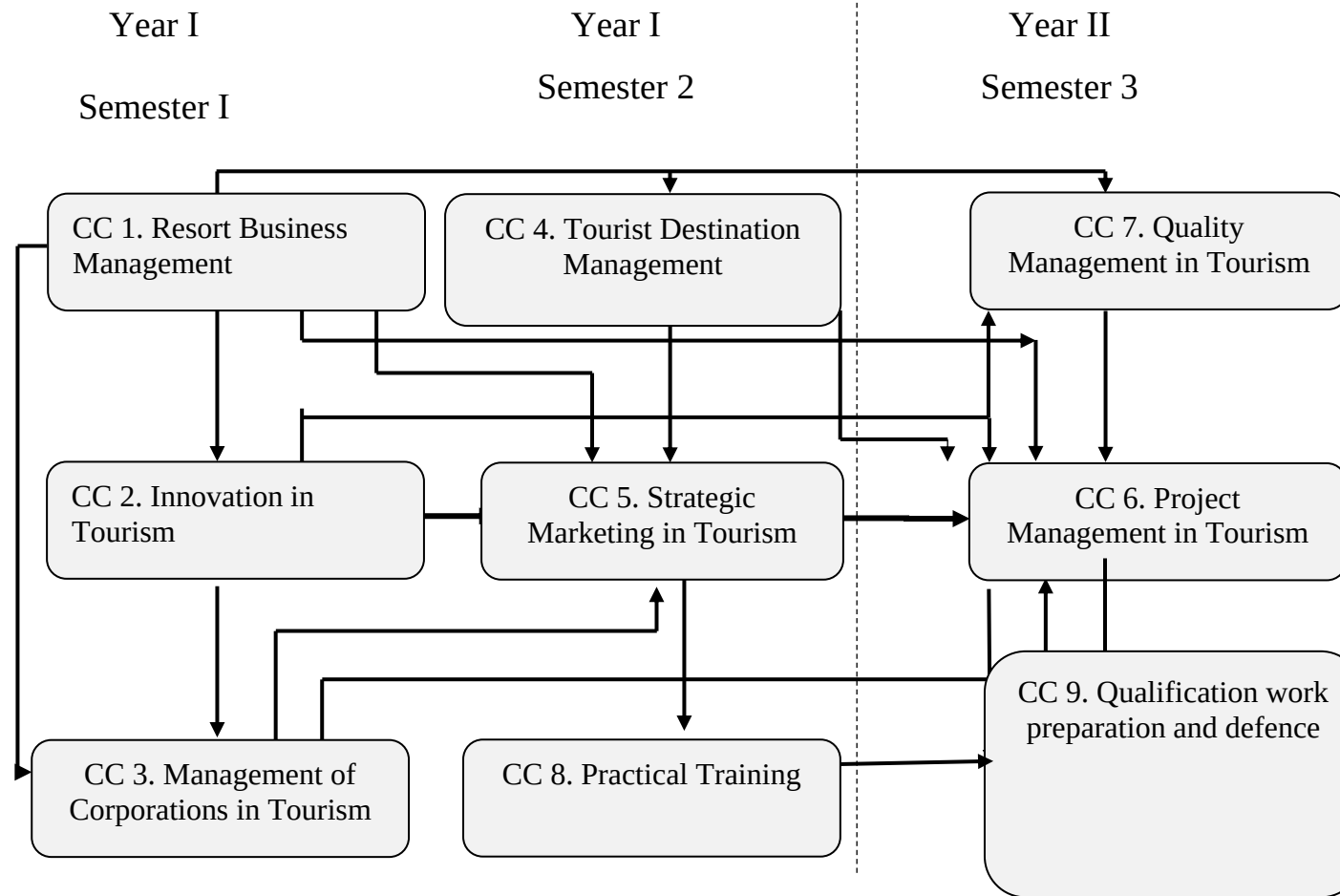
1. LIST OF THE EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

2.1. List of the OP components

Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1.	Resort Business Management	6	Exam
CC 2.	Innovation in Tourism	6	Exam
CC 3.	Management of Corporations in Tourism	6	Exam
CC 4.	Tourist Destination Management	7,5	Exam
CC 5.	Strategic Marketing in Tourism	7,5	Exam
CC 6.	Project Management in Tourism	6	Exam
CC 7.	Quality Management in Tourism	6	Exam
CC 8.	Practical Training	9	Exam
CC 9.	Qualification work preparation and defence	12	Exam
Total credits for compulsory components:		66	
<i>Elective components</i>			
EC 1.	Educational component 1	6	Exam
EC 2.	Educational component 2	6	Exam
EC 3.	Educational component 3	6	Exam
EC 4.	Educational component 4	6	Exam
EC 5.	Educational component 5	6	Exam
EC 6.	Educational component 6	6	Exam
Total credits for selected components:		24	
TOTAL NUMBER OF THE EP CREDITS		90	

* Higher education students choose optional courses through their personal account on the 'MIA: Osvita' portal. The description of the academic courses and their prerequisites are provided in the SUTE Catalogue of Academic Courses.

2.2. The Educational Program structure and logic diagram



3. CERTIFICATION OF GRADUATES

Certification is carried out in the form of a public defence of the qualification work.

The qualification work should involve solving a complex task or problem of a research and/or innovative nature in the field of tourism and recreation. The qualification work must not contain academic plagiarism, fabricated or falsified information. The qualification work must be published on the official website of the higher education institution or its subdivision, or in the repository of the higher education institution.

The completed qualification work is submitted to the SUTE repository along with the uniqueness check results, feedback from the scientific supervisor and external reviewer.

4. THE PROGRAMME COMPETENCES AND THE EP COMPULSORY COMPONENTS MATRIX

Components Competen cies	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC 8	CC 9
GC1	•	•	•	•	•	•	•	•	•
GC2		•	•	•	•	•	•	•	•
GC3								•	•
GC4			•	•	•	•	•	•	•
GC5	•		•			•		•	•
GC6		•	•			•	•	•	•
GC7		•	•		•	•	•	•	•
GC1	•			•		•	•	•	•
GC2			•	•		•	•	•	•
GC3				•	•	•	•	•	•
GC4	•			•		•	•	•	•
GC5		•			•	•	•	•	•
GC6		•		•		•		•	•
GC7						•		•	•

5. THE PROGRAMME LEARNING OUTCOMES AND THE EP COMPULSORY COMPONENTS MATRIX

Components Programme learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
LO 1		•	•	•	•	•	•	•	•
LO 2		•		•	•	•	•	•	•
LO 3		•	•	•	•	•		•	•
LO 4	•	•		•	•	•	•	•	•
LO 5	•	•	•	•	•	•		•	•
LO 6	•	•	•	•	•	•	•	•	•
LO 7		•	•	•	•	•		•	•
LO 8	•	•	•	•	•	•		•	•
LO 9	•	•	•			•	•	•	•
LO 10	•	•		•	•	•	•	•	•
LO 11						•		•	•
LO 12		•	•	•	•	•		•	•
LO 13	•	•		•		•	•	•	•
LO 14	•						•	•	•
LO 15	•	•	•					•	•
LO 16			•					•	•
LO 17				•	•		•		
LO 18					•	•		•	•
LO 19					•		•		
LO 20					•			•	•

Developed by a working group consisting of:

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|-----|--------------------------|---|
| 1. | Anatolii A. Mazaraki | Rector of State University of Trade and Economics, Doctor of Sciences (Economics), Professor |
| 2. | Hanna I. Mykhailichenko | Professor of the Department of Tourism and Creative Industries Management, Doctor of Sciences (Economics), Professor (<i>director of the Master's degree educational programme</i>) |
| 3. | Tetiana I. Tkachenko | Head of the Department of Tourism and Creative Industries Management, Doctor of Sciences (Economics), Professor |
| 4. | Anzhelika H. Herasymenko | Vice-rector for Research, Pedagogical Activities and International Relations, Doctor of Sciences (Economics), Professor |
| 5. | Nadiia I. Vedmid | Dean of the Faculty of Technologies and Business, Doctor of Sciences (Economics), Professor |
| 6. | Oleksandr V. Hladkyi | Professor of the Department of Tourism and Creative Industries Management, Doctor of Sciences (Geography), Professor |
| 7. | Yulia B. Zabaldina | Associate Professor of the Department of Tourism and Creative Industries Management, PhD in Economics, Associate Professor |
| 8. | Serhiy S. Kravtsov | Associate Professor of the Department of Tourism and Creative Industries Management, PhD in Public Administration, Associate Professor |
| 9. | Valentyna H. Zhuchenko | Associate Professor of the Department of Tourism and Creative Industries Management, PhD in Economics, Associate Professor |
| 10. | Leonid V. Hryniov | first-year postgraduate student, Group 12m, subject area 'Tourism and Recreation', Distribution and Marketing Director, 'Tranportal' LLC, Travelon TM |
| 11. | Vladyslav V. Kukh | first-year postgraduate student, Group 13am, subject area 'Tourism and Recreation' |
| 12. | Veronkia V. Konoval | second-year postgraduate student, Group 14am, subject area 'Tourism and Recreation' |
| 13. | Alina M. Poltavets | second-year postgraduate student, Group 13m, subject area 'Tourism and Recreation' |

External stakeholders' reviews and feedback:

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|----|------------------|---|
| 1. | Iryna V. Dvorska | Director of 'Travel Hub' LLC |
| 2. | Olena V. Boiko | Co-founder, Deputy CEO of the travel operator 'Travel Professional Group' LLC |

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational components	ECTS credits
EC1	Crisis management in international business	6
EC2	Resort tour-operating	6
EC3	International economic law	6
EC4	International MICE tourism	6
EC5	Psychology of Management	6
EC6	Value-based management	6

In order to ensure the formation of an individual educational trajectory, taking into account the provisions of Art. 62 of the Law of Ukraine ‘On Higher Education’, students may choose components of the educational program from other educational programs, both similar and at other levels of higher education, with the consent of the dean of the faculty.