

1. EDUCATIONAL PROGRAM PROFILE

INTERNATIONAL TOURISM

Specialty J3 Tourism and recreation

Field J Transport and services

Level of higher education –First (bachelor's)

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
Discipline	J Transport and services
Field	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	https://knute.edu.ua/

description	
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	
<i>Subject area</i>	
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.	
<i>Orientation of the educational program</i>	
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.	
<i>The main focus of the educational program</i>	
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 center, 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"):

3414Tourist Service Specialist

3414Travel (excursion) organizer

3414Tour guide

3414Leisure organization specialist

3414Rural Tourism Development Specialist

3414Conference Service Specialist

3414Specialized Service Specialist

3414Tourist Safety Specialist

3340 Tourism instructor-methodologist
3439 Other management technicians
3439 Tourism Inspector
1317 Managers of small enterprises without management staff in commercial services (agency manager)
<i>Further training</i>
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
<i>Teaching and learning</i>
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.
<i>Evaluation</i>
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-PROGRAM COMPETENCIES	
<i>Integral competence</i>	
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	
<i>General competencies</i>	
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
C 02	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.
C 03	The ability to act socially responsible and conscious.
C 04	The ability to think critically, analyze, and synthesize.
C 05	The desire to preserve the environment.
C 06	Ability to search, process and analyze information from various sources
C 07	Ability to work in an international context.
C 08	Skills in using information and communication technologies.
C 09	Ability to identify, pose and solve problems
C 10	Ability to communicate in the state language both orally and in writing
C 11	Ability to communicate in a foreign language
C 12	Interpersonal skills
C 13	Ability to plan and manage time
C 14	Ability to work in a team and autonomously
C 14.1	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</i>	
C 15	Knowledge and understanding of the subject area and understanding of the specifics of professional activity
C 16	Ability to apply knowledge in practical situations
C 17	Ability to analyze the recreational and tourist potential of territories
C 18	Ability to analyze the activities of tourism industry entities at all levels of management.
C 19	Understanding current trends and regional priorities for the development of tourism in general and its individual forms and types.
C 20	Understanding the processes of organizing tourist trips and comprehensive tourist services (hotel, restaurant, transport, excursion, recreational).
C 21	The ability to develop, promote, implement and organize the consumption of a tourism product.
C 22	Understanding the principles, processes and technologies of organizing the work of a tourism industry entity and its subsystems.
C 23	Ability to ensure the safety of tourists in normal and complex force majeure circumstances.
C 24	The ability to monitor, interpret, analyze and systematize tourism information, the ability to present tourism information material.
C 25	The ability to use information technology and office equipment in the work of tourism enterprises.
C 26	The ability to identify individual tourist needs, use modern tourist service technologies, and conduct claims work.
C 27	Ability to cooperate with business partners and clients, the ability to ensure effective communication with them.
C 28	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.

C 29	The ability to act in the legal field, guided by the norms of the law.
C 30	The ability to work with documentation and carry out settlement operations by a tourism business entity.
C 31	<i>Ability to analyze indicators of international tourism development, conduct research on global and regional markets for international tourism services and tourism entities.</i>
C 32	<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	
PLO01	Know, understand and be able to use in practice the main provisions of tourism legislation, national and international standards for serving tourists.
PLO 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.
PLO 03	Know and understand the main forms and types of tourism, their division.
PLO 04	Explain the features of organizing recreational and tourist space.
PLO 05	Analyze the recreational and tourist potential of the territory.
PLO 06	Apply the principles and methods of organizing and serving tourists in practical activities.
PLO 07	Develop, promote and sell a tourism product.
PLO 08	Identify travel documentation and be able to use it correctly.
PLO 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.
PLO 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).
PLO 11	To be proficient in the state and foreign language(s) at a level sufficient for professional activity
PLO 12	Apply productive communication skills with consumers of tourism services.
PLO 13	Establish connections with experts in the tourism and other industries.
PLO 14	Show respect for individual and cultural diversity.
PLO	Show tolerance for alternative principles and methods of performing

15	professional tasks.
PLO 16	To act in accordance with the principles of social responsibility and civic consciousness.
PLO 17	Manage your studies with the aim of self-realization in the professional tourism field.
PLO 18	Adequately assess your knowledge and apply it in various professional situations.
PLO 19	To defend one's views in a reasoned manner in solving professional tasks.
PLO 20	Identify problem situations and suggest ways to solve them.
PLO 21	Make informed decisions, in particular based on the results of calculating economic indicators, and be responsible for the results of their professional activities
PLO 22	Professionally perform tasks in uncertain and extreme situations.

8- RESOURCE PROVISION FOR PROGRAM IMPLEMENTATION	
<i>Human resources</i>	
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.	
<i>Logistics and technical support</i>	
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	
<i>Information and educational and methodological support</i>	
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"	
9-ACADEMIC MOBILITY	

<i>National credit mobility</i>
National credit mobility is carried out in accordance with concluded agreements on academic mobility, double graduation, etc.
<i>International credit mobility</i>
International credit mobility is implemented through the conclusion of agreements on international academic mobility (Erasmus+ K1), on double graduation, on long-term international projects that involve student training and the issuance of a double diploma, etc.
<i>Education of foreign higher education applicants</i>
It is carried out in accordance with the requirements of current legislation.

2. LIST OF CURRICULUM COMPONENTS AND THEIR LOGICAL SEQUENCE

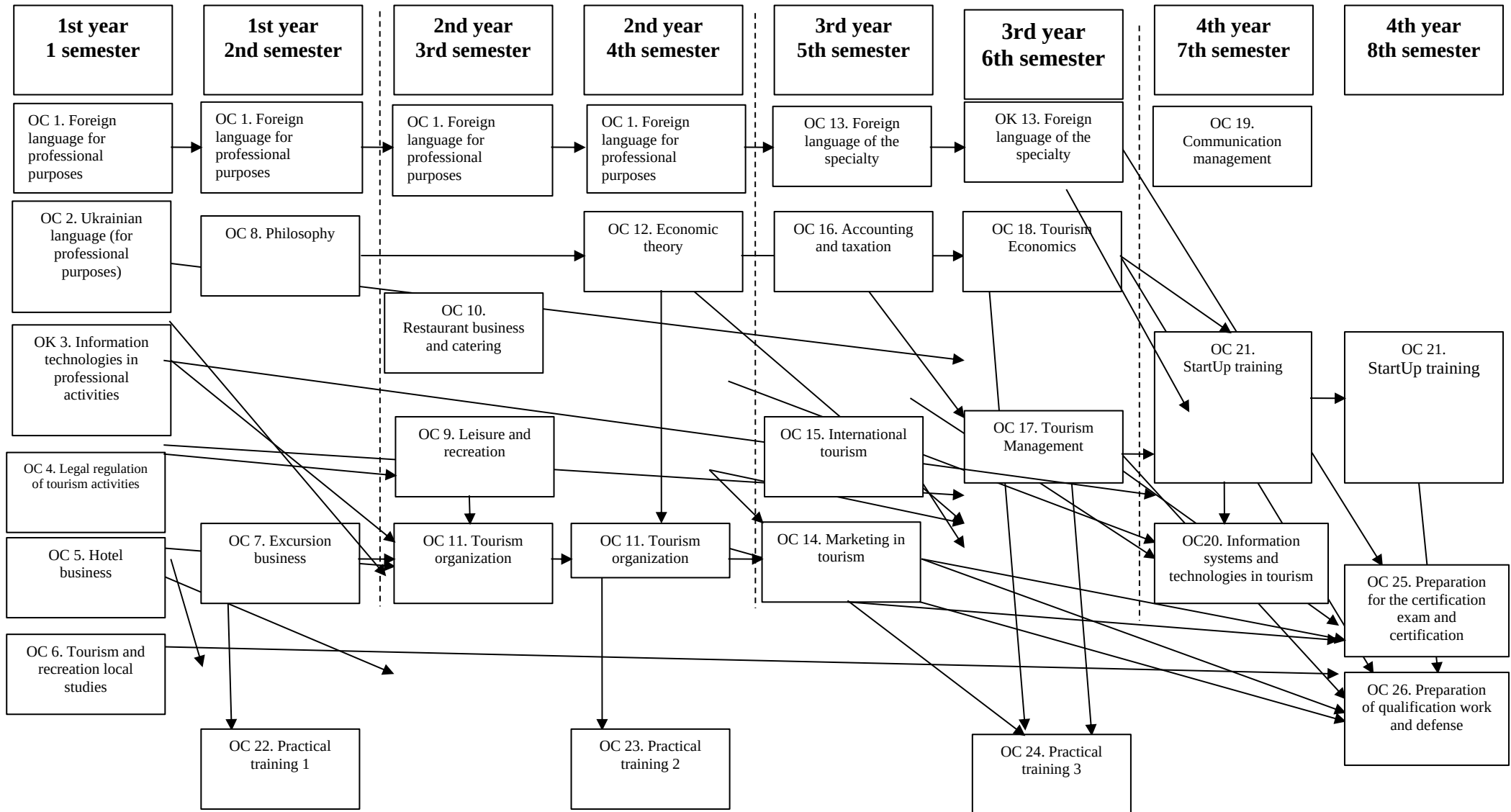
2.1. List of components of the EP

Code	Educational components of the program	ECTS credits	Control form
1	2	3	4
<i>Required components</i>			
OC 1.	Foreign language for professional purposes	21	Test, Exam
OC 2.	Ukrainian language (for professional purposes)	3	Exam
OC 3.	Information technologies in professional activities	6	Exam
OC 4.	Legal regulation of tourism activities	6	Exam
OC 5.	Hotel business	6	Exam
OC 6.	Tourism and recreation studies	6	Exam
OC 7.	Excursion business	6	Exam
OC 8.	Philosophy	6	Exam
OC 9.	Leisure and recreation	6	Exam
OC 10.	Restaurant business and catering	6	Exam
OC 11.	Tourism organization	12	Exam
OC 12.	Economic theory	6	Exam
OC 13.	Foreign language specialty	12	Test, Exam
OC 14.	Marketing in tourism	6	Exam
OC 15.	International tourism	6	Exam
OC 16.	Accounting and taxation	6	Exam
OC 17.	Tourism Management	6	Exam
OC 18.	Tourism Economics	6	Exam
OC 19.	Communication management	6	Exam
OC 20.	Information systems and technologies in tourism	6	Exam
OC 21.	StartUp training	9	Exam
OC 22.	Practical training 1	6	Test
OC 23.	Practical training 2	6	Test
OC 24.	Practical training 3	6	Test
OC 25.	Preparation for the certification exam and certification	3	Exam
OC 26.	Preparation of qualification work and defense	6	defense
Total required components:		180	
<i>Selective components</i>			
SC1	Educational component 1	6	Exam
SC 2	Educational component 2	6	Exam
SC 3	Educational component 3	6	Exam

SC 4	Educational component 4	6	Exam
SC 5	Educational component 5	6	Exam
SC 6	Educational component 6	6	Exam
SC 7	Educational component 7	6	Exam
SC 8	Educational component 8	6	Exam
SC 9	Educational component 9	6	Exam
SC 10	Educational component 10	6	Exam
Total volume of sample components:		60	
TOTAL SCOPE OF THE EDUCATIONAL PROGRAM		240	

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

2.2. Structural and logical diagram of the EP



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.

5. Matrix of ensuring program learning outcomes (PLO) with corresponding obligatory educational components

Components / Program Learning Outcomes	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	
PLO01	*			*		*	*			*										*			*	*	*	*	*
PLO 02	*		*		*	*	*		*	*		*	*	*	*				*	*	*		*	*	*	*	*
PLO 03						*	*						*	*						*	*		*	*	*	*	*
PLO 04						*															*		*	*	*	*	*
PLO 05						*																	*	*	*	*	*
PLO 06										*						*				*	*			*	*	*	*
PLO 07							*			*			*			*				*	*		*	*	*	*	*
PLO 08					*	*	*		*	*			*	*		*			*				*	*	*	*	*
PLO 09					*		*		*	*			*		*		*			*	*		*	*	*	*	*
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										*					*			*						*	*	*	*

LIST OF RECOMMENDED SELECTIVE COMPONENTS

Code	Educational components	ECTS credits
SC1	Second foreign language	42
SC2	The Experience Economy	6
SC3	Oenology	6
SC4	Critical thinking	6
SC5	Cultural and educational tourism	6
SC6	Resort business	6
SC7	International economic relations	6
SC8	Oratory	6
SC9	Business Psychology	6
SC10	Specialized tourism	6
SC11	Startup management in tourism	6
SC12	Tourist cartography	6
SC13	Digital technologies in advertising	6
SC14	Targeted communicative English course	6
SC15	Event technologies in tourism	6
SC16	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.