

## The profile of the educational program 2020

<b>General information</b>	
<b>The official name of the educational program</b>	Tourism
<b>Speciality</b>	242 Tourism
<b>Subject area</b>	24 Services
<b>The degree and the name of the qualification in the original language</b>	Bachelor of tourism
<b>The type of degree and content of the educational program</b>	Bachelor degree, single, 240 ECTS credits, training period 3 years 10 months
<b>Accreditation</b>	
<b>Cycle/level</b>	The first (bachelor) level Ukraine NQF – level 7 The FQ-EHEA first cycle The EQF-LL – 6 level
<b>Background</b>	General secondary education
<b>Language(s) of teaching</b>	Ukrainian, English
<b>The validity of the educational program</b>	4 years
<b>The web address of the permanent location of the description of the educational program</b>	<a href="http://www.kname.edu.ua">http://www.kname.edu.ua</a>
<b>The purpose of the educational program</b>	
the training of specialists able to solve practical problems and to solve complex practical problems and complex specialized tasks in the field of recreation and tourism and its branches, to form, promote, implement and organize the consumption of the tourist product, services of subjects of tourist activity on the basis of mastering the system of professional competences	
<b>Description of the educational program</b>	
<b>Subject area</b>	<p><b>Objects of study:</b> tourism as a social phenomenon, a complex system that encompasses the natural-geographical, socio-cultural, ecological, economic, organizational and legal aspects, processes and phenomena associated with a safe and comfortable journey; tourism as a sphere of professional activity, which involves the formation, promotion, implementation and organization of consumption of the tourism product, services of subjects of tourist activity for organization of comprehensive tourist services in the tourism industry.</p> <p><b>The purpose of education</b> is the formation of general and professional competencies for successful realization of professional activity in the sphere of recreation and tourism</p> <p><b>The theoretical content of the subject area is based on:</b> <b>basic concepts</b> of tourism, tourist, tourism forms and types of tourism, tourist resources, facilities and tourism attractions, tourism product, tours, tourist</p>

	<p>destination, tourist activities, travel services, tourism industry, tourism infrastructure, tourism market, the subjects of tourist business,  <b>the concepts</b> of 1) humanistic, patriotic and educational, national identity, 2) the globalization of tourism and geolocal, 3) geotools tourism, spatial organization of tourism, 4) sustainable tourism development, 5) information technology, 6) holistic marketing, 7) service, 8) socially responsible business,  <b>the principles that define the laws of training:</b> student-centric, content-oriented, scientific character, systematic character, sequence of learning, practice-oriented, interdisciplinary.  <b>Methods and tools:</b> general and special methods: geographical, economic, sociological, psychological, information, methods of tourist services (technology-production, interactive, automatic).  <b>Tools and equipment:</b> technical equipment and equipment for information processing, security compliance in tourism and tourist activities of the subjects of the tourist market, specialized licensed application programs, maps, atlases, sports equipment</p>
<b>Orientation of the educational programme</b>	Educational-professional
<b>The main focus of the educational program and specialization</b>	<p>Special education in the field of tourism.  Key words: tourism, tourist, tourism forms and types of tourism, tourist resources, facilities and tourism attractions, tourism product, tours, tourist destination, tourist activities, travel services, tourism industry, tourism infrastructure, tourism market, the subjects of tourist business</p>
<b>Peculiarities of the program</b>	Professional disciplines chosen by the student are taught in English
<b>The suitability of graduates for employment and further education</b>	
<b>Suitability for employment</b>	<p>Employment opportunities in public institutions and private companies in positions related to tourism.  Profession (according to the current edition of the national classifier of Ukraine: Classifier of professions (DK 003:2010):  3340. Instructor-Methodist in tourism  3414. Consultants travel and travel organizers  3414. Guide  3414. Instructor health and sports tourism (by types of tourism)  3414. The organizer of trips (excursions)  3414. Organizer of tourist and hotel activities  3414. Specialist of tourist services</p>
<b>Further education</b>	Obtaining the degree of master
<b>Teaching and assessment</b>	
<b>Teaching and learning</b>	student-centered learning, self-learning, problem-based learning, learning through internships, distance learning
<b>Assessment</b>	written examinations, course paper presentation, reports on production and pre-diploma practices, master's work presentation
<b>Program learning outcomes</b>	
<b>Program learning outcomes (PLO) specified by the standard of higher</b>	<p>PLO 1. To know, to understand and to be able to use in practice the main provisions of the tourism law, national and international standards of tourist service.  PLO 2. To know, to understand and to be able to use in practice the</p>

<p>education of the specialty</p>	<p>basic concepts of the theory of tourism organizations in tourism development and tourism activities of subjects of the market of tourist services, as well as philosophical and related sciences.</p> <p>PLO 3. To know and to understand the main forms and types of tourism.</p> <p>PLO 4. To explain the peculiarities of the organization of recreational and tourist space.</p> <p>PLO 5. To analyze recreation and tourism potential of the area.</p> <p>PLO 6. To apply in practice the principles and methods of organization and technology of tourist services.</p> <p>PLO 7. To develop, promote and sell the tourist product.</p> <p>PLO 8. To identify travel documentation and to be able to use it.</p> <p>PLO 9. To organize the process of service of consumers of tourist services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.</p> <p>PLO 10. To understand the principles, processes, and technology of the organization of work of the subject of tourism business and its individual subsystems (administrative, socio-psychological, economic, technological).</p> <p>PLO 11. To know the state and foreign language (languages) at a sufficient level to carry out professional activities.</p> <p>PLO 12. To apply the skills of productive communication with consumers of tourism services.</p> <p>PLO 13. To establish links with experts in tourism and other industries.</p> <p>PLO 14. To show respect for individual and cultural diversity.</p> <p>PLO 15. To show tolerance to alternative principles and techniques of professional tasks.</p> <p>PLO 16. To act in accordance with the principles of social responsibility and social consciousness.</p> <p>PLO 17. To manage their training with the goal of self-realization in the professional tourism sector.</p> <p>PLO 18. To assess their knowledge and to apply them in different professional situations.</p> <p>PLO 19. To argue their views in the decision of professional problems.</p> <p>PLO 20. To identify problem situations and propose solutions.</p> <p>PLO 21. To make decisions and take responsibility for the results of their professional activities.</p> <p>PLO 22. To perform tasks in uncertain and extreme situations.</p>
<p><b>Program learning outcomes (PLOI)</b> specified by the higher education institution</p>	<p>PLOI 23. To formulate business ideas, to develop and implement business plans</p> <p>PLOI 24. To provide professional communication: create communication products, to analyze communicative activities, adequately react to criticism, to generate and to reason with new ideas, carry out a communicative effect on people, encouraging them to activities, bring your own thoughts, to reveal, to apply information and communication technology to develop skills of group interaction</p> <p>PLOI 25. To analyze the historical facts and documents that describe the history of O. M. Beketov National University of Urban Economy in Kharkiv:</p>

	<ul style="list-style-type: none"> <li>- to use acquired knowledge of the history of the University for the conscious search for little known and unknown facts from the history of the University, faculties, departments, life and scientific-pedagogical activities of teachers, the life of the student society of the University at different times of the historical past and bringing these data into the learning process,</li> <li>- to form a conscious, informed the glorious pages of the historical heritage of the University a sense of respect for the conscientious and dedicated work of previous generations of teachers and students, pride for achievements in the creation of a powerful scientific, educational and material-technical base of the University</li> <li>- use methods of social research</li> </ul> <p>PLOI 26. To analyze the peculiarities of cultural processes in the modern world</p> <ul style="list-style-type: none"> <li>- to make a comparative description of the main cultural centres of today's world</li> <li>- to analyze patterns of cultural development of mankind,</li> <li>- to draw historical parallels between the contemporary cultural situation and historical past</li> </ul> <p>PLOI 27. To analyze the role and importance of the modern city in the context of global and local challenges</p> <p>PLOI 28. To apply the skills of conflict management in professional activities, tools, and strategies for their management and resolution</p> <p>PLOI 29. To have basic methods of protection of intellectual property, to apply the rules of registration of intellectual property rights</p> <p>PLOI 30. To apply the main provisions of political science in the solution of professional tasks</p> <p>PLOI 31. To apply the categorical apparatus of psychology in the system of professional training and practice, to meet the basic mental social-psychological and psycho-physiological manifestations of personality, to perceive evidence-based psychological interpretation of the structural elements of the psyche of the individual, conscious of their own mental sphere, to analyze different types of activities</p> <p>PLOI 32. The ability to collect, process, analyze, and organize reference materials, and other information on tourism, to generalize local and foreign experience in tourism and recreational activities</p> <p>PLOI 33. To apply knowledge of the organization of the delivery of Spa services</p> <p>PLOI 34. To be able to make the program tailored to the individual needs of tourists and modern approaches and requirements to the organization of tourist services</p> <p>PLOI 35. The ability to understand economic processes and implement planning, management and control of activity of subjects of tourist business</p>
<b>Resource support for program implementation</b>	
<b>Staff</b>	The qualitative level of professional training of masters administered

	by qualified scientific-pedagogical staff of the Department, which includes doctors and candidates of sciences, professors, associate professors. For the teaching the special professional disciplines the experts with extensive experience in the hotel and restaurant service are involved. Teachers have a certificate of proficiency in English at level B2 and have passed the international internships.
<b>Material and technical base</b>	Lectures are held in classrooms with multimedia equipment. Practical classes are conducted in specialized computer classes with the use of information and communication equipment, information systems and software used in the hotel and restaurant business: Many of these products have been or are being actively implemented in the educational process: MS Project, Teamwork, TeamLab., Open Workbench., GanttProject, dotProject., Outlook, OneNote, EverNote, Nirvana, Wunderlist, Keep, MS Office, Office 365, Document. online, AllFusion Process Modeler 7, MS Visio, MS PowerPoint, MS Sway, Libre office.Impress, FreeMind, Mind42, ViSta, MacANOVA., Matrixer, Parus Hotel Parus Restaurant.
<b>Information and methodological support</b>	All educational components are provided by the following teaching materials: textbooks, manuals, lecture notes, methodical instructions and recommendations, individual assignments, collections of practical tasks (cases), examples of solving typical problems, or perform common tasks computer presentation, illustrative materials, resource directories and the like. All teaching materials available to students in the reading rooms of the scientific library <a href="http://library.kname.edu.ua/index.php/uk/">http://library.kname.edu.ua/index.php/uk/</a> , including in the hall of the information service, equipped with computers with access to the Internet and the local network of the University in the digital repository <a href="http://eprints.kname.edu.ua">http://eprints.kname.edu.ua</a> on the portal of distance learning Center <a href="http://cdo.kname.edu.ua/">http://cdo.kname.edu.ua/</a>
<b>Academic mobility</b>	
<b>National credit mobility</b>	In accordance with the regulations of the academic mobility of students, doctoral students, scientific and pedagogical employees of O. M. Beketov National University of Urban Economy in Kharkiv
<b>International credit mobility</b>	Cooperation agreement between the University and: - Lodz technical University (Poland), agreement No. 89, October 2017 - The University of New Horiz (Slovenia), agreement No. 88, 12.10. 2017 - Middle East Technical University (Turkey, Ankara), agreement No. 69, 28.03. 2016 - University of Aristotle (Greece, Thessaloniki), agreement No. 75, 22.02.2018 - Estonian University of Natural Sciences (Tartu), agreement No. 90, 10.10. 2017
<b>Training of foreign applicants for higher education</b>	According to the Rules of admission to O. M. Beketov National University of Urban Economy in Kharkiv