

## The profile of the educational program Tourism, speciality 242 Tourism

<b>1 – General information</b>	
<b>Full name of the institution of higher education</b>	O. M. Beketov National University of Urban Economy in Kharkiv
<b>The degree and the name of the qualification in the original language</b>	Bachelor of tourism
<b>The official name of the educational program</b>	Tourism
<b>The type of degree and volume of the educational program</b>	Bachelor degree, single, 240 ECTS credits, training period 3 years 10 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine; certificate UD 21011700, valid until July 1, 2029
<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>Мова(и) викладання</b>	Ukrainian, English
<b>Термін дії освітньої програми</b>	5 років
<b>Інтернет-адреса постійного розміщення опису освітньої програми</b>	<a href="http://www.kname.edu.ua">http://www.kname.edu.ua</a>
<b>2 – 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>3 - 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>4 – 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>5 – 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, defense of course paper, reports on production and pre-diploma practices, qualifying work
<b>6 – Програмні компетентності</b>	
<b>Integral competence</b>	Ability to comprehensively solve complex professional problems and practical problems in the field of tourism and recreation both in the process of learning and in the process of work, which involves the application of theories and methods of science, which form tourism,

	and are characterized by complexity and uncertainty.
<b>General Competences (GC)</b> , specified by the standard of higher education of the specialty	<p>GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human rights and freedoms and the citizen of Ukraine.</p> <p>GC 2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of the subject area development, its place in the general system of knowledge about nature and society and in society, technology and technology development, use different types and forms physical activity for active recreation and a healthy lifestyle.</p> <p>GC 3. Ability to act socially responsibly and consciously</p> <p>GC 4. Ability to think critically, analyze and synthesize</p> <p>GC 5. The desire to preserve the environment</p> <p>GC 6. Ability to search, process and analyze information from various sources</p> <p>GC 7. Ability to work in an international context</p> <p>GC 8. Skills in the use of information and communication technologies</p> <p>GC 9. Ability to identify, pose and solve problems</p> <p>GC 10. Ability to communicate in the state language both orally and in writing</p> <p>GC 11. Ability to communicate in a foreign language</p> <p>GC 12. Interpersonal skills</p> <p>GC 13. Ability to plan and manage time</p> <p>GC 14. Ability to work in a team and independently</p>
<b>Professional competencies of the specialty (FC)</b> , specified by the standard of higher education of the specialty	<p>FC 1. Knowledge and understanding of the subject area and understanding of the professional activity specifics</p> <p>FC 2. Ability to apply knowledge in practical situations</p> <p>FC 3. Ability to analyze the recreational and tourist potential of the territories</p> <p>FC 4. Ability to analyze the activities of the tourism industry at all levels of government</p> <p>FC 5. Understanding of current trends and regional priorities for tourism development in general and its individual forms and types</p> <p>FC 6. Understanding of processes of the organization of tourist trips and complex tourist service (hotel, restaurant, transport, excursion, recreational)</p> <p>FC 7. Ability to develop, promote, sell and organize the consumption of a tourist product</p> <p>FC 8. Understanding of principles, processes and technologies of the organization of work of the subject of the tourist industry and its subsystems</p> <p>FC 9. Ability to ensure the safety of tourists in ordinary and difficult force majeure</p> <p>FC 10. Ability to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material</p> <p>FC 11. Ability to use information technology and office equipment in the work of tourist enterprises</p> <p>FC 12. Ability to determine individual tourist needs, use modern technologies of tourist service and conduct claims work</p> <p>FC 13. Ability to cooperate with business partners and clients, the ability to provide effective communication with them</p>

	<p>FC 14. Ability to work in an international environment based on a positive attitude to dissimilarity to other cultures, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, recognition of intercultural issues in professional practice.</p> <p>FC 15. Ability to act in the legal field, to be guided by the law</p> <p>FC 16. Ability to work with documentation and perform settlement operations by a tourism business entity</p>
<b>7 – Програмні результати навчання</b>	
<p><b>Program learning outcomes (PLO)</b> specified by the standard of higher education of the specialty</p>	<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.</p> <p>PLO 2. To know, to understand and to be able to use in practice the 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>

	PLO 22. To perform tasks in uncertain and extreme situations.
<b>8 – Resource support for program implementation</b>	
<b>Staffing</b>	<p>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 tourism are involved. Teachers have a certificate of proficiency in English at level B2, and have passed the international internships.</p> <p>Teachers have a certificate of English language proficiency at the B-2 level, one teacher at the C-1 level; one teacher has a certificate of proficiency in German at the C-1 level, teachers have completed an international internship.</p>
<b>Material and technical base</b>	<p>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 tourism: 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 Tourism.</p>
<b>Information and methodological support</b>	<p>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.</p> <p>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></p>
<b>9 – Академічна мобільність</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>	<p>Cooperation agreement between the University and:</p> <ul style="list-style-type: none"> <li>- Lodz technical University (Poland), agreement No. 89, October 2017</li> <li>- The University of New Horiz (Slovenia), agreement No. 88, 12.10. 2017</li> <li>- Middle East Technical University (Turkey, Ankara), agreement No. 69, 28.03. 2016</li> <li>- University of Aristotle (Greece, Thessaloniki), agreement No. 75, 22.02.2018</li> <li>- Estonian University of Natural Sciences (Tartu), agreement No. 90, 10.10. 2017</li> </ul>
<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