

The profile of the educational program **Tourism Studies, speciality 242** **Tourism**

1 – General information	
Full name of the institution of higher education	O. M. Beketov National University of Urban Economy in Kharkiv
The degree and the name of the qualification in the original language	Master of tourism
The official name of the educational program	Tourism Studies
The type of degree and volume of the educational program	Master degree, single, 90 ECTS credits, training period - 1 year 4 months, full-time form of education 1 year 10 months, part-time form of education
Accreditation	Ministry of Education and Science of Ukraine; certificate UD 21002021, valid until July 1, 2023
Cycle/level	The second (master) level Ukraine NQF – 7 level The FQ-EHEA second cycle The EQF-LL – 7 level
Background	Bachelor / Specialist degree
Мова(и) викладання	Ukrainian, English
Термін дії освітньої програми	5 років
Інтернет-адреса постійного розміщення опису освітньої програми	http://www.kname.edu.ua
2 – The purpose of the educational program	
	Formation of general and professional competencies for the successful implementation of economic, organizational and managerial, design, production and technological activities in the field of recreation, tourism and resorts..
3 - Description of the educational program	
Subject area	<p>Objects of study:</p> <ul style="list-style-type: none"> - tourism as a social phenomenon, a complex socio-ecological-economic system, which includes objects, phenomena and processes of geographical, socio-cultural, ecological, economic, organizational and legal content associated with comfortable and safe travel; - tourism as a sphere of professional activity with: 1) organization and management of the tourist process at different hierarchical levels; 2) research, analysis and forecasting of directions of development of the tourist market, its segments, subjects of tourist activity. <p>The purpose of training - the formation of general and professional competencies for the successful implementation of economic, organizational and managerial, design, production and technological activities in the field of recreation, tourism and resorts.</p> <p>The theoretical content of the subject area is based on:</p>

	<p>- basic concepts: tourism as a social phenomenon; profiles of tourist activity (economic, managerial, public, educational, scientific); innovative tourism product and innovations in tourism; organization and management of tourism industry entities; monitoring of the market of tourist services; geospatial organization of the tourist process; international tourism business and logistics; sustainable tourism and socially responsible business; quality management of tourist services; project management in tourism; management of regional tourism development; tourism</p> <p>- concepts: 1) humanistic, patriotic and educational; 2) multicultural, national identity; 3) globalization and glocalization of tourism; 4) geotoriality of tourism, geospatial organization of the tourist process; 5) sustainable tourism for development; 6) geoeconomic; 7) information technology; 8) socially responsible business; 9) service; 10) innovative development</p> <p>- principles that determine the patterns of training: student-centered, competence-oriented, scientific, innovation-informational, theoretical-prognostic, multidisciplinary, linguistic-communicative, problem-oriented, practice-oriented, self-realization of the student's personality</p> <p>Methods and tools: general and special scientific methods: geographical, economic, marketing, sociological analysis and synthesis, forecasting, psychological and analytical methods, design, information (including GIS technologies), methods of recreational and tourist services, special / professional pedagogy (pedagogy of tourism)</p> <p>Means: general scientific and special sources of recreational and tourist information, educational-methodical and monographic literature, cartographic sources, IT-technologies.</p> <p>Tools and equipment: technical equipment and facilities for information processing and formation of arrays of new information for the management of the spatial database, compliance with safety in tourism and ensuring the quality of service; cartographic sources; specialized licensed applications; specialized offices and laboratories</p> <p>The subject area contains knowledge of tourism (theory and methodology of tourism), scientific principles of sustainable tourism, quality management of tourism services, project management in tourism, the specifics of the tourism market and international tourism business, regional tourism development, information and innovation, tourism management associations and organizations of regional, state and international level</p>
Orientation of the educational programme	Educational-professional
The main focus of the educational program and specialization	<p>Special education in the field of knowledge Areas of service in the specialty 242 Tourism, educational program Tourism</p> <p>Keywords: tourism science, tourist infrastructure, market of tourist services, subjects of tourist business, pedagogy, professional education, international tourism, tourist destinations, tourism management</p>
Peculiarities of the program	The educational program provides for the acquisition of theoretical knowledge and professional skills in organizing the functioning and development of tourism in the destination (region, city, local community)
4 – The suitability of graduates for employment and further education	
Suitability for employment	<p>Employment in public institutions and private companies for positions related to tourism is possible.</p> <p>Professions (according to the current version of the National Classifier of Ukraine: Classifier of professions (DK 003: 2010):</p>

	<p>1448. Managers (managers) of travel agencies and travel agencies; 1448.1. Managers (managers) for organizing the activities of travel agencies and travel agencies; 248. Professionals in the field of tourism, hotel, restaurant and sanatorium business 2481. Professionals in the field of tourism 2481.1. Researchers (tourism, sightseeing) 2481.2. Tourism experts 2483. Professionals in the field of sanatorium business 2483.1. Researchers (recreation) 2483.2. Sanatorium professionals</p>
Further education	Have the right to continue their education at the third educational and scientific level of higher education; for postgraduate education, advanced training, academic mobility.
5 – Teaching and assessment	
Teaching and learning	<p>Student-centered learning, problem-oriented learning, lectures, practical classes, laboratory work, independent work, consultations, project work, preparation of qualifying work. Teaching methods: problem statement, illustrations and demonstrations, part-search, research, practical</p>
Assessment	<p>Current control: oral and written questioning, tests, presentations of individual tasks. Final control: written exams and diff. tests, defense of term papers and practice reports. Certification: public defense of qualifying work.</p>
6 – Program competence	
Integral competence	Ability to set and successfully solve at a sufficient professional level research and practical tasks, generalize the practice of tourism and recreation, predict areas of their development, solve professional problems and practical problems in the field of tourism and recreation both in the learning process and in the work process
General Competences (GC), specified by the standard of higher education of the specialty	<p>GC 1. Act on the basis of understanding of civilizational humanitarian values and globalization processes, priorities of national development GC 2. Ability to organize, plan, forecast performance GC 3. Ability to work in the international and domestic professional environment GC 4. Fluency and ability to communicate in business English and other foreign language (s) in professional activities GC 5. Ability to communicate with experts from other fields of activity on topical issues of tourism and recreation GC 6. Ability to develop projects and manage them GC 7. Entrepreneurship, creativity, desire to succeed and self-realization GC 8. Ability to time management GC 9. Ability to motivate people and move towards a common goal GC 10. Ability to assess and ensure the quality of work performed</p>
Professional competencies of the specialty (FC), specified by the standard of higher education of the specialty	<p>FC 1. Ability to define the basic scientific concepts and categories of methodology of tourism and recreation (tourism) and apply them in professional activities FC 2. Ability to use research methods in the field of tourism and recreation FC 3. Ability to analyze the geospatial organization of the tourism process and project its development on a sustainable basis</p>

	<p>FC 4. Understanding the objectives of national and regional tourism policy and mechanisms for regulating tourism</p> <p>FC 5. Ability to use the theory and methods of innovation and information development at different levels of government</p> <p>FC 6. Ability to organize and manage the tourist process at the local and regional levels, in a tourist destination, at a tourist enterprise</p> <p>FC 7. Ability to develop and facilitate the implementation of regional programs for the development of sustainable tourism</p> <p>FC 8. Ability to implement international experience of recreational and tourist activities</p> <p>FC 9. Understanding the mechanisms of interaction between the world and national tourism markets and the provisions of socially responsible business in tourism and recreation</p> <p>FC 10. Ability to manage risks in tourism</p> <p>FC 11. Ability to manage information</p> <p>FC 12. Ability to do business in the national and international tourism market</p> <p>FC 13. Ability to identify strategic objectives in the development of tourism business</p> <p>FC 14. Ability to social and academic mobility in the field of tourism</p>
7 – Program learning outcomes	
<p>Program learning outcomes (PLO) specified by the standard of higher education of the specialty</p>	<p>PLO 1. Knowledge of advanced concepts, methods of research and professional activities on the border of the subject areas of tourism and recreation</p> <p>PLO 2. Ability to understand and apply in practice the theory and methodology of the system of sciences that form tourism</p> <p>PLO 3. Ability to use information and innovative methods and technologies in the field of tourism</p> <p>PLO 4. Knowledge of patterns, principles and mechanisms of the tourist market</p> <p>PLO 5. Ability to assess the situation in the tourism market, interpret the results of the study and predict the development of the business entity in the field of recreation and tourism</p> <p>PLO 6. Ability to manage the enterprise of the tourism and recreation industry</p> <p>PLO 7. Ability to develop and implement projects in the field of recreation, tourism, hospitality</p> <p>PLO 8. Fluent in the state language and use it in professional activities</p> <p>PLO 9. Practice the use of foreign languages in professional activities</p> <p>PLO 10. Act in a multicultural environment</p> <p>PLO 11. To use communication skills and technologies, to initiate introduction of methods of communicative management in practice of activity of subjects of tourist business</p> <p>PLO 12. Demonstrate social responsibility for the results of strategic decisions</p> <p>PLO 13. Make decisions in difficult and unpredictable conditions, which requires the use of new approaches and forecasting methods</p> <p>PLO 14. Be responsible for the development of professional knowledge and practices, assessment of strategic development of the team, the formation of effective personnel policy</p> <p>PLO 15. Demonstrate the ability to self-develop and self-improvement throughout life</p>

	<p>PLO 16. Initiate innovative complex projects, show leadership during their implementation</p>
8 – Resource support for program implementation	
Staffing	<p>All scientific and pedagogical workers have qualifications according to educational components, experience of practical and scientific and pedagogical activity, regularly improve their qualification through participation in scientific projects, conferences, internships in institutions of Ukraine and foreign countries.</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.</p>
Material and technical base	<p>Logistics of the educational program meets the requirements and provides an opportunity for effective training of applicants.</p> <p>Lectures are held in classrooms with multimedia equipment. Practical classes are held in specialized computer classes with the use of information and communication equipment, information systems and software products used in the tourism industry: MS Project, Outlook, OneNote, EverNote, 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 Travel agency..</p>
Information and methodological support	<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 http://library.kname.edu.ua/index.php/uk/, 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 http://eprints.kname.edu.ua on the portal of distance learning Center http://cdo.kname.edu.ua/</p>
9 – Академічна мобільність	
National credit mobility	<p>According to the Regulations on academic mobility of students, graduate students, doctoral students, scientific, pedagogical and research staff of O. M. Beketov National University of Urban Economy in Kharkiv</p>
International credit mobility	<p>Cooperation agreement between the University and:</p> <ul style="list-style-type: none"> - 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
Training of foreign applicants for higher education	<p>According to the Rules of admission to O. M. Beketov National University of Urban Economy in Kharkiv</p>