

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
YURIY FEDKOVYCH  
CHERNIVTSI NATIONAL UNIVERSITY**

**EDUCATIONAL PROFESSIONAL PROGRAM  
"MANAGEMENT OF THE TOURISM INDUSTRY"**

first (bachelor's) level of higher education  
in the specialty 073 Management  
branch of knowledge 07 Management and administration

APPROVED BY THE ACADEMIC COUNCIL\*

Chairman of the Academic Council

  
/ Roman PETRYSHYN

(Protocol № 6 from 26.05.2022)

The educational program is implemented from « 1 » September 2022

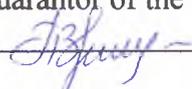
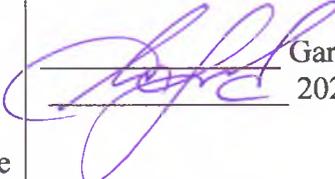
  
/ Roman PETRYSHYN

(order №173 from 7.06. 2022)

Chernivtsi

2022

**LETTER OF AGREEMENT**  
educational and professional program

<b>"DEVELOPED" "APPROVED"</b>	<b>"DEVELOPED" "APPROVED"</b>
<p>Working group of the Department of Economic Geography and Environmental Management of Yuriy Fedkovych Chernivtsi National University</p> <p>Guarantor of the educational program              _____ Pidgirna V.N.  <u>5.04. 2022</u></p>	<p>At the meeting of the Department of Economic Geography and Environmental Management of Yuriy Fedkovych Chernivtsi National University</p> <p>Protocol № 11  <u>from 5.04. 2022</u></p> <p>Head of the department  Rudenko V.P.</p>
<p align="center"><b>"APPROVED"</b></p> <p>Academic Council of the Faculty of Geography of Yuriy Fedkovych Chernivtsi National University</p> <p>Protocol №10  <u>from 27.04. 2022</u></p> <p>Chairman of the Academic Council of the Faculty of Geography              _____ Zayachuk M.D.</p>	<p align="center"><b>"AGREED"</b></p> <p>Head of the Department of Education of Yuriy Fedkovych Chernivtsi National University              _____ Garabazhiv Y.D.            2022</p>
<p align="center"><b>"RECOMMENDED"</b></p> <p>Scientific and Methodological Commission of the Academic Council of Yuriy Fedkovych Chernivtsi National University</p> <p>Protocol № <u>10</u>  <u>from 26. 05. 2022</u></p> <p>Chairman of the University Commission</p>	

 Martynyuk O.V.

**1. Profile of the educational program "Management of the tourism industry" in the specialty 073 Management branch of knowledge 07 Management and administration**

<b>1 - General information</b>	
<b>Full name of the higher educational institution and structural subdivision</b>	Yuriy Fedkovych Chernivtsi National University Geography faculty Department of Economic Geography and Environmental Management
<b>Degree of higher education and title of qualification in the original language</b>	Degree of higher education - Bachelor Specialty – Management Educational qualification: Bachelor of Management in the tourism industry Professional qualification: 1448 «Managers of travel agencies and travel agencies»; 1455 «Managers in hotels and other accommodation»
<b>The official name of the educational program</b>	"Management of the tourism industry"
<b>Type of diploma and scope of educational program</b>	Bachelor's degree, single, 240 MCTS credits, term of study 4 years
<b>Availability of accreditation</b>	Certificate of accreditation of the specialty, issued by the Ministry of Education and Science of Ukraine, series ND № 2588435, the certificate is valid until July 1, 2023
<b>Cycle / level</b>	NRC of Ukraine - 6 level of higher education / bachelor, QF-EHEA - the first cycle, EQF level 6
<b>Prerequisites</b>	Admission on the basis of a certificate of complete secondary education is 240 MCTS credits. On the basis of the degree of "junior bachelor" (educational qualification level "junior specialist") the higher education institution has the right to recognize and recalculate MCTS credits received within the previous educational training program (junior specialist), not more than 120 MCTS credits. Based on the degree of "professional junior bachelor", the institution of higher education has the right to recognize and re-credit no more than 60 MCTS credits received under the previous educational program of professional before higher education. Admission on the basis of the degrees "Junior Bachelor", "Professional Junior Bachelor" or educational qualification level "Junior Specialist" is based on the results of external independent evaluation in the manner prescribed by law. At least 50% of the educational program should be aimed at providing general and special (professional) competencies in the specialty, defined by the standard of higher education.
<b>Language (s) of instruction</b>	Ukrainian
<b>Term of the educational program</b>	July 1, 2023
<b>Internet address of the permanent post of the description of the educational program</b>	<a href="http://geo.chnu.edu.ua/index.php?page=ua/051spMCialties">http://geo.chnu.edu.ua/index.php?page=ua/051spMCialties</a>

<b>2 - The purpose of the educational program</b>	
Provide training for qualified managers capable of solving complex specialized problems and practical problems characterized by complex and uncertain conditions in the field of management of organizations and their departments, economic processes in enterprises and organizations of various forms of ownership of industrial and non-industrial spheres, including in the field of tourism industry through the formation of general and professional competencies.	
<b>3 - Characteristics of the educational program</b>	
<b>Subject area (field of knowledge, specialty, specialization (if available))</b>	<p>field of knowledge 07 "Management and administration"  specialty 073 "Management"  OP "Tourism Industry Management"</p> <ul style="list-style-type: none"> <li>- Object of study: management of organizations and their departments.</li> <li>- Objectives of training: training of specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions in the field of management of organizations and their departments.</li> <li>- Theoretical content of the subject area: paradigms, laws, patterns, principles, historical background of management; concepts of systemic, situational, adaptive, anticipative, innovative, anti-crisis, project management, etc; functions, methods, technologies and management decisions in management.</li> <li>- Methods, techniques and technologies: general scientific and specific research methods (computational-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc.); methods of implementation of management functions (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of assessing social, organizational and economic efficiency in management, etc.); management methods (administrative, economic, socio-psychological, technological); technologies for substantiation of management decisions (economic analysis, simulation modeling, decision tree, etc.).</li> <li>- Tools and equipment: modern information and communication equipment, information systems and software products used in management.</li> </ul>
<b>Orientation of the educational program</b>	The educational and professional program involves mastering knowledge of basic competencies in the field of management and administration of modern organizational structures in various sectors and sectors of the economy in general and in the tourism industry in particular, the ability to choose optimal strategic priorities for their development and public interest.
<b>The main focus of the educational program and specialization</b>	<p style="text-align: center;">General education by specialty</p> <p>Emphasis is placed on highly professional theoretical and practical training of specialists-managers in order to work in administrative and managerial positions to perform professional tasks in various sectors and areas of the economy in general and in the tourism industry in particular; on the possibility of continuing education (master's professional and scientific programs).</p> <p>Key words: management, organization, management functions, tourism industry, administrative procedures, management decisions, management efficiency, control, leadership.</p>
<b>Features of the program</b>	Combination of managerial competencies with knowledge that allows their successful application in organizations of various industries and sectors of the economy in general and the tourism industry in particular.
<b>4 - Suitability of graduates for employment and further study</b>	

<b>Suitability for employment</b>	<p>The tentative spheres of professional activity are administrative-economic and information-analytical work in linear and functional subdivisions of organizations of different forms of ownership and organizational-legal forms according to one of the codes of economic activity according to NACE-2010 and according to the national classifier of Ukraine "Classifier of Professions". DK 003: 2010.</p> <p>The Bachelor of Management may hold positions under professional job titles (code KP 1448), "Managers (managers) of travel agencies and travel agencies", (code KP 1455), "Managers (managers) in hotels and other accommodation and other accommodation and other primary positions according to professional titles of works characterized by special professional competencies in accordance with the generalized object of activity.</p>
<b>Further training</b>	<p>They have the right to continue their studies at the second (master's) level of higher education. Acquisition of additional qualifications in the system of postgraduate education.</p>
<b>5 - Teaching and assessment</b>	
<b>Teaching and learning</b>	<p>Problem-oriented and student-centric learning, self-study using distance technologies. Use of traditional and interactive methods in order to form general and professional competencies.</p> <p>Lectures, seminars and practical classes, independent work, consultations with teachers, trainings, training and internships, preparation of individual project assignments, conducting research and writing term papers and qualifying papers.</p>
<b>Evaluation</b>	<p>Learning achievements are assessed according to the MCTS system and the national scale.</p> <p>The main types of control: current, modular, semester, public defense of qualifying work.</p> <p>Forms of control: oral, written, test, presentations, reports on practices, defense of term papers, public defense of qualifying work.</p>
<b>6 - Program competencies</b>	
<b>Integral competence</b>	<p>Ability to solve complex specialized problems and practical problems, which are characterized by complexity and uncertainty of conditions in the field of management or in the learning process, which involves the use of theories and methods of social and behavioral sciences.</p>
<b>General Competences (GC)</b>	<ol style="list-style-type: none"> <li>1. The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</li> <li>2. Ability to preserve and increase moral, cultural, scientific values and increase the 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 technology. Physical activity for active recreation and healthy living.</li> <li>3. Ability to abstract thinking, analysis, synthesis.</li> <li>4. Ability to apply knowledge in practical situations.</li> <li>5. Knowledge and understanding of the subject area and understanding of professional activity.</li> <li>6. Ability to communicate in the state language both orally and in writing.</li> <li>7. Ability to communicate in a foreign language.</li> <li>8. Skills in the use of information and communication technologies.</li> <li>9. Ability to learn and master modern knowledge.</li> <li>10. Ability to conduct research at the appropriate level.</li> <li>11. Ability to adapt and act in a new situation.</li> </ol>

	<p>12. Ability to generate new ideas (creativity).</p> <p>13. Appreciation and respect for diversity and multiculturalism.</p> <p>14. Ability to work in an international context.</p> <p>15. Ability to act on the basis of ethical considerations (motives).</p>
<b>Special Competences (SC)</b>	<p>1. Ability to identify and describe the characteristics of the organization.</p> <p>2. Ability to analyze the results of the organization, compare them with the factors of external and internal environment.</p> <p>3. Ability to determine the prospects for the development of the organization.</p> <p>4. Ability to determine the functional areas of the organization and the relationships between them.</p> <p>5. Ability to manage the organization and its departments through the implementation of management functions.</p> <p>6. Ability to act socially, responsibly and consciously.</p> <p>7. Ability to choose and use modern management tools.</p> <p>8. Ability to plan the activities of the organization and manage time.</p> <p>9. Ability to work in a team and establish interpersonal interaction in solving professional problems.</p> <p>10. Ability to evaluate the work performed, ensure their quality and motivate the staff of the organization.</p> <p>11. Ability to create and organize effective communications in the management process.</p> <p>12. Ability to analyze and structure the problems of the organization, to form sound decisions.</p> <p>13. Understand the principles and norms of law and use them in professional activities.</p> <p>14. Understand the principles of psychology and use them in professional activities.</p> <p>15. Ability to form and demonstrate leadership qualities and behavioral skills.</p> <p>16. Ability to effectively manage the resource base of the tourism industry on the basis of rationality in their use.</p> <p>17. Ability to manage enterprises (organizations) of the tourism industry (and their divisions) through the implementation of management functions based on the possession of technologies for the organization of tourism activities.</p> <p>18. Ability to use theoretical knowledge and practical skills for strategic planning of the tourism industry at different administrative and territorial levels.</p>
<b>7 - Regulatory content of training of higher education, formulated in terms of learning outcomes</b>	
<b>Program Learning Outcomes (PLO)</b>	<p>1. Know their rights and responsibilities as a member of society, to understand the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>2. Preserve moral, cultural, scientific values and increase the achievements of society, use different types and forms of physical activity to lead a healthy lifestyle.</p> <p>3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.</p> <p>4. Demonstrate skills to identify problems and justify management decisions.</p> <p>5. Describe the content of the functional areas of the organization.</p> <p>6. Identify skills of search, collection and analysis of information, calculation of indicators to justify management decisions.</p> <p>7. Demonstrate organizational design skills.</p> <p>8. Apply management methods to ensure efficiency activities of the organization.</p>

	<p>9. Demonstrate skills of interaction, leadership, teamwork.</p> <p>10. Have the skills to justify effective tools to motivate the staff of the organization.</p> <p>11. Demonstrate skills of situation analysis and communication in various areas of the organization.</p> <p>12. Assess the legal, social and economic consequences of the organization.</p> <p>13. Communicate orally and in writing in state and foreign languages.</p> <p>14. Identify the causes of stress, adapt yourself and team members to a stressful situation, find ways to neutralize it.</p> <p>15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.</p> <p>16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>17. Perform research individually and / or in a group under the guidance of a leader.</p> <p>18. Know the basic laws, patterns and principles of rational use of tourist resources, assess the recreational and tourist potential of the territory, be able to develop and justify mechanisms for their involvement in the organization of tourism activities, taking into account the requirements of sustainable development.</p> <p>19. Know the features of organizational and managerial activities of enterprises in the field of tourism business.</p> <p>20. Know the functional areas of the tourism industry to make management decisions in accordance with the peculiarities of their operation.</p>
<b>8 - Resource support for program implementation</b>	
<b>Staffing</b>	The program involves scientific and pedagogical staff of Yuriy Fedkovych Chernivtsi National University, primarily full-time with degrees and / or academic titles, which meets the discipline and personnel requirements of the License conditions for educational activities at the first (bachelor's) level of higher education.
<b>Material and technical support</b>	<ol style="list-style-type: none"> <li>1. Premises for training sessions and control activities</li> <li>2. Multimedia equipment for simultaneous use in classrooms.</li> <li>3. Library, including Reading Room.</li> <li>4. Food station, assembly hall, gym.</li> <li>5. Dormitory.</li> <li>6. Wireless Internet access points.</li> <li>7. Computer jobs are needed to complete curricula.</li> </ol>
<b>Information and educational and methodological support</b>	<ol style="list-style-type: none"> <li>1. Official site of Yuriy Fedkovych Chernivtsi National University, site of the Faculty of Geography and the Department of Economic Geography and Environmental Management.</li> <li>2 Distance learning site: <a href="http://moodle.chnu.edu.ua">http://moodle.chnu.edu.ua</a>.</li> <li>3. Wireless access points and unlimited access to a secure Internet.</li> <li>4. Scientific library, reading rooms.</li> <li>5. Curricula and work plans.</li> <li>6. Graphics of the educational process.</li> <li>7. Publications of teachers involved in the implementation of the educational program.</li> <li>8. Curricula and work programs, syllabi of disciplines.</li> <li>9. Didactic materials for independent and individual work of students in disciplines.</li> <li>10. Programs of training and industrial practices.</li> </ol>
<b>9 - Academic mobility</b>	
<b>National credit</b>	Academic mobility agreements have been concluded on the basis of

<b>mobility</b>	bilateral agreements between Yuriy Fedkovych Chernivtsi National University and the Free Economic Zone of Ukraine.
<b>International credit mobility</b>	Agreements on International Academic Mobility (Erasmus + K1) concluded on the basis of bilateral agreements between Yuriy Fedkovych Chernivtsi National University and educational institutions of partner countries
<b>Training of foreign applicants for higher education</b>	Training of foreign applicants for higher education is carried out on general conditions.

## 2. List of components of educational and professional program and their logical sequence

Code	COMPONENTS OF THE EDUCATIONAL PROGRAM (academic disciplines, course projects) practice, qualification work)	Number of credits	Form of final control
1	2	3	4
<b>Mandatory components of the EP</b>			
MC 1	Ukrainian language (for professional purposes)	3,0	exam
MC 2	Current issues of history and culture of Ukraine	4,0	exam
MC 3	Economic theory	5,0	exam
MC 4	Higher mathematics	4,0	exam
MC 5	GIS technology in management	5,0	test
MC 6	Foreign language (for professional purposes)	6,0	credit, exam
MC 7	Macroeconomics	4,0	exam
MC 8	Statistics	4,0	exam
MC 9	Money and credit	5,0	exam
MC 10	Regional economy	4,5	exam
MC 11	Philosophy	4,0	exam
MC 12	Microeconomics	4,0	exam
MC 13	Management	4,0	exam
MC 14	Organizational management structures in tourism	4,0	test
MC 15	Technology of tourist activity	5,0	exam
MC 16	Management of tourist and resource potential of Ukraine	4,0	exam
MC 17	Marketing	5,0	exam
MC 18	Accounting and auditing in tourism	5,0	exam
MC 19	Optimization methods and models	4,0	test
MC 20	Management of hotel and restaurant services	3,0	exam
MC 21	Foreign economic activity of enterprises	5,0	exam
MC 22	Psychology of business in tourism	4,0	exam
MC 23	Operational management	4,0	exam
MC 24	State and regional administration	3,0	exam
MC 25	Economics and finance of tourism enterprises	5,0	exam
MC 26	Legal bases of economic activity	3,0	test
MC 27	Economic analysis	4,0	exam
MC 28	HR	4,5	exam
MC 29	Logistics	4,0	exam
MC 30	Management of enterprises of the tourist industry	4,0	test
MC 31	Administrative management in tourism	4,0	exam
MC 32	Professional foreign language	3,0	test
MC 33	Strategic management	3,0	exam

MC 34	Management of innovations in the field of tourism	4,0	exam
MC 35	Communication management	4,0	exam
MC 36	Interdisciplinary course work 1	3,0	exam
MC 37	Interdisciplinary course work 2	3,0	exam
MC 38	Educational practice	4,5	exam
MC 39	Educational practice	3,0	exam
MC 40	Internship	4,5	exam
MC 41	Internship	6,0	exam
MC 42	Graduation thesis	6,0	protection
<b>Total amount of mandatory components:</b>		<b>65,0 / 27%:</b>	
<b>Selective components of the EP</b>		<b>240</b>	
SC 1	Physical education (by sports)	3,0	credit
SC 2	Management of regional tourism development in Ukraine and Bukovina / Tourist infrastructure of the Carpathian region / Geography of tourist resources	4,0	credit
SC 3	Organization of excursion activities / Tourist local lore / Museum business	6,0	credit
SC 4	Disciplines from the catalogue of elective courses of the university I	3,0	credit
SC 5	Organization of tourist business / Introduction to the specialty / Tour rating	5,0	credit
SC 6	Planning of tourist activity of enterprises / Entrepreneurship and business planning / Project management	5,0	credit
SC 7	Disciplines from the catalog of elective courses of the University II	3,0	credit
SC 8	Informatics / Probability theory and mathematical statistics / Econometrics	4,0	credit
SC 9	Ecological, sports, medical and health tourism / Service management / Standards and certification of tourist services	4,0	exam
SC 10	Management of rural tourism in Ukraine and Bukovina / Event tourism management / Ecological tourism and geotourism	5,0	credit
SC 11	Management of forest and recreational resources / Management of sanatorium and resort business / Resort management	4,0	credit
SC 12	Management of the international tourism industry / Cross-cultural management / Organization of transport services	4,0	exam
SC 13	Marketing in tourism / Advertising management in tourism / Image geology and PR in tourism / Tourist branding of the Carpathian region	3,0	exam
SC 14	Training course "Creating a tourist enterprise" / Training course "Creating your own business" / Training course "Automation of tourist enterprise"	4,0	credit
SC 15	Crisis management in tourism / Strategy for tourism potential development / Socially inclusive tourism	4,0	credit
SC 16	System analysis in tourism / Economic and social Ecology / Management of sustainable tourism development	4,0	credit
<b>Total amount of sample components:</b>		<b>65,0 / 27%</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>240</b>	
SC18	Military training	29,0	

### **3. Form of certification of applicants for higher education**

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

Qualification work should involve solving a complex specialized task or practical problem in the field of management, characterized by complexity and uncertainty of conditions, using theories and methods of Economics.

There can be no academic plagiarism, falsification or writing off in the qualification work. The plagiarism check procedure is determined by the Free Economic Zone. 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.

Attestation of graduates of the educational program "Tourism Industry Management" specialty 073 "Management" is carried out in the form of defense of qualifying work and ends with the issuance of a standard document on awarding him a bachelor's degree, specialty 073 "Management", field of knowledge "Management" and management program – "Management of Tourism Industry". Bachelor of Management qualification in the tourism industry. The decision of the examination commission on the basis of mastering competencies with grades not less than 75 points of defense of qualifying work (professional direction) with a score of not less than 75 points, passing all types of practices provided by the curriculum with grades not less than 75 points "Managers of travel agencies and travel agencies", 1455 "Managers in hotels and other accommodation".

### **4. Structural and logical scheme of the educational program**

(alignment on the left - components of the educational program of general training, on the right - professional; regular font - mandatory components of the educational program, italics - optional; underlined - components of the educational program, which provide final control in the form of an exam)

# I КУРС

# II КУРС

# III КУРС

# IV КУРС



## УМОВНІ ПОЗНАЧЕННЯ:

Обов'язкові дисципліни:

Цикл загальної підготовки

Цикл професійної підготовки

Вибіркові дисципліни:

Цикл загальної підготовки

Цикл професійної підготовки

Зв'язки в межах курсу

Зв'язки між курсами

## 5. 1. Correspondence matrix of the program competencies to the components of the educational program (mandatory components)

	MC1	MC2	MC3	MC4	MC5	MC6	MC7	MC8	MC9	MC10	MC11	MC12	MC13	MC14	MC15	MC16	MC17	MC18	MC19	MC20	MC21	MC22	MC23	MC24	MC25	MC26	MC27	MC28	MC29	MC30	MC31	MC32	MC33	MC34	MC35	MC36	MC37	MC38	MC39	MC40	MC41	MC42						
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GC 2		+									+					+																																
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GC 8	+				+	+									+		+		+	+											+		+	+		+						+	+					
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GC 10				+			+	+																+			+				+								+	+	+	+		+	+			
GC 11						+																+			+				+			+								+	+	+	+					
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SC 8													+																	+					+								+	+			+	
SC 9																							+							+	+		+										+	+	+	+		













